



**The Degree of Dependence on International Reporting in Macedonian Internet Media
from
Global News Agencies
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Abstract

The paper tries to research again some of the conclusions of the MacBride report „Many Voices, One World“ implemented and published from UNESCO in 1980, with particular review on present situation in Macedonian new media.

Using the method of content analysis, quantitative research results were obtained for two weeks in the period from April 1 to April 15 2011. In accordance with criterias, in the paper are investigated four most read Macedonian internet media: Kajgana, Tocka, Onnet and Idividi.

Research results argue that there is no direct dependence on four internet media from global news agencies, because don't exist undertaken articles for international events from these agencies. However, the second indicator is proved in terms of absence of correspondent and associate network at macedonian internet media in reporting for the latest developments from abroad. Results show the monopoly of information at portals Kajgana, Tocka, Onnet and Idividi from Macedonian news agencies Macedonian Information Agency (MIA), Makfaks and Netpres which exists as only source of information for international events.

Keywords: global news agency/foreign policy column/Macedonian internet medium/source of information/international flow of information



Introduction

The digital era brings new media for communication and radically changes existing mass media. The central role in the new era of Internet occupies social networks, blogs and other social media. In recent years we have witnessed a significant increase in Internet – journalism through opening of informative online media that offer free texts, photos and videos for events from local communities, for actualities on national level and for international news.

Main theme of interest in this research is the forgotten report from Commission of UNESCO preceded by Sean McBride, released in 1980 under title “Many voices, one world”. The report stated negative trends of control over information in the world that lead to problem of one – way flow of information. “This flow (data, messages, media programs, cultural products) is directed mostly from larger to smaller countries, from those with power and technology to those which are less advanced, from developed to developing countries...” (The MacBride Commission 1980, p.145). To such statements proceeded and followed researching results related with this topic. “Over 80% from news that circulate in global communication space and are used in mass especially print – media are product of several major world agencies” (Jakimovski 2003, 171). Studies related with monopoly of information on international level, sources of information for international news, inequality in treatment of events from different continents and regions and themes for those regions are problems that have roots from the UNESCO study in 1953 conducted by Jacques Kaiser. In this research Kaiser concludes that most newspapers are dependent from agencies on the level of distribution of news. “17 most circulated newspapers which we researched make no effort to maintain permanent network of international correspondents – or temporary correspondents” (Kaiser 1953, 93). Few decades after, UNESCO administered several studies related to this topic, including “Foreign news in the media: International Reporting in 29 Countries”, conducted in 1979.

From today’s perspective, main theme of interest is where the Internet media are today when we are asking questions for overcoming problems associated with one – way flow of information and monopoly over news at international level. In the study “News Agency Dominance in International News on the Internet”, conducted by Chris Paterson in 2001 and 2006, were investigated the largest global Internet media. Patterson argues that the dominance of global news agencies on Internet media is growing. Dependence from international



agencies was greater in research conducted in 2006 than the same from 2001, with up to 85% of content on online services that came from Reuters and Associated Press (Paterson 2006, 17). Yahoo and America Online showed the origin of published content from global news agencies in 97% and 94% of the examined journalistic texts (Paterson 2006, 16).

Results from this research are similar with the thinking of executive editors from the Internet informative media. Djivo Djurovic, editor in chief of Croatia portal Iskon, argues that sections of this media sometimes are guided from one person, who sometimes deals with several different columns. Similarly like Paterson, Djurovic concludes that there is a connection between news agencies and informative online media. “According to rhythm of publication, need for actuality and speed, Internet media are closest to global news agencies” (Djurović 2006, 137). Additional evidence for dependence of new media by news agencies and is a link between Google and international agencies. “Google agreed to pay Associated Press for using its texts and photos” (McCarthy 2006).

According to such claims and previous research results, the question is being set about situation in Macedonia regarding the connection between informative online media and news agencies in professionalism in their reporting.

Research Methodology

Subject of Research

The subject of research is relation between reporting for international events at Macedonian online media and global news agencies. Main theme of interest are the theoretical claims for imbalances in international flow of information in terms of continents and regions and the major presence of negative events for southern continents and undeveloped regions in the world.

Goals of Research

Main goal of research is detecting the information sources for international actualities at Macedonian internet media. Discovering the number of information sources is a goal that answer the question whether the new media of communication are repeating mistakes of traditional media in informing for world events. This research has scientific aim to confirm or reject claims from the MacBride Commission related with the large dependence at media



from world news agencies, one – way flow of information and issues and events that are reported from the southern continents and regions of the globe. Not entering in results from few decades, from today's perspective there is lack of presence of such studies in Republic of Macedonia. The analysis has practical purpose to fill the empty space of this type of studies in Republic of Macedonia.

