

**AMERICAN DOMINATION IN THE FIELD  
OF  
NEWS. CNN as example.**

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# AMERICAN DOMINATION IN THE FIELD d5'10F NEWS. CNN as example.

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## Introduction

This article aims to answer number of questions regarding American domination. Firstly is America remaining the main dominant nation in the field of media? What is the significance of CNN as news channel, particularly in the Arab region? Who competes with the CNN and why?

This article discusses American domination as a global phenomenon which has emerged since the Second World War. This issue is discussed within economic, cultural and political frameworks in order to grasp the fundamental mechanisms of the phenomenon.

The first section deals with American domination and Americanization and raises issues such as the difference between Americanization and globalization and the roots of American domination reinforced by the so-called 'Marshall Plan'. This section also deals with some of the apparatuses used to reinforce American domination across the world, such as the World Bank and International Monetary Fund (IMF). The section also analyzes the flow of media products from America to the rest of the world, and raises some significant questions such as whether or not globalization has enabled some nations to compete with core countries in the field of media, particularly using satellite channels, thus eroding America's

domination of the world. Tunstall's (2008) profound analysis of the domination of American media is considered in detail in this respect.

The second section of this article takes CNN as a recent example of American domination in the field of news coverage. There are many reasons for this choice.

Firstly, this channel has become a symbol of American domination in the field of news coverage. Secondly, the emergence of CNN is considered as a turning point in the history of the media and live news coverage throughout the world. Thirdly, CNN has been widely imitated and considered as an ideal example for other channels, particularly in the Arab region. The third section of this article deals with the alternatives which have been established in order to compete with CNN, including France 24, Euronews, Channel News Asia and Telesur.

### **American Domination**

With the end of the Second World War and the dismantling of the structures of colonialism the world entered a new different epoch. The independence of India from British rule in 1947 and Indonesia from the Dutch in 1949 could be considered as milestones in the decolonisation era. In fact by the mid-1960s virtually all of the British, Belgian and French colonies in Africa, Asia and America became independent states (Waites, 1995, p48).

The end of World War Two also marked the emergence of the American empire whose norms, policies and culture have shaped the world since then. However, formal control of many parts of the periphery was exercised by the common form of colonialism where many core countries aimed to annex territories. The Spanish and

Portuguese empires and the attempt by Italy in 1930 to forge an African empire are good examples of such forms of colonialism. This, according to Taylor, is a different concept from absolute domination by one world-empire (Taylor & Flint, 2000, p113).

Taylor argues that:

“in world-system analysis, hegemony in the inter-state system is a very rare phenomenon. It has occurred just three times – Dutch hegemony in the mid-seventeenth century, British hegemony in the mid-nineteenth century and US hegemony in the mid-twentieth century. Such hegemonies encompass dominance in economic, political and ideological spheres of activity, but they are firmly based upon the development of an economic supremacy” (Taylor & Flint, 2000, p67).

We may consider American domination as a distinctive phenomenon which has its own characteristics and mechanisms. However, the USA also shares many of its cultural values with other core countries, at least from the perspective of peripheral countries. We may also consider American domination in the field of news as a good example which represents the core countries' domination in the media. In fact the United States has sought for a long time to dominate the world by using 'soft' forms of power. This can be characterized as the “ability to achieve desired outcomes in international affairs through attraction rather than coercion” (Nye, 1996, p21-36).

Since the Second World War and the Marshall Plan, for example, Europe has come under American domination. "The United States emerged from the war stronger than ever, while its capitalist world rivals were either defeated and devastated ... with its unique power, the United States was able to organize a new world order serviceable to its political and economic interests.

“It therefore pressed steadily for an ending of wartime capital controls and in favour of convertibility of currencies, a gradual reduction of tariff barriers through international agreements and bilateral arrangements, and open-door policies everywhere. It used the leverage from its control over the International Monetary Fund (IMF) and international Bank for Reconstruction and Development (World Bank), its direct loans and gifts under the Marshall Plan and other programs, and the Cold War, soviet threat, and North Atlantic Treaty Organization (NATO) to force open doors that might otherwise have been closed to its businessmen and bankers” (Herman, 1997, p17).

