

## Radio broadcasting and public diplomacy



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## The War of the Worlds



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Orson Welles's radio episode [the war of the worlds](#) was an early example of the power of radio broadcasting. His 'announcement' of the start of the war with the Martians created panic in the United States.

## Invention of wireless communication



Heinrich Hertz



Guglielmo Marconi



Edouard Branly



Oliver Lodge



James Maxwell



Nikola Tesla



Alexander Popov



J.C. Bose

Jovan Kurbalija - A Historical Analysis of the Interplay between Technology and Diplomacy

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The basis for radio broadcasting was created by scientific and technological breakthroughs in wireless communication.

## King's Speech



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The film *The King's speech*, which won an Oscar, explains vividly both the importance of radio broadcasting in the most delicate moments in the world history.

## Transfer sound over radio waves



**Guglielmo Marconi**



**Reginald Fessenden**

Both Marconi and Reginald Fessenden, who in 1906 managed to transfer sound over radio waves, were attempting to create a wireless telephone. In line with the principle of unintended consequences, their pursuit resulted in something else. This, as David Sarnoff has suggested, was a 'radio music box'. The technological basis developed for wireless telephony was used in one-way radio broadcasting.

### **Reason for the power of radio**

'Because the sound and impact of the human voice in such close, personal, radio quarters cut through and around detached rational analysis, exciting emotional levels of bonding, which, like all appeals to our adrenalin, have little to do with reason.'

by Paul Levinson

## **Cold War: An ideological battle over the radio waves**

### **United States**

(1942 – Voice of America, 1950 – Radio Free Europe, 1951 – Radio Liberty)

### **United Kingdom**

(BBC – broadcasting in 45 languages)

### **Soviet Union**

(Radio Moscow)

The previously established technological dynamism continued during and after World War II. The most significant tool that influenced the outcome of World War II was radio. Radio was used as a propaganda and morale-boosting medium by all sides involved in the conflict. During the War and the immediate post-war period, the basic radio propaganda infrastructure was established.

The United States established the Voice of America (1942), Radio Free Europe (1950), and Radio Liberty (1951). In Great Britain, through Churchill's mastery of the medium, the BBC underwent a big expansion. At the end of the war, the BBC increased both its transmitting power and the number of broadcasting languages to 45. The Axis Powers used to broadcast in many languages as well. The radio broadcasting infrastructure, established during World War II, found another use during the Cold War period. Both sides started fighting for the ether and ultimately for the attention of a wider audience.

## **Radio broadcasting as a diplomatic issue**

### **UN Resolution 841 of 1954**

condemned 'broadcasts designed to incite the population of any territory to acts incompatible with internal order.'

Possible historical analogy between 'radio sovereignty' & proposals for 'digital sovereignty'

## **Radio Broadcasting as Diplomatic Issue**

### **Jamming of radio programmes**

was used as

- an instrument of international relations
- a subject of diplomatic negotiations during the Cold War

While objecting to western radio broadcasting, the USSR developed a similar, if not even more powerful, radio system covering almost the entire globe. The jamming of radio programmes was used as an instrument of international relations and as a subject of certain diplomatic negotiations during the Cold War.

# **Digital and Internet radio**

## **Radio is still alive!**

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Radio broadcasting confirms that usually technological advances coexist with previous innovations, in spite of various 'endism' predictions. Traditional mail was not replaced by the telegraph. The telephone did not 'kill' the telegraph. Radio coexists with TV. In fact, with the exception of the telegraph, most communication innovations introduced during the last two centuries, including mail, the telephone, radio, TV, and fax are still in widespread use today. Mail, one of the oldest organised communication methods, is a growing business even today (e.g. DHL, FedEx). Radio broadcasting gets its renaissance on the Internet with thousands of radio channels broadcasted online.