Research Questions

This research has to answer questions related with the method of reporting for international events at Macedonian online media. In this direction, there are five research questions:

1. What sources of information are used by Macedonian informative internet media for reporting on international developments in the sections “world”?
2. Do Macedonian informative sites have developed network of correspondents and reporters from abroad and how much from the published content for international actualities are created by journalists, editors, correspondents, reporters and associates of these portals?
3. What is the number of information sources used in articles about creation of international news at Macedonian online sites?
4. What is the geographical origin of taken texts for world events at Macedonian internet platforms for news in context of the theory for unbalance in international flow of information?
5. For what kind of topics and areas are reporting Macedonian internet media in texts from sections “world” that are undertaken by global news agencies for continents and regions of the southern hemisphere of Earth?

Hypothetical Frame

Hypothetical framework is composed from one major and four particular hypothesis for obtaining research data. The main hypothesis of research sets the following predication: Global news agencies Reuters, Associated Press and AFP have large influence on the foreign policy columns of Macedonian internet media, impact which is present through the majority of text and photo content for actualities taken from international agencies, through the majority of published articles with one source of information for world events, through the majority of text content for occurrences from north continents and regions of the globe and through the majority of stories taken from global agencies for themes of a negative character (police, military and defense, crime, trial and justice, conflict (military, religious, ethnical,



etc.), accidents and natural disasters) for regions and continents of the Southern hemisphere of Earth. With assistance of four particular hypothesis, claims from the main hypothesis are further elaborated.

If the presence of content (texts and photos) in the foreign policy columns of Macedonian online portals, where the source of information are journalists, correspondents, associates, editors and reporters to them, is largely low, then global news agencies have great influence through the major presence of content (text and photo materials) for foreign events in sections “world” taken from them.

If the presence of articles for events from abroad at Macedonian informative internet media, in which there are two or more sources of information for the content, is largely low, then global news agencies have great influence through the majority of texts in which exists only one source of information for international actualities in the foreign policy columns.

If texts for international events, with origin from the southern continents and regions on Earth, are largely low present at Macedonian portals, then transnational news agencies have great influence through the majority of articles in the foreign policy columns for novelties from northern continents and regions on Earth.

If taken stories from world news agencies in Macedonian internet media, related to themes and events which in a positive light are describing the southern continents and regions (internal and international politics, economy, international and internal help and solidarity, culture and art, religion, science and ecology), are largely low present, then global news agencies have great influence through the major presence of textual contents from them for themes and articles of a negative character (police, military and defense, crime, trial and justice, conflicts (military, religious, ethnic, etc.), accidents and natural disasters) for regions and continents of the Southern hemisphere of the globe in foreign policy columns.

Method of Research

Researched data are collected by using the method of content analysis, methodological approach that is known and used in the research of media. Research hypothesis are tested by using primary sources of data, precisely, by using the results obtained from the research.



The Sample of Research

The research was conducted on a sample of Macedonian informative online media who create news content in Macedonian language and its Cyrillic alphabet for international events which are published in foreign policy columns. The research sample included four online media: Kajgana (<http://www.kajgana.com>), On net (<http://www.on.net.mk>), Idividi (<http://www.idividi.com.mk>) and Tocka (<http://www.tocka.com.mk>). The main criterion for selecting the research sample was the popularity (attendance) of Macedonian internet media are undertaken from Alexa (<http://www.alexa.com>), site for Web traffic reporting. In direction to obtain validated data for the number of readers (amount of visitors), the Alexa site was accessed 3 times on every 7 days within the month of March at the following dates: 7th March, 14th March and 21st March 2011. In accordance with the obtained measurements, this four internet portals were the most read Macedonian internet media.

Dynamics of Research

The research was conducted in a period of two weeks (from 7 – th to 21 – th April 2011). This two – week period of study was selected by criterion of coincidence. Published articles for international actualities were collected during the late evening hours every day during the research period.

The Degree of Dependence of Macedonian Informative Internet-Mediums of Global Newspaper Agencies

From this research are received individual and collective results. Within the collective results enters data obtained for textual and photographic content for all internet media from the sample, while the individual results show the outcome separately for every single informative online site. During the two – week period of research are published 1416 articles and 702 photographs at four internet portals. For more realistic view of situation with the sources of information at foreign policy columns, priority will be given to the individual results, so the collective results will not be declared.

The online medium Kajgana in research period has published 104 texts and 104 photographs in columns Balkans and World related with international actualities. From global news agencies Reuters, Associated Press and AFP is not taken any content, but all textual material for news from abroad is taken from the private Macedonian news agency Makfax. During the



research period, Kajgana didn't use any other medium for publishing content for international events. Additionally, all 104 photographs are published without proper indication of their source, so in all photographic material is not quoted the medium from where material is taken. From the results comes conclusion that there is no direct connection and influence from global news agencies over the medium Kajgana. However, the indirect dependency from world agencies exists through content that is attempted from agency Makfax. This news agency in their articles mention transnational news agency as own sources of information for news from abroad. Additionally, Macedonian agency Makfax doesn't have correspondents, reporters or contributors from abroad, which is another indicator for indirect influence from global agencies.