There is no doubt that communication is considered a main element for progress in any society. America thus established a plan to control global communications as Britain once did.

“... US communication primacy in the post war years was the communication satellite undertaking. In this instance, the objective of this costly enterprise was explicit. It aimed to wrest global information control from Great Britain, which up to that time exercised worldwide domination of undersea cable” (Schiller, 1997).

The American objective was clearly sophisticated, as the use of information control and of cultural is inseparable in the “control of information instrumentation, which invariably, goes hand in hand with control of the message flow, its content, and surveillance capability all from information intelligence. To be sure, the revenues from such control are hardly afterthoughts. Building and owning the electronic information highway will confer similar advantages, as did the earlier cables, to their monopolisers” (Schiller, 1996, p93).

In the era of the global economy, information has become the major source of wealth, as President Clinton pointed out. “Most

important of all, information has become global and has become king of the global economy. In earlier history, wealth was measured in land, in gold, in oil, in machines. Today, the principle of our wealth is information: its quality, its quantity, and the speed with which we acquire it and adopt it” (Schiller, 1996, p, 103).

In fact, the U.S has given the information industry a high priority as soon as it discovered that this kind of industry is very profitable.

“In the twenty-first century, communication, media, and information exports will become the primary engine of the global economy for the United States. Since the end of World War Two, US aerospace industries have provided the primary export product, with sales of both commercial and military aircraft to various nations around the world. These sales greatly assisted the US balance of payments as well as domestic employment. But with the end of the Cold War, the demand for military aircraft in particular has subsided” (McPhail, 2002, p97).

The world today is under the control of American products, and there are no restrictions or barriers to American corporations in marketing and selling their exports. The main aim of American corporations is to work together to dominate the global market.

“As US media cultural products flow more heavily into the global market, the interests of this sector become increasingly congruent with general transnational corporate objectives and policies. While non media companies - oil, heavy equipment, aerospace, agribusinesses - seek ever-improved means of communication, the sector is only too happy to make these facilities available, at a price, to be sure. At the

same time it strives, generally very successfully, to expand markets for its own specific outputs” (Schiller, 1996, p95).

One aspect of globalisation is the shrinking of all nations’ power, the exception being that of America whose power has expanded.

“Though in many parts of the world the state has indeed lost control, the fact remains that the American state has not withered away in the new free market utopia. On the contrary, US hegemony and sovereignty have been strengthened in spectacular fashion” (Burgi & Golub, 2000).

Some scholars distinguish between the theory of globalisation where opportunities are available for all, and Americanisation as a twentieth century phenomenon which describes the American hegemony that emerged after the Second World War. Taylor (1999) refers to it as “the arsenal and financier of war victory. America was now in a special position to project itself across the spectrum of social relations - political, cultural and economic. This is high hegemony, the period when the rest of the world is offered a comprehensive societal package. It is capacious Americanization” (Taylor, 1999, p113), and therefore it is “best understood by reference to the growth of mass production, mass consumption and mass mediation, processes intimately bound up with this increasing ‘footprint’ of America in the last century” (Campbell, 2004, p9).

For others, Americanisation as a phenomenon could be considered more comprehensive and ominous. As Sadar and Davies (2004) put it, “The tsunami of American consumerist culture assimilates everything, exerting immense, unstoppable pressure on the people of much of the world to change their lifestyles, to abandon all that gives meaning to



their lives, to throw away not just their values but also their identity, stable relationships, attachment to history, buildings, places, families and received ways of doing and being” (Sardar and Davies, 2004, p121).

Americanisation seems to be the fate of the world as David Rothkopf, former Clinton administration official, pointed out: “For the United States, a central objective of an information age foreign policy must be to win the battle of the world’s information flows, dominating the airwaves as Great Britain once ruled the sea” (Nye and Owens, 1996).

