

Introduction .....	13
<b>I. Main concepts of communication and public opinion .....</b>	<b>15</b>
<i>Topic I.</i>	
Globalization: context to understand International Communication .....	17
1. Definitions of Globalization .....	18
2. The processes .....	19
2.1. Technological development .....	19
2.2. Global power shifts .....	20
2.3. Internationalization of Communication .....	20
2.4. Other typical processes of the 20th century .....	21
3. The role of the media in these processes .....	22
3.1. Technology for «Connecting people» .....	22
3.2. The media creates a global audience .....	23
3.3. The entertainment reaches all countries .....	23
3.4. The convergence of different industries .....	24
4. Concepts associated with Globalization and the media .....	25
4.1. Modernization of societies .....	25
4.2. Postcolonialism .....	25
4.3. Cultural Identity .....	25
4.4. Communication for Development .....	26
5. Discussions related to Globalization .....	26
5.1. Power shifts at the global level .....	26
5.2. The controversial concept of post-international society .....	27

5.3. Commercialization of Culture .....	27
5.4. The problematic Diasporas .....	28
5.5. World Hegemony .....	28
5.6. Globalism and anti-globalization .....	28

*Topic II.*

Conceptualization and historical development of Public Opinion .....	31
1. A conceptual approach .....	32
1.1. The birth of the first opinion-based regimes .....	32
1.1.1. The peculiar case of Great Britain .....	33
1.1.2. The changes introduced in revolutionary France .....	34
1.1.3. A critique of the triumphant ideas in the French Revolution .....	35
1.2. A conceptual approach .....	37
1.2.1. Attempts to define what Opinion and Public is .....	37
1.2.2. The origin of the term .....	39
1.2.3. The pre-political conception of Public Opinion .....	40
1.2.4. Political conception of Public Opinion with the birth of liberal regimes .....	40
1.2.5. The relationship of public opinion with democracy and the media .....	41
1.3. The empirical study of public opinion .....	45
1.3.1. Classical tradition and empirical tradition .....	46
1.3.2. Different positions in the study of public opinion .....	46
1.4. The problems of public opinion .....	47
2. A journey through the notions of Public and Opinion: key concepts .....	48
2.1. Crowd, Public, and Mass .....	48
2.2. Issues and Publics .....	50
2.3. Public opinion formation processes .....	51
3. An approach to study from the social sciences .....	52
3.1. The relationship between the public and persuasion .....	53
3.2. Adapting the audience to persuasive messages .....	55
3.3. Social stereotypes .....	56
4. The effects of the media .....	57
4.1. Characteristics of media effects .....	57
4.2. Theoretical framework in the study on the effects of the media .....	58
4.2.1. Stage of powerful and direct effects (1920-1940) .....	58

4.2.2. Stage of weak effects (1940-1960)	59
4.2.2.1. Two-step flow of communication	60
4.2.2.2. The Klapper's Selective Exposure Theory	60
4.2.3. Stage of powerful effects under limited conditions (1960-present)	61
4.3. Fundamental theories and concepts	61
4.3.1. The spiral of silence	61
4.3.2. Agenda Setting	62
4.3.3. Priming	63
4.3.4. Framing	64
4.3.5. Uses and gratifications theory	64
4.3.6. The Cultivation Theory	65
5. Methods of Measuring Public Opinion	66
5.1. Quantitative research of public opinion	67
5.1.1. Surveys	67
5.1.2. Experiments	68
5.1.3. Content Analysis	69
5.2. Qualitative research of public opinion	70
5.2.1. In-depth interviews	70
5.2.2. Focus Groups	71
5.2.3. Discourse Analysis	72
<i>Topic III.</i>	
Characteristics of International Communication	75
1. The Significance of International Communication	76
2. Paradigms of international communication	78
2.1. International communication and language	78
2.2. International communication and technology	79
2.3. International communication as a tool for the development of global world culture	79
3. Characteristics of International Communication	80
4. International Communication Activities	82
5. Areas of Activity in International Communication	82
6. The theorization of International Communication	84
6.1. The free flow of information	84
6.2. Modernization theory	84

