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Global Media and Multilateral Negotiations: Case of Paris Agreement on Climate Change (2015)

By

Antony Parkion Kinayia and Dr. Boniface Muoka (Ph.D.)

Department of International Relations and Conflict and Strategy Studies Kenyatta University

Emails: antolinepakion@gmail.com and muokaboniface@ku.ac.ke

Abstract

The study investigated global news media on handling the reporting of international Multilateral Negotiations during the Paris Agreement on Climate change (PACC) of 2015. Specific objective was to examine the contribution of the UN broadcasting in promoting fair coverage of multilateral negotiations leading to PACC (2015). Reporting the world news media that favourably sheds light on climate change through multilateral negotiations led to PACC 2015. Liberal Institutionalism theory and survey research design guided the study. Interviews and questionnaires were used for data collection and analysis done quantitatively and qualitatively. The findings were of great importance to the government, NGOs, IGOs, academics and additional stakeholders towards addressing Multilateral Negotiations. This leverage their ability to impact climate change based international negotiations and overcome challenges faced in negotiations. The ability of the Global Media to cover climate change matters is handicapped by the support it offers to hegemony, contributing to a skewed Media coverage of PACC 2015 in favour of the developed countries.

Key words: Media, CNN Effect, Global Media, Multilateral Negotiation, Non state actors, Propaganda

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Introduction

The Stockholm Declaration of 1972 was the first conference to address human impact on environmental issues (Schmidt, Ivanova & Schafer, 2013). It was also the first international conference that declared its commitment to preserve the environment from destruction during World War II. This was to reclaim the future for the benefit of mankind and also to seek support from the rest of the world on issues concerning the environment. The Declaration advocates mostly on environment policies, objectives and goals, instead of exhaustive normative views. Nonetheless, awareness about environmental issues in the globe rose remarkably when international law on the environment was being made.

Multilateral Negotiation on international conferences where environmental issues were discussed under the auspices of the United Nation since the 1960s. This has been witnessed through the use of Global Media broadcast including British Broadcasting Corporation (BBC) and Cable News Network (CNN) to largely pursue and gain international support. A wide range of international Climate policy documents have also been produced during the Multilateral Negotiations among member states. Interactions among states in formulating policies were required to legitimize negotiations in which the international players seek to defend their own interests.

Mulugetta (2010) stated that global media has helped in the evaluation of policy making processes. It pursued the agenda of climate change that has threatened African member states on environmental matters. This has ensured that the AU has taken a unified position in multilateral negotiations and developed policies during the PACC. A Group of AU Negotiators who were integrated into the UNFCCC processes made significant inputs in the relevant technical commissions. Further, CAHOSCC and the African Ministerial Conference on the Environment worked towards a coherent framework for the AU.

Having appreciated the seriousness of the challenges of climate change, the African Heads of States and Government have taken several key choices to help member states to address the negative risks brought by climatic changes effectively. The urgent need is for member States to design strong approaches that will help to effectively address the problems related to the climate change risks. The African Union members have adopted efforts that contribute to improving climate services and information. These include support for the New Partnership for Africa's Development on Climate strategy and a significant gathering on "the Information Climate for Development Needs as an Action Plan for Africa" in Ethiopia in 2006.

Simultaneously, the emphasis on activism on environmentalism internationally gradually expanded outside into Tran's boundaries. The international common matters are specific to the media across sector-based regulation to synthesize economic development considerations on environmental decision-making. The era of negotiation that is multilateral and laws on diplomacy was enacted from San Francisco Conference of 1945 which set up the United Nations. Multilateral Negotiation takes place when two or more different parties are

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interested in the same priorities and resources. Formation of mutual package agreement for many participants of the negotiations widens the possible linkages to issues of concern to the environment.

Kenya has sought to achieve implementation of these policies and plans through energy efficiency, reforestation, drought management, geothermal and other clean energy development and smart farming. In answer to the conclusions taken by the nineteenth and twentieth sittings of the Conference of Parties (COP) to the UNFCCC, Kenya has developed its nationally recognised contribution in achievement of the objectives of the United Nations Framework of Climate Change Convectional and Article 2 of the Convention to the secretariat prior to the Paris Conference (Manuel, 2015).