Rothkopf cited in Schiller, 1998 is confident that this will happen. The United States is “the indispensable nation in the management of global affairs and the leading producer of information products in these, the early years of the information age. Accordingly, he views current trends with satisfaction: It is in the economic and political interests of the US to ensure that, if the world is moving to a common language, it be English; that if the world is becoming linked by television, radio and music, the programming be American and, if common values are being developed, they be values with which Americans are comfortable” (Schiller, 1998).

Tunstall (2008) argues that “although Anglo-American media have been world leaders since before 1900, today’s leading media force is Euro-American. The European and American continents are the main importers, as well as exporters, of media. But the world’s people spend very much more time with their own media than with imported media” (Tunstall, 2008, p3).

Tunstall also argues that people prefer to be entertained and informed by media in their own culture (Tunstall, 2008, p5). He sees population

size as central to his argument, and divides the world into four major media regions. The first region is Euro- America, which includes the whole of America, north and south, and most of Europe and Russia. This region has some 27 per cent of the world's population as well as the leading media exporters. The second region is China, which includes some 20 per cent of the world's population. China does import from other countries which are culturally close such as Taiwan, Hong Kong, and South Korea. The third region is India which has 17 per cent of the world's population and also the leading mass media industry in southern Asia. The fourth region is the Arabic-language area, which contains 22 countries and whose media intake is only in Arabic.

Tunstall considers the Euro-American region as the world leader in the field of media (Tunstall, 2007, pp8-9). However he pays less attention to the cultural factors involved in mass media importation and exportation, even though he admits that languages, cultures, and religions may affect preferences concerning mass media products. He argues that American media domination has eased as a result of its programming being copied worldwide, which can be considered as a first step in other countries producing their own programmes.

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“By around 1960 the United States was far ahead of the rest of the world in producing cheap TV genres. The United States had had three decades of commercial radio and then commercial TV experience, especially in the case of quiz/game shows. In the 1950s and 1960s, new television services around the world mostly did three things, in sequence. First, they simply imported game/quiz and other cheap American productions; second, they acquired the right to make a local

national version of, for example, an American game show; third, networks in other nations began to build on these American models by creating their own shows” (Tunstall , 2007, p11).

Comparing America and Europe in terms of media exports and imports, Tunstall (2007) found that America outweighs Europe in many ways.

“According to this author’s guess, the overall picture has 7 examples of the United States beating Europe and 3 cases of Europe beating the United States. Six items are scored as equal; this generates a grand U.S. total of 10, while Europe scores 6. Most readers will disagree with some, or perhaps most, of this author’s guesses.

Certainly, it would take a massive study to research the topic in full detail. This list is not just about ownership, or revenue, or ratings, or political impact. It is intended to focus mainly on media exports/imports, but it does not do so in any systematic way” (Tunstall, 2007, p280).

Tunstall concluded that Southern and eastern Asia are “already the world leaders in their numbers of television households. But neither seems likely to surpass Euro- America in the scale of international media trade. While Asia will have the largest audiences - and the most millions of eyeball hours - Euro-America continue to generate several national players that see themselves as significant media exporters as well as media importers” (Tunstall, 2007, p454).

According to Tunstall, America now imports some programmes from the Europe- America region, which implies that there is a sort of reciprocal reliance in this region in the field of media programmes, so that the one-way flow from America to the rest of the region no longer exists. Even though we may accept this point of view

