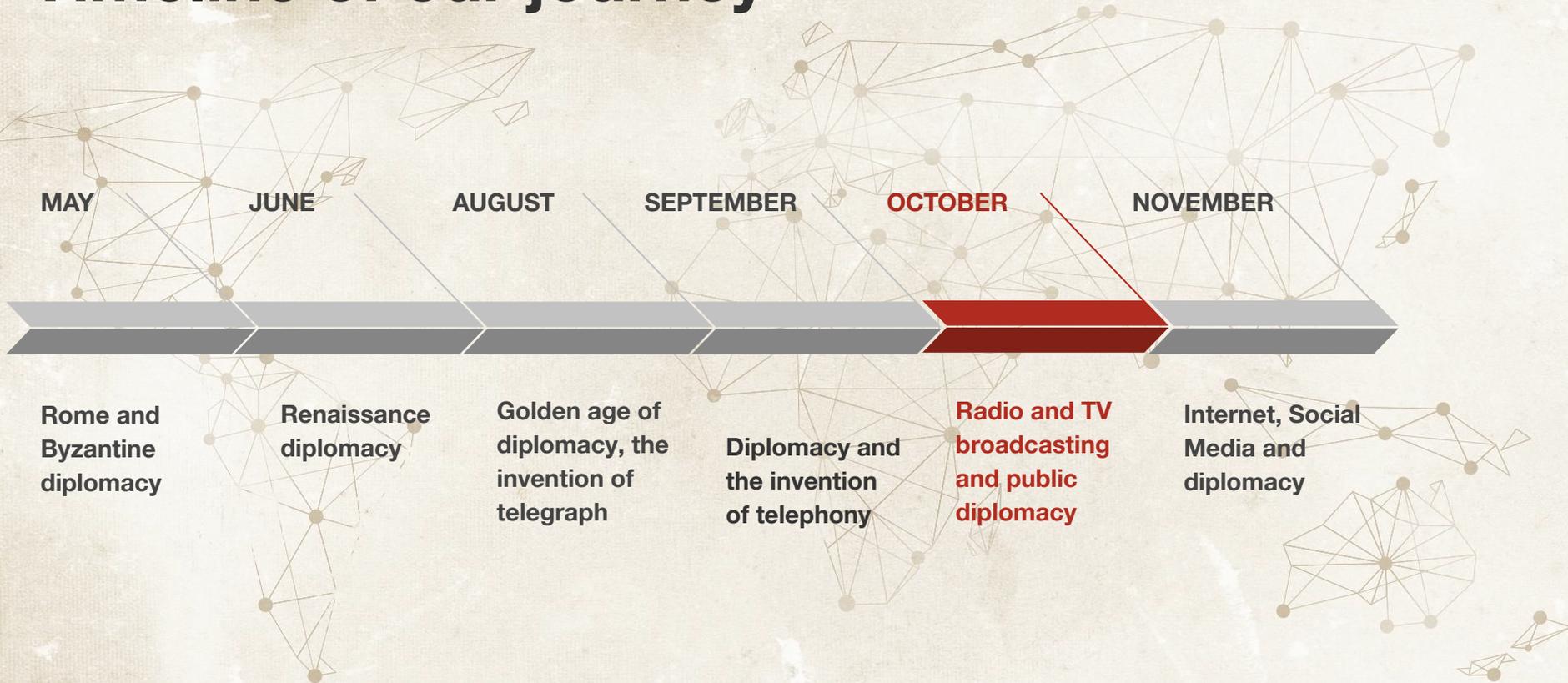


Radio and TV broadcasting Diplomacy going live

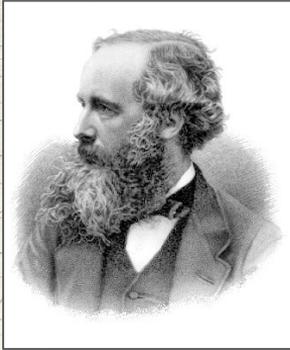
Diplomacy and technology: A historical journey

Dr Jovan Kurbalija, October 2021

Timeline of our journey



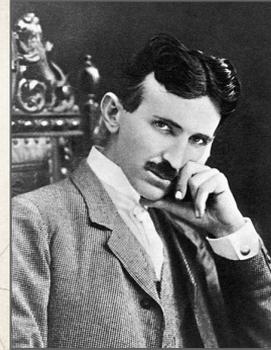
Invention of wireless (radio) communication



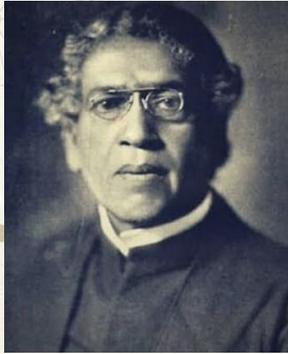
James Clerk Maxwell



Heinrich Hertz



Nikola Tesla



Jagadish Chandra Bose



Guglielmo Marconi

Transmitting sound via radio waves



Guglielmo Marconi



Reginald Fessenden

- In attempt to create a wireless telephone, Marconi and Reginald Fessenden created a 'radio music box'
- Reginald Fessenden broadcasted the first ever radio program of speech and music, on Christmas Eve of 1906, in Massachusetts.
- The Marconi Company began to broadcast from Chelmsford, Essex, in 1920
- On October 18, 1922, the BBC (British Broadcasting Company) was established