Statement of the Problem

Global Media has not well highlighted why local African Media and negotiators are always not adequately represented and their policies are mostly ignored and viewed as vague during Climate change negotiations (Chin-Yee, 2016). In the recent past, global media including BBC and CNN have been a profound agent of the developed countries which controls what is to be reported or not. This mode of broadcasting has led to entrenchment of biased information across the globe to the effect that developing countries in the African continent, Asia led by India and Latin America led by Brazil are the major contributors of greenhouse gases. However, this is far from the truth since the developed countries including Europe, North America and China are the world largest emitters of greenhouse gases. This is exhibited by China contributing 15% of the greenhouse gases, USA contributing 8% while Europe contributes 5.8%.

Biased information has polarized north-south relations in regard to non-ratification of some protocols due to mistrust between party states leading to the withdrawal of some member countries such as USA (Parker & Karlsson, 2018). The conduct of Multilateral Negotiations as a vehicle through which relations between North and South are adjusted need to be analyzed. Moreover, there is a similar need to look into the extent to which the South with its limited financial resources and technology have succeeded to benefit from PACC of 2015 (Parker & Karlsson, 2018).

Review of Related Literature

This chapter comprises of the review of literature and the theoretical foundation upon which The study was anchored. Literature from previous scholarly work, conference papers, journals and books were comprehensively reviewed.

Role of the UN Broadcasting in Mitigating Environmental Matters on Paris Agreement on Climate change

United Nations broadcasts have contributed critically in the multilateral negotiation of the Paris Agreement on Climate Change. Independent international Media houses advocated for the need of equal awareness in all state parties. Global media and multilateral negotiation have a common goal of facing climate change and global warming around the globe. Advocacy of United Nation broadcast is on seeking action to be taken on member states violating rules and regulation of the climate change accord.

Hafez (2007) propounds that transformation of culture out of communication across the border as global media doesn't exist. Hafez (2007) claims that the receiving culture is changed in the cross-border communication process through internet and broadcasting by

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satellite. The presence of hindrances like language differences separate the have from the have notes. There is the existence of no actual signs of media networks able to institute a public sphere globally. Global media improves information flows between citizens and states but some of the broadcast takes advantage of propagating news which has been anchored by different national stations due to their language differences (Hafez, 2007).

Chalaby (2003) posits that due to cross border communication news; global media have contributed to the decline of multilateral negotiation among party states. The negative propaganda nature of news anchoring has varied viewers and freedom of international broadcast and nation-based loyalties. The capacity to slacken up the distinction separating the foreign and domestic policy followed their reportage in multinational audience and international cooperation. The relationship between the geographical places on the television tends to be against traditional association between international broadcasting with the nation-state.

Lyytimaki (2011) argued that media ownership, profit motive and advertising revenue relies much on experts who fund people holding power. They determine what is to be done and said by the media. The personalities and journalists do not cover stories which are appealing to their audiences. Instead, political, social and economic coverage are more vulnerable and highly appealing to the public while environmental matters have less attention in newspapers, magazines and television since they are less popular and low selling. Lyytimaki (2011) has mainly focused on private media which are business-oriented entities which value economy more than environmental issues. The researcher looked at the UN broadcasting service in Kiswahili language.

Tagbo (2010) argues that most of the global media journalists cover the multilateral negotiations on Climate Change. Complexity of scientific stories cannot be absorbed into daily routines because of the culture of deadlines by newsrooms. Tagbo (2010) found that climate change was not considered a priority by editors and newspaper owners. This difference has prevented many African journalists from commitment to personal development. Inadequate understanding and reporting on climate change had made them give up to international broadcast media such as BBC and CNN. Due to these challenges, the UN broadcast has taken the responsibility of aiding African journalists with material resources and employing them to conduct research about climate change in Africa. This is without external interference from international media houses.

Volkmer (2003) argues that there are political identities and economic transformations among party states at international level. The logically widening gap is being transformed into transnational political identities. Certain contexts have made some of the Multilateral Negotiations to bring disagreements among nation states. This has made Global Media to provide the audience with the global framework for interpretation able to include inter-connections that are politically important across numerous geopolitical scales. Global Media has put more emphasis mainly on wars, sanction, impunity and humanitarian views on the broadcast and takes a lot of time on such issues thus broadcasting little issues concerning the environment. The UN broadcast has emphasised mostly on environmental issues which are determined by the emission of gases mainly by China and USA (Volkmer, 2003).