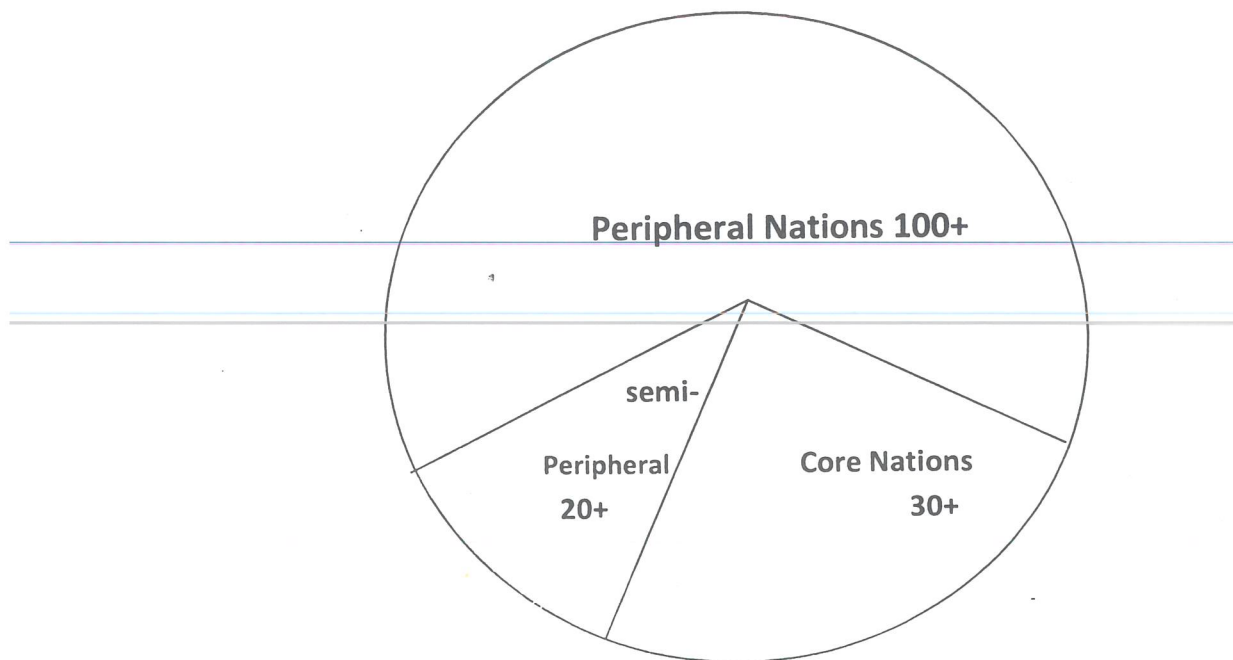
and consider complete American domination as a phenomenon which no longer exists, it would be difficult to ignore the influence of American culture across the world which has moulded other nations' cultures.

In fact American lifestyles, food, music, entertainment, and films, or more precisely Hollywood style movies, have become deeply ingrained in other nations' cultures. This has led some to use terms like Americanization, 'coca-colonization' (Wagnleitner, 1994), or even 'McDonaldization' (Ritzer, 2004) in order to illustrate American domination and influence. On the other hand, the flow of news and information from core countries to peripheral countries, in particular, still exists and the struggle of small nations to establish their independence in the field of media is still far from over.

Some argue that the global market is an open and free market. "The traditional assumption that imperialist corporations are dominated by the United States is simply false, since today's multinational organizations include American, European, and Asian, as well as Latin American investments" (Volkmer, 1999, p 50,). Even if we accept this, American influence still prevails over all other nations. The experience of non-American business still indicates that to succeed in the global market, control over one's business should be relinquished to American management, "yet even when this occurs, the new owners, at least for the time being, usually are intent on keeping American creative and managerial media people in executive positions" (Schiller, 2006, p327). Even for countries with the ability and resources to compete within the global market, American influence is still present, because "these nations have to compete within a certain market segment with American products and thus they

imitate them” (Volkmer, 1999, p48). Specifically, in the current global media market, “The three largest global media empires are all American ... all of the US media empires, along with their extensive advertising network, project and encourage US tastes, values, culture, and language around the world. To a considerable extent, it is this influence that concerns other core, semi peripheral and peripheral countries because of the impact of US multimedia fare on those countries’ domestic media. Their concern covers a vast range of cultural products such as music, movies, television series, magazines, books, and now the internet” (McPhail, 2002, p47).