6.3. The dependency theory .....	84
6.4. Structural theory of imperialism .....	85
6.5. World system theory .....	86
6.6. Critical theory .....	86
6.7. The public sphere .....	87
6.8. Information society theory .....	87
6.9. Study of globalization .....	88
7. International mass media and media system .....	89
7.1. Newspaper as a Medium of International Communication .....	89
7.2. Television and Radio in International Broadcasting .....	89
7.3. Film Industry .....	90
7.4. New Media .....	91
<b>II. International Communication as Integrated System .....</b>	<b>95</b>
<i>Topic I.</i>	
Human Rights and International Communication .....	97
1. A Short History of Human Rights .....	98
1.1. The Universal Declaration of Human Rights .....	100
1.2. The Human Rights Covenants .....	102
1.3. The Role of Nongovernmental Organizations .....	104
2. The Right to Communicate .....	105
3. Communicating on the Public Sphere .....	106
4. Western governments and human rights .....	107
4.1. The Problem of Interference in Countries .....	107
4.2. Internal Affairs .....	108
5. Ethical journalism and human rights .....	108
6. The relationship between free expression, freedom of information, and pluralism .....	109
<i>Topic II.</i>	
Economics, Trade and Flow of International Communication .....	113
1. Communication and commercial relations .....	114
1.1. Commercial relations and their development since the Middle Ages ....	114
1.2. Commercial houses and their information networks .....	114
1.3. The shift from handwritten information to printed information .....	116
2. Importance of information for economic development: specialized media .....	117

2.1. Gazettes on economic issues .....	117
2.2. Magazines properly specialized in economic issues: The Economist ...	117
2.3. Importance of the role of the Reuters Agency .....	119
2.4. Newspapers and other reference magazines .....	120
2.5. Other American Magazines: Forbes, Fortune, Businessweek .....	122
3. Popularization of strictly economic and financial content and sources of information .....	123
3.1. The first European stock exchanges and the need for information .....	123
3.2. The rise of stock information in the 19th century and the telegraph ...	124
3.3. The «Stock Ticker» as a union between the telegraph and the printing press .....	125
3.4. Contributions from Dow and Jones, and Reuters .....	126
3.5. Western Union and Telex .....	126
3.6. Nasdaq, SEAO, Easdaq, the first offshored exchanges .....	127
<i>Topic III.</i>	
Cultural Aspects and International Communication .....	129
1. The creation of large communication groups .....	130
1.1. Emergence and development of multimedia companies .....	130
1.2. Technological convergence .....	132
1.3. The advantages of competing in a global market .....	134
2. The dominance of American audiovisual products: film and television .....	135
2.1. The rise of Hollywood in the interwar years .....	135
2.2. American television ahead of the rest .....	141
2.3. Exploiting the advantage of being commercial .....	141
3. The so-called cultural industries and the predominance of some countries over others .....	144
3.1. The commercialization of culture in a leisure society .....	144
3.2. The definition of Horkheimer and Adorno .....	144
3.3. The dialectic of so-called popular culture .....	146
<i>Topic IV.</i>	
Politics, Propaganda and Public Diplomacy in International Communication ..	149
1. Context: evolution of the influence of states on public opinion .....	150
1.1. Action of the authorities from the origins of social life .....	150
1.2. Liberal revolutions and their justification .....	150
1.3. The orientation of public opinion .....	152

2. Propaganda .....	152
2.1. Conceptual definitions .....	152
2.2. «De Propaganda Fide» since 1622 .....	153
2.3. Modern states and the institutionalization of propaganda action .....	154
2.3.1. Special Circumstances of World War I .....	154
2.3.2. British government activity .....	155
2.3.3. Committee on Public Information .....	156
2.3.4. Propaganda in other countries during the war .....	157
2.3.5. Effectiveness in the communist revolution and the origins of the Soviet State .....	158
2.3.6. The Nazis and the creation of a veritable propaganda machine .....	159
2.4. Negative consideration .....	162
2.4.1. Soviet Propaganda since 1945 .....	162
2.4.2. American Propaganda since 1945 .....	164
3. Public Diplomacy y «Soft Power» .....	165
3.1. Conceptual definition .....	165
3.2. Facets that can be included in «Soft Power» actions .....	166
3.3. Diplomacy and the media in a globalized world .....	167