Theoretical Framework

The study used Liberal Institutionalism as its guiding theory and whose proponents include Herbert Spenser, Jonh Stuart Mill, Jonh bright and Richard Cohen. According to Keohane and Nye (1972, 1978), Liberal institutionalism advocate for diplomacy and multilateralism negotiations among nation states. Graham Allison (2000) states that one of the consequences

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of the globalization of Global Media concerns such as multilateral negotiation and climate change pandemic such as drought and raise of sea level is the realization that threats countries security which cannot be addressed unilaterally.

Globally, no authority or government exists to ensure law enforcement and orders of common responsibility. Liberal institutionalism approach has led members to pledge and agree on decisions and norms building procedures. These systems offer rules built on reciprocity to decide on beneficiaries and bearing cost for protecting the environment (Hopke & Hestres, 2016). International establishments that are functional plus knowledge-based organizations such as IGOs and international NGOs have specialized in management and the environment's technical facets. The UN and other stakeholders make laws on issues regarding the conservation of the environment and make sure that each member abides with the relevant rules and regulations.

Methodology

This research is based on surveyed study design. The study used UNEP, CGTN, AL JAEERA, Civil Societies and government representatives to collect data. Both primary and secondary data are used in this research. For primary data interviews and questionnaires were used for data collection. For secondary data the study relied on magazines and periodical reviews. Using both purposive and snowball sampling techniques data collected from the sample size and targeted categories of organizations Al Jazeera (7) CNN (3) CGTN (6) UNEP (6) MFA representative (19) civil societies (6) and residents (25) content analysis and science statistical analysis software were used as method of data analysis.

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Sample size and Target Population

Category	Population	Total Sample Size	Key Informants	Respondents
Al-Jazeera	20	7	2	5
CNN	10	3	1	2
CGTN	18	6	2	4
UNEP	35	12	3	9
MFA Representatives	55	19	5	14
Civil Societies	20	6	2	4
Residents	-	25	-	25
Total	158	78	15	63

Source: Field Data 2021

Research Finding and Discussion

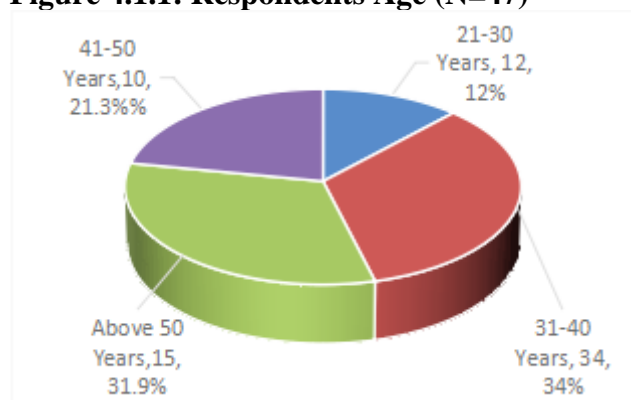
Demographic Data

The section presents demographic data from respondents that include gender, age and number of years worked.

Age of Respondents

Respondents revealed their respective age as presented in the findings in Figure 4.1.1 below.

Figure 4.1.1: Respondents Age (N=47)



The Figure 4.1.1 illustrates that a large number of respondents were either above 50 years or between 31- 40 years each represented by 31.9%. The rest of the respondents (14.9%) were between 21-30 years.

