

## The Political Communication Influence on International Politics

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### Abstract:

*Media can construct a 'reality' through images and direct broadcast events from the scene. The impact of the international news continues to arouse controversy. News, specifically international news of media with the global impact, such as CNN or BBC, serves as valuable sources of information and powerful way of communication for policy makers. This relationship between news and foreign policy represents an important factor which affects the foreign diplomacy in the agenda setting.*

*The media have the power to influence the determination of the international policy agenda and decision-making. Their power controls what people see, hear and understand on a daily basis about events that occur worldwide. Furthermore, media and communication impact can lead to the state-building, and such a successful case is Kosovo.*

*The way how information is transferred to its receiver, it comes through various forms of communication that are adapted to meet the goals. Using special frames to help and guide their audience toward understanding, news media coverage can build mass opinion. Finally, this impact of the media, in the public opinion or policy makers, is known as "The CNN Effect".*

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## **THE ROLE OF INTERNATIONAL NEWS**

International news are important not only because they inform their public in interest for the certain issues that occur in the distant world, but also because they encourage governments to intervene to people in need. In most interpretations of the effect of the media, with particular emphasis on the nowadays well known "The CNN effect", public opinion believed to be the main intermediary between the media and politics. Indeed, media images are believed to be those leading to public demand for action.

The social construction of the reality that media does to build a "reality" or to make sense of an event it is already known, and has been treated by various authors of theories of social construction of reality, as Berger and Luckmann.

With no doubt the presence and proximity of journalists to the scene, is another factor that affects how they build the news, compared with producing a report based solely on official sources of information and this can be argued through the Kosovo case.

In late 1998, and beginning of '99, Kosovo as a leading international news has filled international TV images with the human suffering scenes, reflected in various ways. The images of massacres, mass murders, and Albanian refugees that were published everywhere in the global impact international media, such as CNN, BBC, Reuters, Sky News, became a major news story in the special editions of news that shook policymakers and urged immediate action.

Since the way of how could be developed the war in Balkans was already well known from other conflicts after disintegration of former Yugoslavia, especially the Bosnian conflict, this has triggered Western policymakers to see the

Kosovo conflict not only as an internal problem. So what led the governments of the global greatest military alliance to monitor the situation in Kosovo and later humanitarian military intervention was precisely the effect of the media.

Consequently, in the spring of 1999 on the issue of Kosovo NATO launched an air campaign against the former Federal Republic of Yugoslavia. This later led the state building of Kosovo, which gradually changed the status from a province-considered internationally, to an independent state in February 2008.

### **INTERNATIONAL PRECEDENTS CREATED BY THE MEDIA (KOSOVO COMPARED TO OTHER CASES)**

It is quite acceptable that nowadays we live in the age of communication, while as many features inherited evolving, even the communication is evolving, especially its most basic unit in modern times which is the media.

In the case of Kosovo, the international opinion has evolved based on information provided by the media, and on the basis of this changes of the opinion, it has changed the political perception towards Kosovo and the people of this country as a whole.

While the Bosnian war in international news and analyzes had elements considering it as religious conflict, between the majority Muslim population (referring to the Bosniak community), Croats and Serbians, in the Kosovo case, conflict was been considered as a war against civilians, despite some reports that were reporting it as a war between a terrorist group (referring to KLA) and Serbian army. But this was mostly based on Serbian propaganda sources. In most of the reports for the period of conflict in Kosovo, by international media such as CNN, BBC or Reuter civilian population has been reported as the suffering part.

The state building of Kosovo is a product of the media and not just a simple evolution of the historical events that led to this reality.

In January 1999 a humanitarian team of United Nations provided evidence for the massacre of over 40 people in the village of Reçak. In early April of this year, High Commissioner for Refugees of the United Nations estimated that the campaign of ethnic cleansing resulted in 226 thousand refugees to neighboring countries.

