

# INTERNATIONAL YOUTH CONFERENCE 2021



# GMC

## STUDY GUIDE

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### LETTER FROM THE CHAIR

Dear Delegates,

On behalf of the Executive Board, we present to you the 17th Edition of the Global Media Consortium which draws inspiration from the evolving face of modern media, offering you a holistic journalism experience.

As not only the fourth pillar of democracy, but also the backbone of global opinions, the media holds the power to bring down governments, catalyse revolutions, and even rewrite history. As a delegate of the Global Media Consortium, you will represent one of three renowned global news agencies, each with its own distinctive style of reportage. This year, however, GMC transcends its conventional structure, providing you with an opportunity to showcase your communication, critical thinking, assertive, inquisitive, analytical and reporting skills, all within the realms of the scope of the agency you represent.

From engaging in insightful press conferences to publishing articles to even conceiving broadcast videos, you are ensured unparalleled exposure to and creative freedom in the field of news coverage. However, be mindful of the grave responsibility resting on your shoulders. Objectivity, authenticity, credibility and impartiality are the pillars on which the media rests. Are you ready to fearlessly take on the challenge of upholding the truth in the face of all adversity, conflict and difference of opinion?

If you do rise up to the challenge, you wield the power to make the liable innocent, the righteous culpable, the impotent powerful, and the mighty reduced to dust.

We stand with you in your quest to inform, educate and influence and wish you the very best.

## INTRODUCTION

One morning in Mumbai, a man opens his copy of the Indian Express. Across the Indo-Pacific, his friend in Los Angeles watches an evening CNN broadcast on her 40 inch television. Her daughter, an international student in London, wakes up to an update from The Guardian on Instagram. What connects these three individuals, living in different parts of the world? The media.

Time and again, the media has demonstrated just how powerful it can be. By shaping narratives centred around international events, it can change public sentiment in the blink of an eye. We read it, watch it, rely on it. It influences us, enlightens us, burdens us. The accessibility of the media guarantees that news spreads fast. In the 2020-2021 era, people all around the globe were dependent on journalists for news of the outside world- it connected them to what was happening outside the walls of their houses. There exists a relationship between readers and news outlets, a relationship based on trust. Violate this, and you forever lose the mantle of reliability that consumers place upon you.

As delegates of the Global Media Consortium, you have a responsibility to uphold not just the value systems of your chosen media house, but the principles of ethical journalism. Perspective, terminology, opinions- all play a large role in the journalism process. This time, however, you will not be confined to writing articles and releasing press conferences. In fact, you will be provided with an unparalleled opportunity to explore the field of journalism to the fullest.

**You**, as a budding journalist, **are** in a position to prove that the pen is truly mightier than the sword. **You** have the power to rewrite stories in your hands. It is up to you to decide how you will wield this power.

## **ABOUT JOURNALISM**

Political journalism is provided through and can be conducted via a wide range of mediums. Whether it's print, broadcast, or reporting, the media has continued to hold a significant value in this world of peace and conflict. Along these lines, the Global Media Consortium of 2021 aims to give you an all-inclusive experience like never before. The significance of broadcast journalism in society and in our everyday lives cannot be emphasised enough. The majority of people rely on various media outlets and platforms to get information, learn about events around the world, gather news and educate themselves about various subjects. Reporters present their stories to a wider audience and are watched by thousands or even millions of people. Being able to report on important news events can give the journalist an unparalleled sense of accomplishment. With the advent of digital media, the public now has access to instantaneous updates of political events. Media outlets known for their political journalism like The Guardian, UPI, and Reuters have increased their use of this medium as well.

## **ALLOCATION AND AGENCIES**

### **ALLOCATION :**

As a delegate of the 17th edition of the Global Media Consortium, you will be allocated to one of three esteemed global press associations. Each agency with its distinctive style of reportage has played a major role in upholding the truth, shifting standpoints and transmitting news. As a part of GMC, your task is to uphold the requirements of written quality, objectivity, authenticity and credibility of the news agency you represent. Only by being mindful of publishing articles, releasing statements and broadcasting videos that align with the work ethic of the publishing house you have been allotted, will you be able to attain your greatest potential.

**UPI:**

United Press International is a well-known leading distributor of news, pictures, and information to a global audience through UPI.com and its licensing services.

They cover science, health, technology, the economy, and space, from astronomical discoveries to human space launches. News on everything from celebrity interviews and original photography to sports, and "strange news" can be found on their site.

United Press International originated on June 21, 1907, as the United Press Associations because its founder believed there should be no restrictions on who could buy news from a news service. It became known as UPI after a merger with the International News Service in 1958, which was founded in 1909 by William Randolph Hearst. Today, UPI is owned by News World Communications.

UPI is the only major news service in the world under private ownership. It was founded by E.W. Scripps at a time when the world news scene was dominated by the Associated Press in the United States and by government-subsidized or government-controlled agencies abroad.

Now, with more than 7,000 subscribers throughout the world, its ownership and management still subscribe to that belief.

Scripps wanted others to be free to start newspapers because he believed in newspapers as such and in the principle which became the motto of the Scripps-Howard newspapers, "Give light and the people will find their own way." A motto which we expect you as delegates to continue upholding.