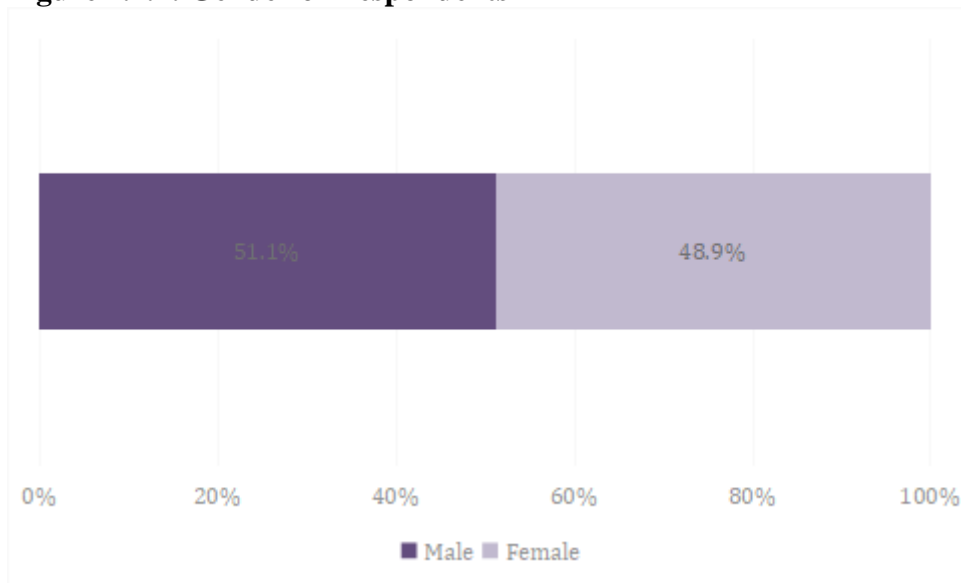
Source: Field Data 2021

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Gender of Respondents

The age of respondents was as presented in the findings according to the figure below.

Figure 4.1.2: Gender of Respondents



Source: Field Data 2021

The findings indicate that male respondents covered 51.1% while females took 48.9% from the total which revealed good representation of gender in the study. Gender and age are commonly regarded as significant predicting factors of perceptions on climate and environment by the public.

Role of the UN Broadcasting in Mitigating Environmental Matters on Paris Agreement on Climate change

The UN Broadcasting Coverage on Climate change and Hegemony of Countries

UN Broadcasting has sought to maintain its independence by virtue of being a world body that is answerable to all member states. By virtue of this, the UN Broadcasting is not affected by hegemonies as it does not need to protect their interests.

Most of the Global Media journalists cover the Multilateral Negotiations on Climate Change as identified by Tagbo (2010). Complexity of scientific story cannot be absorbed into daily routines due to the newsroom's deadline culture. Here, climate change was not considered a priority by editors and newspaper owners. Indifference has prevented many African journalists from commitment to personal development. Inadequate understanding and reporting on climate change had made them give up to international broadcast media such as BBC and CNN. For them, it became almost an impossible task to report on climate change.

The UN broadcast has equal representation in world journalists in attendance at Multilateral Negotiation on Climate change. This has resulted in equal coverage of climate change without any form of negative propaganda from developed countries. Therefore, regular coverage on the Media will not occur while relying on foreign reports from international Media houses that cover Africa on environmental issues with no local perspectives. The United Nation Broadcasting is therefore able to carry its own climate change coverage without interference by the hegemony of countries.

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The UN Broadcasting Coverage on Climate Change and Favouritism of Countries

The independence of the UN broadcasting explicitly or implicitly infers the fair, collective but segregated responsibility and corresponding competencies as stated by Pan & Van Gorp (2018). It will ensure impartiality of arbitration which needs to be shown in defending vulnerable and poor countries which normally have the least contribution to the problem but bear the greater suffering burden. Secondly, the UN broadcast ensures that hegemony and dominance by Global Media does not take root in the coverage of climate change issues.

Cross border communication news has led to global media contributing to the decline of Multilateral Negotiation among party states. Chalaby (2003) noted that the negative propaganda nature of news anchoring has different audiences and impartiality of international broadcast and loyalties which are nation-wide. The capacity to relax the distinction amongst foreign and domestic policy followed their reporting in multinational audiences and international cooperation. The relationship between the geographical places on the television tends to oppose traditional association between the nation-state and international broadcasting.

The UN broadcasting has been accepted to be universal since there is no Media network that has the ability to establish a public sphere that is global. Global Media has improved information flows among citizens and nations, but some broadcasters do not use it in the right way in news propagation news as explained by Hafez (2007). The sole use of English and French in the world has always favoured those who comprehend the language but excluding others. As a result, blocks and hegemonies are formed in some regions to protect interests. This has been clearly seen in the case of the US using CNN to influence its hegemonic power over countries that speak English.

United Nation official language and Climate change Awareness

The situation at the moment is that climate change arguments aimed to seek reduction of emission from China and USA has led to increased political disability in the Multilateral Negotiations on Climate change among G7 countries. Most countries have been found to be free riding the accord and not doing much to reduce the emission of green gas. The US had boycotted some of the climatic accords during the Trump administration for reasons that despite the US being a major funder of climate change, the accords are in favour of other countries. Therefore, operationalization of UN broadcasting to UN official language will seek to bring political unity in the Multilateral Negotiations on climate change as countries will be tasked with adhering to the accord and participating in reduction of green gas emission.