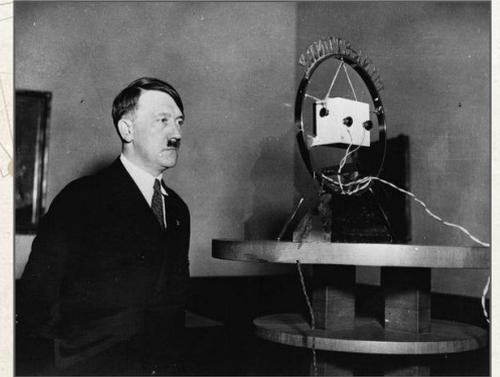
The power of radio



Franklin D. Roosevelt introduced 'The fireside chats', radio talks addressing the problems and successes of the Great Depression.



Winston Churchill boosted people's morale over BBC during the WWII



Joseph Goebbels utilised the potential of radio to broadcast Hitler's messages.

Cold War: An ideological battle via radio waves

United States

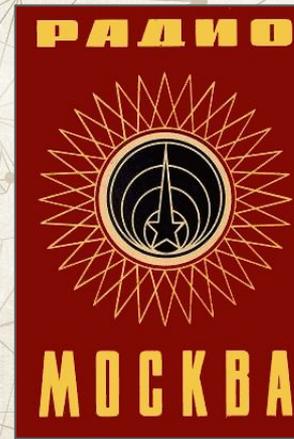
- Voice of America
- Radio Free Europe
- Radio Liberty

Soviet Union

- Radio Moscow

United Kingdom

- BBC



Radio Free Europe gets the truth through.

Everyone has the right of freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.

— UNIVERSAL DECLARATION OF HUMAN RIGHTS

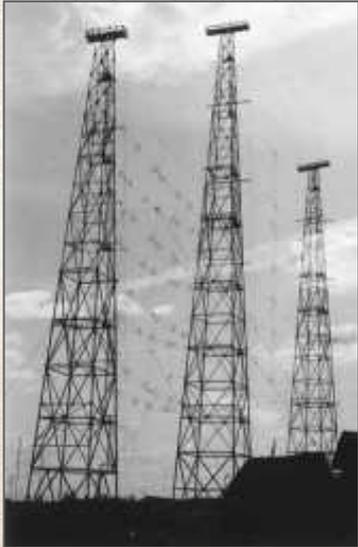


**RADIO FREE EUROPE
RADIO LIBERTY**

GETTINGENSTR 47 AM ENGLISCHEN GARTEN
8000 MUNICH 22 GERMANY

Radio broadcasting as a diplomatic issue

- In 1936, the League of Nations drafted *'The International Convention Concerning the Use of Broadcasting in the Cause of Peace'*



Jamming antenna array

- During the Cold War, **jamming of radio programmes** was used as an instrument of international relations, and as a subject of certain diplomatic negotiations.
- The USSR heavily used radio jamming to prevent its citizens from listening to **politically dangerous broadcasts** from the BBC and the VoA

The future of the radio



Online radio



Podcasts

The early years of television

- During the 1920s, a great number of inventors in various countries worked simultaneously on transmitting movable pictures.
- In 1938, the first electronic television sets became commercially available in the USA



- By the late 1950s most European countries broadcasted their own TV programmes
- The 'prime time TV' developed during the 1970s and 1980s, so called 'the golden years of television'

Diplomacy going live - the CNN effect

- During the first Gulf war 1991 (Iraq) the cable news network, CNN had reporters and cameras on the ground, reporting this conflict 'live', over television.
- The 'CNN effect' - with real time news coverage, the global television networks mould the public perception, and affect the decision making.



- Local broadcasting agencies (for ex. Al Jazeera) tried to provide different perspectives to world news.

The future of television



- Nowadays, television is increasingly streamed over the Internet
- It will continue to transform into a personalized experience
- Instead of passive watching, users will be able to participate and interact
- It will probably remain a channel for public diplomacy

Meanwhile... The history of TV in Africa

- 1954 Moroccan television station established - beginning of the television age in Africa. In 1960 black and white programming started in Zimbabwe. Algeria, Kenya, Uganda and Senegal launched television stations by mid 60's, and South Africa and Cameroon only by the 1980s.
- Nollywood (Nigerian film industry) surpassed Hollywood as the world's second-largest movie industry by numbers of productions, after India's Bollywood.



Cheers! Martini

'A Martini. Shaken, not stirred!'

Ian Fleming (James Bond)



Franklin D. Roosevelt carried a 'martini kit' on every local and foreign trip.

During the 1950s and 1960s, the **'three martini lunch'** was a widespread practice for executives and business people.

When asked how much vermouth he likes in his martini, **Sir Winston Churchill** replied:

"I would like to observe the vermouth from across the room while I drink my martini."

Ernest Hemingway paid tribute to martini in his 1929 novel 'A Farewell To Arms':

"I had never tasted anything so cool and clean. They made me feel civilized."