**Articles and links for further research:**

<https://about.upi.com/>

[https://www.upi.com/Top\\_News/World-News/2020/06/29/Chinas-controversial-Hong-Kong-national-security-law-goes-into-effect/5881593481307/?ur3=1](https://www.upi.com/Top_News/World-News/2020/06/29/Chinas-controversial-Hong-Kong-national-security-law-goes-into-effect/5881593481307/?ur3=1)

[https://www.upi.com/Top\\_News/World-News/2021/06/30/nkorea-Kim-Jong-Un-COVID-19-great-crisis-incompetent-officials/4921625031434/](https://www.upi.com/Top_News/World-News/2021/06/30/nkorea-Kim-Jong-Un-COVID-19-great-crisis-incompetent-officials/4921625031434/)

## **THE GUARDIAN**

“Giving a voice to the powerless and holding power to account.”

In August of 1819, 60,000 people convened at St Peter’s Square in Manchester, calling for parliamentary reform. The protesters were met with a charge from a local regiment, and the event was dubbed the “Peterloo Massacre”. Police clamped down on local newspapers that expressed dissent, one of which was the Manchester Observer. In response to this, a cotton merchant named John Edward Taylor founded the Manchester Guardian. 1857 onwards, under the leadership of then-editor C.P. Scott, it became increasingly popular, and today has become one of the most acclaimed newspapers in the world.

With a readership of over 10 million, The Guardian (Manchester was dropped in 1951) has established its reputation as “an organ of the middle class” and a fierce proponent of independent journalism. Its coverage of the Israel-Palestine conflict, its investigation into the Panama Papers, and its reportage of the NSA documents leaked by whistleblower Edward Snowden- all have cemented The Guardian’s position as a major international newspaper. Its popularity stems from its accessibility and independence from any political organisation. As a delegate representing this media group, you have a responsibility to uphold the principles it stands for “to safeguard the journalistic freedom and liberal values of the Guardian”. By speaking truth to power and asking difficult, uncomfortable questions, the paper’s style of journalism is based on accurate reporting and keen analysis. The Guardian disports well-researched and impassionately written articles that are a testament to its journalistic integrity as a media group- its reliability gives it eminence and allows the development of a relationship with readers based on trust. There’s no better way to explain this than in the words of Hilary Mantel, “If a day goes by when I haven’t read The Guardian, it’s as if the day’s never happened.”

**THE GUARDIAN**

Articles and links for further research:

<https://www.theguardian.com/about>

<https://www.theguardian.com/world/2016/jul/05/iraq-war-inquiry-timeline-of-conflict>

<https://www.theguardian.com/world/2001/jan/18/iraq.brian-whitaker>

<https://www.theguardian.com/world/2014/feb/28/russia-crimea-white-house>

<https://www.theguardian.com/world/2021/apr/22/russia-to-pull-back-troops-from-crimea-and-ukraine-border>

<https://www.theguardian.com/law/human-trafficking>

<https://www.theguardian.com/world/2017/may/16/the-real-reason-the-israel-palestine-peace-process-always-fails>

<https://www.theguardian.com/world/2021/may/21/palestinians-and-israelis-reflect-gaza-ceasefire>

**REUTERS**

Established in 1851 as the Reuters news agency in Great Britain, Thomson Reuters has become one of the leading newswire services in the world. Founded by Paul Julius Reuter, a former bank clerk, the agency specialises in providing business news rapidly through both, telegraph and carrier pigeons. They held headquarters in London serving banks, brokerage houses, and leading business firms. The Reuters newspaper clientele expanded consistently from that point. The worth of Reuters to newspapers lay in the financial news it provided as well as in its ability to be the first to report stories of international significance, as in 1865 when the service broke the news of the assassination of U.S. Pres. Abraham Lincoln hours before its rivals.

## REUTERS

During the 1960s Reuters became one of the principal news agencies to utilize computers to communicate financial information abroad and hence proceeded to foster a wide array of electronic trading and brokerage services. In 2008 it merged with Canadian electronic distributor Thomson Corporation to form Thomson Reuters, however, in its reporting capacity the agency was still commonly referred to as Reuters. Today, Reuters provides tailor-made broadcast news and print reports to media outlets worldwide on subjects ranging from terrorism and politics to entertainment and sports. It employs over 2,600 journalists in more than 200 locations, with unmatched coverage in over 16 languages, reaching billions of people every day. Reuters journalists strive to be independent, free from bias and execute with the utmost integrity. These are our core values and stem from the Reuters Trust Principles. As a real-time, competitive news service whose reputation rests on reliability, Reuters also values accuracy, speed and exclusivity (as stated in the Reuters Handbook of Journalism).

Articles and links for further research:

<https://www.reutersagency.com/en/about/standards-values/>

<https://www.trust.org/contentAsset/raw-data/652966ab-c90b-4252-b4a5-db8ed1d438ce/file>

## CONCLUSION

With great authority comes great responsibility and you must strike a balance between the two. On behalf of the Executive Board of the Global Media Consortium, we wish you the best in your endeavour to excel in upholding the truth.

Looking forward to an exciting and fruitful two days!