Through operationalization of UN broadcasting to the UN official language, the previously marginalized countries will be able to receive information on energy supply security, Climate security and ecological security while simultaneously bringing climate change and energy into a strategic structure that is national. Other benefits to be realized include setting up of management institutions to provide development of low-carbon, emission reductions, spread of energy conservation and research through clean production and new technologies. Consequently, the concept of low carbon will contribute to economic development and transform the national living and consumption model.

Effectiveness of United Nation Broadcasting and Global Media in Climate Change Reporting

Climate change is important and urgent, but also is a threatening notion to many. In places in which outcomes for knowledge on climate change are in opposition to other values and beliefs, people will be motivated well to disregard it. While on the one hand it presents a big

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rambling and jumbled connection of issues that are difficult to be summarized, on the other hand it is identified as important and urgent. Lack of direct and clear direction to people's present suffering and responsibility that is dispersed makes it a challenge for developing human angles which centrally determine most of storytelling in broadcasting.

The major oppositions in traditional UN Climate discussion take place mainly between the EU, the U.S and China while other powers have related themselves unto the major supremacies and created separate groups which upset the balance generally. Nonetheless, a downgrade is present in the negotiation capacity of the UN leading to emergence of regional groups which eventually turn into substantial powers during negotiations. The entities show diverse requirements and slowly, gaps of interest take place most notably in third world countries.

The powers that are emerging need to support many third world countries through ensuring that developed nations meet their fund contributions among other assistance as promised in a timely manner as noted by Hong-Yuan and Song-Li (2015). Similarly, emerging powers should also give assistance to these nations to improve the capacity in adjusting to climate change, providing different advanced technologies in climate emission and energy conservation. These new energy conservation efforts may also lead to market expansion and accelerating development. Also, the climate challenge has been historically coming from emissions by developed countries hence these countries have a responsibility to assist developing countries to tackle climate change challenges. The United Nation broadcasting is better equipped, reliable and trusted by the public and stakeholders as compared to global media in broadcasting Climate change issues.

Conclusion and Recommendations

The adequacy of Global Media coverage on Climate change negotiation was moderate by providing useful information. Global Media is also used for public and stakeholder education on climate change and particularly through local Media which has more impact than the international Media.

The difference between global media and local media in reporting Climate change is that local Media has been found to be more reliable than the international Media when reporting climate change. Coverage by local Media focusing on Climate change has generally been decreasing and not thorough. Global Media has sought to communicate the dangers of climate change to the general citizenry by reporting on climate change issues such as international Climate agreements like PACC 21 and adoption of national Climate policies by states. It was found that the United Nation Broadcasting could carry its own Climate change coverage without interference by the hegemony of countries. The UN Broadcasting has maintained its independence by being answerable only to member states.

Operationalization of UN broadcasting to UN official language will enable it to create awareness of Climate change. Global Media's domination will be reduced while political unity in the Multilateral Negotiations on Climate change will be enhanced by adherence to the accord and reduction of green gas emission. The UN broadcasting was effective as compared to Global Media in broadcasting Climate change issues since its sole attention covers the climate change and environment issues. The UN broadcasting is free from hegemony, reliable and trusted by the public as compared to Global Media in matters of Climate change issues.

The findings lead to recommendations regarding the reporting of international Multilateral Negotiation during the PACC of 2015 by the Global Media. The Global Media should improve coverage of Climate change issues and negotiations; avoid hegemony,

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influence by dominant groups, politicians and influence by the developed world. Global Media should improve how it educates the public and stakeholders on Climate change particularly through local Media. Efforts should be made to enhance national policies, provide an enabling environment for more journalists to cover Climate change matters.

The link between empirical proof and scientific analysis in covering climate change needs to be improved in order to realize more complete confidence in Climate change predictions. Nation states need to support the local Media to improve and increase reporting Climate change. The United Nation Broadcasting should maintain its independence on coverage of climate change from the hegemony of countries. The process of operationalization of UN broadcasting to UN official language should be hastened to improve climate change awareness in the world and improve political unity in the multilateral negotiations on Climate change.

The study makes recommendations to increase commitment to a high-level by governments in Africa and journalists to the negotiation process of climate change. African countries should fund those who negotiate, formalize negotiations groups and formulate strong strategies for preparing for the climate change negotiation meetings that are held annually.

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