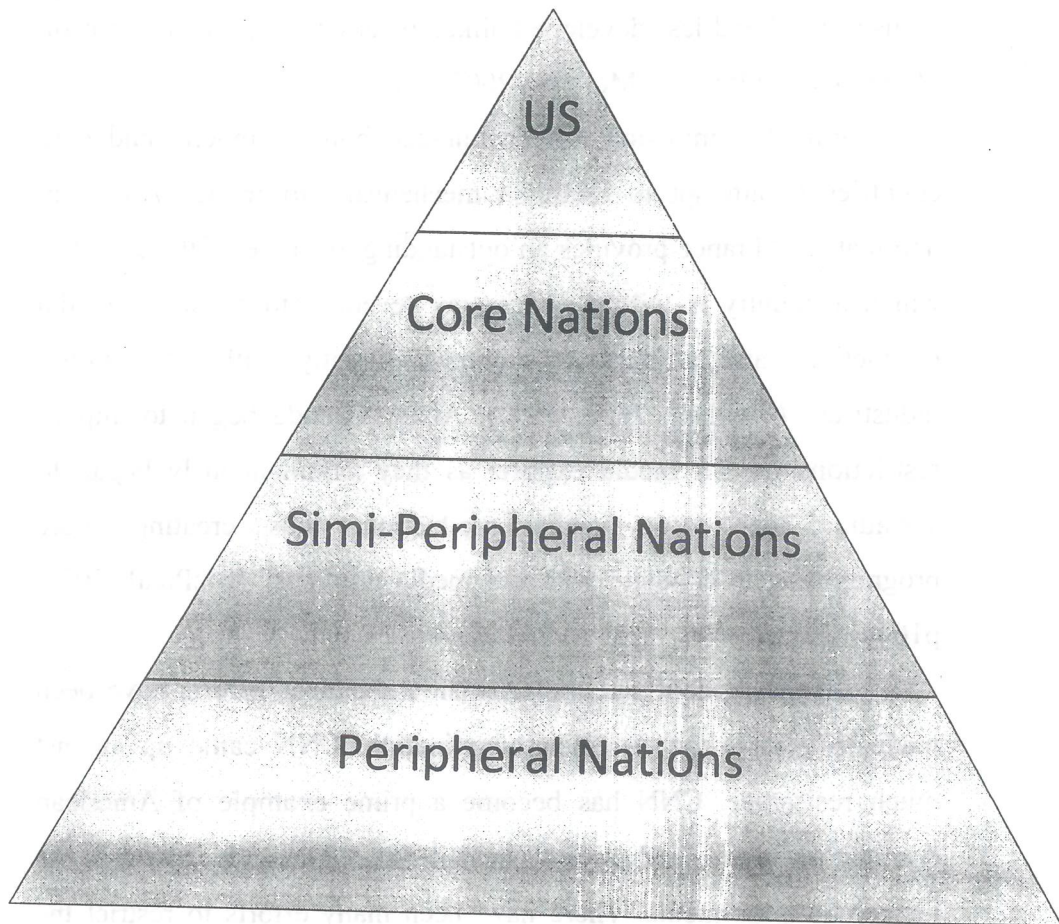
In order to illustrate the world’s economic, political, and mass media relations, McPhail’s illustration (Figure 4) would be more appropriately reconfigured as apyramid.



**Figure 1 - The Three National System Zones (McPhail, 2002, p17)**

America is at the top of the hierarchy, the other core countries are below and so on.

The pyramid shape seems to be appropriate because it illustrates the easy flow of information from the top to the bottom, and the difficulty of counteracting this pressure from above.



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**Figure 2 - Pyramid of the National System Zones**

It has become difficult for peripheral countries to fight the imposition of American domination in this arena. "Most foreign nations, with significantly smaller audience bases, are unable to compete with the expensive, high-quality production values of US dramatic television programming. In order to fill the available

broadcast schedules and maximize their revenues, they purchase United States syndicated programming. Consequently, many nations, industrialised and less developed alike, experience significant erosion of their own cultures". (McPhail, 2002, p102).