According to the assessment published in NATO official web page, referring to the Kosovo conflict, by the end of May '99, approximately 90% of Kosovo population was expelled from their homes, some of whom remain homeless, some missing, while at least 5 thousand Albanians had been executed. Therefore the decision for humanitarian military intervention came after all the reports and evidence presented by the victims of war, either through massacres in Drenica, Reçak, or through refugees living in a bad conditions on the camps in neighbor countries. International news built with these resources became the main international precedents that led to the change of international opinion regarding the Kosovo conflict.

Another case of international media coverage is the humanitarian crisis in Somalia (1991). The media coverage in this case also has impacted US policy which led then President Bush to send humanitarian assistance supported by military presence in Somalia. However, due to the manner of how international news presented events in Somalia, media again became a factor that prompted the withdrawal of US troops.

According to analysis by various researchers associated with the intervention and international policy efforts of nation building in Somalia estimate that were not successful, as in the Kosovo case. In the study "America's Role in Nation-Building: From Germany to Iraq", authors stated that none of the efforts to restore the institutions in Somalia, to build strong political power and security, were unsuccessful and those that were

learned from this case were mainly negative. While the state building of Kosovo, is considered as one of the best cases managed by international politics.

Compared to Somalia, two years after the conflict, Kosovo organized the elections, while the economic upturn took off.

Below is presented an overview of how Kosovo became leading international news, while Pakistan and Taiwan remained almost at the same pace of international reporting and the attention of international diplomacy. For this comparison between those countries, I have researched news reports from the archives of CNN, BBC and Reuters. To have a clear reason for comparing these countries with Kosovo, it is necessary to refer to the historical background of these countries.

From historical data, it appears that the three cases are situations which in a wide angle aspect have historical similarities as Kosovo. If we make an analysis of comparisons between them, we see that these three countries share these same features, such as countries that are separated from the mother country, under the management of a third party (in the case of conflict between Pakistan and India, the focus is set to provinces, states that were not to contest them), countries that have a degree of autonomy in different historical periods, countries with a territory and a small population, and countries that have the biggest influence on their policy played by international politics. The key similarity is that all these countries have a common goal, they want to be independent. Meanwhile, here it is precisely where political similarities end between these three countries.

Kosovo gained independence in 2008, while the regions of Jammu and Kashmir, and the island of Taiwan, are still in the same sovereignty. Moreover, we can say that these two situations are exactly the basic reason that China and India refuse to recognize Kosovo's independence.

## **CONCLUSIONS**

The continuous of direct information from Kosovo, brings a sense to the public opinion and thereby influences as a direct asset in creating the perception associated with this place. Based on this perception, the public opinion turns into a direct actor in the conflict that is taking place.

Seeing the war in Kosovo as a persecution of innocent people without any reason, or even the media perspective that presented the conflict as an ethnic cleansing, the public opinion interacts and makes pressure on policymakers.

Due to the great development of technology that is available, media can reach to the farthest corners of the world, and it has the ability to interact and exert influence not only within the local sphere of influence, but to expand it also to the international sphere.

Another feature, which in most cases overlooked, is the fact that media interacts not only in the sense of TV international and local stations, but also through the social media. Thanks to the latest technology and developments, the ability for emission of information whether by previous forms of traditional media, or by the contemporary ones, it added another element that is the interaction that exists between the broadcast media and social media. It is this duality that raises the most influence and impact in the international media, who is also an increasingly influential on the rise. By coordinating these two forms, with the description of one party and the other party information with commentary and analysis of the developing situation, this duality reaches the largest impact. While seeing how the technology is advancing, this is an impact that will increase more and more.

Despite that news reports data that are systematically, and provide a clear picture of where the media interest is focused, and the reasons why there is a great interest (we cannot skip in this analysis the fact that the media is also a

business, and news best sellers are the news of war and disasters), yet there is a discrepancy that reflects the interest of the media. Those three countries share a similar political situation, even that it may have some minor differences in historical context, two other countries are ignored in favor of Kosovo. Moreover, it is the media that made the biggest advocate of Kosovo, who follows developments in this country since the beginning of the conflict, due to the closure of international supervised Independence in 2012.

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