*Topic V.*

Technology in International Communication .....	171
1. International connections .....	172
1.1. The growth of the telegraph and telephone .....	172
1.2. The birth of radio .....	175
1.3. The emergence of television .....	176
1.4. The new media .....	177
2. Satellites .....	177
3. The digitization of the media and telecommunications .....	178
3.1. Technological changes: from analog to digital .....	179
3.2. The introduction of communication satellites .....	179
3.3. The emergence and development of the Internet since 1989 .....	181

*Topic VI.*

Television: from national systems to the consolidation of a global phenomenon .....	183
1. Experimental origins .....	184

2. First regular services .....	184
3. Service Models .....	188
3.1. Public television .....	189
3.2. Commercial television .....	189
4. Development in the 50s and 60s .....	190
4.1. The creation of national systems: American and European networks ....	190
4.2. Technical innovations .....	192
4.3. Significant dates .....	194
5. The changes in television in the 80s .....	195
5.1. CNN, the global television .....	196
5.2. The multiplication of television offerings .....	197
6. The deregulation of television in the 1980s .....	199
6.1. Changes in the United States .....	199
6.2. Development in Europe of commercial television .....	200
7. The post-television .....	200
<i>Topic VII.</i>	
International communication and terrorism .....	203
1. Historical background .....	204
2. Terrorism as a global problem .....	207
3. Messages in the media .....	210
3.1. Fear as the main resource of terrorist messages .....	211
3.2. Information as propaganda .....	212
3.3. The impact on audiovisual media .....	213
4. The «use» of social media by terrorists .....	214
5. The media frame in news coverage of terrorism .....	215
<i>Topic VIII.</i>	
News Agencies and Internacional Flow of International Information .....	219
1. International information since the appearance of the big news agencies ..	220
1.1. The first agencies .....	220
1.1.1. The initiative of Charles Havas .....	220
1.1.2. The apprenticeship of Paul Reuter and Bernhard Wolff .....	220
1.1.3. The news exchange agreements («Agency News Cartel») .....	222
2. The Associated Press Cooperative Model .....	223
2.1. The cooperative system .....	223
2.2. The creation of the Associated Press .....	223

3. Development after international agreements .....	224
3.1. Agency growth .....	224
3.2. Conflicts and interference from politics .....	224
3.3. The crisis of World War I .....	225
3.4. The end of the international agreement system .....	226
4. The New International Order of Information and Communication .....	227
4.1. The Theory of Social Media Responsibility .....	227
4.2. The «New World Information and Communication Order» .....	228
4.3. The 1991 Windhoek Declaration for the Development of a Free, Independent and Pluralist Press .....	229
4.4. The development of the Internet changes the landscape .....	230
<i>Topic IX.</i>	
New Media and New Conflicts .....	235
1. Technological advances of the 21st century .....	236
2. New sources of information .....	237
3. Social networks as mobilizers of social change .....	238
4. Cyberactivism and the impact of social conflicts .....	238
4.1. Citizen participation online and the Arab Spring .....	240
4.2. The news coverage of Al-Jazeera .....	242
5. The rise of citizen journalism .....	243
6. Citizen journalism versus traditional media .....	244
<i>Topic X.</i>	
Intercultural Communication .....	249
1. The question of cultural imperialism and multiculturalism .....	251
1.1. The «imperiophobia» .....	253
1.2. The context of the Cold War and growing anti-Americanism .....	254
2. Multiculturalism as a way to equalize all cultures .....	254
3. Challenging the Western gaze. Contraflow in global media .....	256
References .....	263