This form of domination has encouraged both peripheral and core countries to attempt to establish mechanisms to reduce American domination. "France provides an outstanding example of the extent to which a country is willing to use tax revenues to subsidize media productions and products to compete directly with US cultural industries" (McPhail, 2002, p103). Also, "Canada began to impose restrictions on US media exports as they simultaneously began to subsidize their own media production, thus creating more programming to compete with US media products" (McPhail, 2002, p104).

In the field of satellite television channels, efforts have been made to restrict the American domination. CNN came up against much resistance. CNN has become a prime example of American domination in the field of news, and illustrates a turning point in the history of mass media. There have been many efforts to restrict the domination of such channels in terms of international news coverage.

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#### **CNN as an Example of American Domination**

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There are several reasons for analyzing the significance of CNN. First of all, CNN is an example of American domination in the field of news. The power of this channel illustrates the difficulties faced by peripheral countries in competitive news media markets. CNN illustrates a turning point in the field of mass media and their impact and influence on the whole world. Regarded as the godfather of news channels, the emergence of CNN motivated other channels to



compete on its terms. This in effect has somewhat restricted the present influence of CNN.

“The launching of CNN’s international news network in 1985 brought about new forms of global political communication within a period of only a few years, affecting political action on many levels and on a worldwide scale by extending political communication globally. CNN has reshaped the conventional agenda of international or ‘foreign’ news and created a platform for worldwide communication. This journalistic initiative has altered the focus of global news in an interrelationship of changing political centres and peripheries, and has given a new meaning to news, journalistic values, and the setting of a global agenda” (Volkmer, 1999, pp1-2). When we look at the potential of CNN, we find that it has great ability to influence the world by quickly responding to world events.

“CNN, a division of Turner Broadcasting Systems, is the world’s largest international news leader. In October 1996, Turner Broadcasting was acquired by Time Warner for \$6.54 billion” (McPhail, 2002, p120). According to An Annual Report on American Journalism, “CNN was projected to earn \$337 million in operating or pre-tax profits in 2004” (Journalism-org, 2005). “The high-energy environment at CNN and its sister networks is home to about 3,000 employees worldwide. Currently, CNN has nine domestic and twenty-one international bureaus ... besides launching CNN headline News and CNNI, CNN has also branched out into CNN Radio. This division provides all-news programming to nearly five hundred radio stations nationwide. In 1988 the division introduced Noticiero CNN, which produces six hours of Spanish news for distribution on CNN in the United States and throughout Latin American. And in 1995, CNN was

launched into cyberspace. CNN Interactive is the world's leading interactive news service. Its staff of world-class journalists and technologists are dedicated to providing twenty-four-hour-a-day access to accurate and reliable news and information from any location" (McPhail, 2002, p120). CNN has made great progress with its service globally by providing its news coverage in different languages. For example, "In 1999, CNN launched a Spanish- language channel in Spain. This new service is the first CNN local language news channel completely controlled, staffed, and operated outside of its US corporate headquarters in Atlanta" (McPhail, 2002, p126).

CNN has increased its capability and its potential to ensure that its services will be the best in the world. The technology employed by CNN, and the spread of its bases, particularly in news hotspots like the Middle East, have enabled CNN to cover world events more effectively. As Silvia suggested:

"The CNN newsgroup hosts almost a dozen news channels and a wholesale news service called CNN New Source that sells video news to some 600 stations and affiliates worldwide. The affiliates also generate locally developing news that can be fed by satellite to Atlanta or to one of CNN's regional bureau from almost every country.

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CNN's global growth has led to an increase in the number of international news bureau to 37 (27 of which are in international locations) and news staff of more than 4,000" (Silvia, 2001, p16-17).

CNN has succeeded in representing itself globally after its coverage of the 1991 Gulf War. This was considered as a turning point in CNN's history as it began to spread throughout the world. After the absolute success of CNN in the field of live coverage of international events particularly during the Gulf War, many countries have

established alternative channels, believing that CNN covered events from an American perspective. These countries felt that their perspectives were either marginalized or completely ignored. The CNN coverage and interpretation of the Gulf War has “bothered many public policy experts and politicians in other nations who were also reduced to viewing events and interpreting history at least a step behind CNN. As a result of the war, several governments, particularly European, established competitive alternative television services so that when major international events occurred, they would have their own broadcasters, analysts, and footage to serve their national interests, rather than having to rely on a foreign broadcaster such as CNN. These competitor networks included Euro News as well as the expansion of the BBC World Television Service” (McPhail, 2002, p123).

CNN’s presentation of news coverage and its variety of programmes have motivated many channels to reform, and many countries have established alternative channels. This reaction does not include only peripheral countries which have suffered domination and a one-way flow of information, but also core countries. This has especially been the case since the CNN coverage of the Gulf War. “CNN has now attracted competition. Currently, two of CNN’s main competitors in Europe and Asia are Rupert Murdoch’s Sky News channel and the BBC. In 1994 the BBC launched a twenty-four hour television news service, starting in Asia. Although the BCC had previously run a limited European service, the Asian initiative made it a full-fledged competitor of CNN. Another CNN competitor is the EU’s Euro News, a recent effort to present foreign news from a pan-European perspective” (McPhail, 2002, p199).

The absolute domination of CNN in the field of news coverage has raised concerns.

In-fact, some consider that CNN is not wholly representative of all of the world's attitudes, believing that it marginalizes or ignores non-American national policies.

Different countries have had various motivations for establishing news channels to compete with CNN. A recent competitor in Latin America is Telesur (Telesouth), a Spanish-language station formed by the governments of Venezuela, Argentina, Cuba and Uruguay "which President Hugo Chavez has promoted as an alternative to US media outlets like CNN" (Al-Jazeera, 2005). The emergence of CNN as a major influential global news network produced a new communications approach to international relations known as the 'CNN effect theory (Gilboa, 2005). "The role of CNN during the Somalia crisis was very apparent in affecting American foreign policy.

CNN acted as the main catalyst in American decision-making, causing the initial interference, and then later the withdrawal from the conflict, "referring to pictures of starved and dying Somalis and of dead American soldiers dragged through the streets of Mogadishu" (Neuman, 1996, pp15-16). "Today, the nexus between communications and diplomacy can determine diplomatic outcomes,

under certain conditions. Although paradigmatic shifts in communications historically have worked to move diplomatic practice from one paradigm to its successor, the recent development of live satellite coverage also affords communications the potential to determine foreign policy.

Specifically, real-time global television alone gives communications this potential to affect diplomatic outcomes. Real-

time television's immediacy and impact are the operative forces that allow communications to influence foreign policy" (Ammon, 2001, p88).

CNN has played a significant role in many international crises including, the wars in Bosnia, Afghanistan, and Kosovo, and the first and second Gulf Wars. Its live coverage has affected international public opinion and American foreign policy, as Lawrence Eagleburger, former secretary of State stated. "The public hear of an event now in real time, before the State Department has had time to think about it.

Consequently, we find ourselves reacting before we have had time to think. This is now the way we determine foreign policy – it's driven more by the daily events reported on TV than it used to be" (Gilboa, 2005).

There is no doubt that CNN coverage of international events has affected political decision making, and has enlightened and informed international public opinion. In this case, it is not specifically CNN that has affected the consequences of these events, but the fact that CNN has offered the only live coverage. This influence of television satellite channels may consolidate a healthy climate whereby the truth is not obscured by the monopoly of one-way coverage. Despite the success of CNN globally, however, it has had a limited effects in the Arab region, due to the language barrier. This has led channels such as Al-Jazeera to play a significant role in providing alternative news coverage. The situation has led the US government to set up a new channel, 'Al-Hurra', to fill the information gap. CNN's coverage of the events mentioned above leads us to a significant point. Live coverage potentially generates a

healthy climate where public opinion plays a significant role in political decision making.

This analysis has illustrated the role of CNN as the dominant leader of world news reportage. The consequence of this fact for peripheral countries is that they cannot always effectively compete in the global market. On the other hand, the emergence of CNN has motivated many countries to establish similar channels, such as Al-Jazeera and Al-Arabia in the Middle East, and Telesur in Latin America. These channels provide an alternative option for audiences that are otherwise excluded due to CNN's one dimensional coverage.

### **Combating CNN**

One of the achievements of CNN is that many other nations have mirrored its style and established news channels, which in the long term could serve the diversity of news sources. In fact we could distinguish between two different types of news channels.

The first category includes state-sponsored channels which are funded partly or completely by governments. The second is channels established by the contributions of many states or as collective efforts. In the first category we may consider some major news channels which are funded individually by particular nations, such as France 24, the BBC, and Al-Jazeera. Chapter three deals with Al-Jazeera in more detail.

#### **1. France 24**

The French government set up a news channel called France 24, which adopts the CNN style in news coverage and programming. The France 24 channel was established in December 2006 funded by the French government as well as the commercial television company

TFI, with an annual operating budget of around 80 million Euros. The channel has a team of 170 journalists of 27 different nationalities.

France 24 is in fact more than one channel. There is one fully French channel and an English channel, as well as a few hours each in Spanish and Arabic (Cushion & Lewis, 2010, p270).

The establishment of France 24 is good evidence that each country has its own priorities and its own perspectives on news coverage, which may or may not be generalised. France has established its own news channel even though it is a member of the Euronews channel which is considered as the European rival to CNN. In very simple terms, each country has its own agenda which reflects its political, cultural or economic interests. For the French media, for example, banning particular newspapers published in France in any francophone country would be given high priority in the French media and news coverage, whereas it may be marginalized or completely neglected in American media. Seeing events from a different perspective is the main reason behind the establishment of France 24. As the French President, Jacques Chirac, pointed out in 2002, he wanted to see world news with a distinctively different outlook from what has been described as the 'Anglo-Saxon' outlook of US broadcasters. The second category of news channels is those which are collectively funded.

There are three main examples of collective efforts in the field of news channels which may be considered as new alternatives which combat the domination of CNN in the field of news coverage. These examples are from three different continents. Euronews covers Europe, Channel News Asia operates in Asia, and Telesur presents news to Latin America.

## **2. Euronews**

This channel was established in 1993 by the European Union as a transnational news network. Its headquarters are in Lyon in France and it broadcasts in seven European languages: English, Spanish, French, Italian, German, Portuguese, and Russian.

Euronews is currently second to CNN in terms of the size of the viewing audience across Europe. It reaches more than 90 million homes and over 10,000 hotels across Europe. It aims to provide a European perspective on world issues and regional affairs as well as news coverage. Euronews broadcasts its own programmes and tries to rely more on advertisement in order to fund itself (McPhail, 2002, pp134-135).

## **3. Channel News Asia (CAN)**

This channel is similar to Euronews in that both aim to combat CNN and broadcast news from different perspectives. It was established in 1999 and is headquartered in Singapore. It has ten bureaux and about 150 journalists across the region. It reaches 16.3 million homes and hotels across Asia (McPhail, 2002, pp135-136).

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## **4. Telsur**

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This is a Latin American channel established in 2005 in Caracas in Venezuela and sponsored by the governments of Venezuela, Argentina, Cuba and Uruguay. The channel started up with funds of 10 million US dollars contributed unequally by the members; Venezuela with 51 per cent, Argentina 20 per cent, Cuba 19 per cent and Uruguay 10 per cent. The channel has signed co-operation agreements with Al-Jazeera to exchange news coverage. The channel has also left the door open for other Latin American



nations to join. However some have criticised this channel and consider it as a propaganda tool used by the Venezuelan President to attack American policy in the region.

### **Conclusion**

This article has discussed American domination in the field of news and cast considerable light on its roots and the mechanisms which have strengthened it. The article has also provided a detailed analysis of the influence of CNN and its role in reshaping the mass media, particularly in the field of live news coverage.

The article has also explored the wave of competition triggered by CNN and the alternatives which have been established across the world in response to this channel.

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