At Kajgana there is a phenomenon of multilevel flow of information as a result of taking content for international events from Macedonian news agency Makfax. In this way, the original information from global news agency is processed from Macedonian news agency and Macedonian informative internet media only transmit the processed content of domestic agencies. Unquoted source of information dominate as characteristic of photographic material on the Kajgana site. Consequently, it is impossible to prove any impact from world agencies in relation to the photographs at this medium. Important negative characteristic during reporting for international events at Kajgana is the lack of multiple sources of information. In all 104 texts, or 100% of the total number of articles, news agency Makfax appears as only source of information in articles. The existence of one source of information in textual content for international events indicates on increasing dependence from this agency. Although it is not subject to proof in the framework of this research, at Kajgana is noticed process of taking information for actualities from abroad without any intervention by the editorial staff of this medium.

Consequently with the results in terms of information sources and number of sources of information, unfavorable data are obtained in relation to the geographical origin of articles for international events. A significant majority of textual content is related to events from northern continents and regions of the planet, while a very small number of content for developments from southern geographic areas of the globe exist. Most articles are published for events from Europe – 36 texts, or 34.6% of the total number of stories. The events from Balkans are treated in 22 articles, which represent 21.2% of the total text content. For



actualities from Asia are published 21 stories, or 20.2% of the articles, while for developments for North America are undertaken 12 texts, or 11,5% of the total number. News from the northern continents and regions dominate with 91 articles, which is 87.5% of the number of textual content.

Southern continents and regions are insignificantly present in published texts at foreign policy column. Only 13 texts, or 12.5% of the total number, refer for news from these geographic areas. For events from Africa are undertaken 10 articles, or 9.6% of the total number of stories, for occasions from Central America are published 2 texts, or 1.9% of the total, while for latest developments from South America is undertaken 1 story, or 1% textual content. There is no content for Australia, Oceania and New Zealand in the foreign policy column at Kajgana.

The results for this online medium confirm claims from the MacBride Commission of UNESCO, which states that the Earth is divided into communication center and communication periphery as a result of the global flow of information in direction north – south. Global news agencies are declared as main “agent” of the global flow of information, taking into account the fact that more than 80% of news that circulate in global communication space and are used from mass media is a product of several major world agencies (Jakimovski 2003, 171).

In terms of themes and events of obtained articles from global agencies for continents and regions of the southern hemisphere of Earth, there is no presence of any article for this topic. This research hypothesis is impossible to test because of the results that show no item is taken directly from international news agencies. Hence, there is no opportunity to confirm or reject this hypothesis of research at the medium Kajgana. Research data from this online informative site are similar with the final data for the other three internet media, with some differences in direction on sources of information.

During the two – week period of research at online medium On net are published 36 articles and 65 photos for international events in columns “World” and “Balkans”. There is no taken textual content from transnational news agencies Reuters, Associated Press and AFP and just 1 photography, or 1,5% of the total number, is assumed from Agence France Presse. These results indicate for low direct influence of world agencies over the foreign policy column at



On net site.

Largest part of textual material is undertaken from the English newspaper Guardian, whereupon 9 texts, or 25% of the total number of articles and one photograph, or 1.5% of the total number, are assumed from this source of information. Other sources of information (newspapers, radio and television stations, internet sites that are not separately listed in the research) are present with 9 articles, or 25% of the total, and 2 photos, or 3.1% of them. From the internet service on BBC are undertaken 6 stories, representing 16,6% of the total number of stories, while from other global media are assumed 5 posts and 1 photo, or 13,9% of the textual content and 1,5% of the photographic material. More sources of information are used in 3 articles, or 8.3% of the textual material for international developments, while foreign national news agencies are present with 2 texts, or 5,6% of the total number, in the section “World” at On net site. From alternative and regional news agencies is published 1 text and same number of text is undertaken from CNN, which represents 2.8% of the total number of stories. In significant majority of published photographic material for world news, source of information is not quoted. 80 photos, or 92.4% of the total number, are undertaken without source of information. Hence, it is impossible to determine the influence of global news agencies in foreign policy column at internet medium On net. In comparison with Kajgana, On net directly undertakes information from the foreign media, which in rare cases leads to usage of more than one source within the article. Using different sources of information at reporting for events from abroad is positive characteristic for this Macedonian online medium. However, a two – week research shows that On net hasn't its own correspondents, reporters or associates from abroad.

In term of the number of information sources in articles for international actualities at portal Onnet, the results show a similar situation as at Kajgana. In 33 texts for international actualities, or high 91,7% of the total number of articles, is used one source of information for creating a news product, while in 3 stories, or 8.3% of the textual material, are used two different media for making the content. During the research period, Onnet not published any content with three or more than three sources of information. The same problem with one - way flow of information, from the northern geographic areas toward the southern regions and continents on Earth, is repeated at On net site. For events and happenings from the “communication center” of the planet are published 28 articles, or high 77.7% of the total



number, while for actualities from the “communication periphery” of the globe are undertaken 9 stories, or 22.3% of articles. Developments from Europe are present with 12 texts, or 33.2% of the materials, while for events from North America are undertaken 9 articles, or 25% of the total number. Asia is represented by 5 texts for their novelties, representing 13.9% of the total number of texts and identical presence of written material is for news from Africa. For events from South America are published 2 texts, or 5,6% of the total number, vis – a – vis actualities from Australia, Oceania and New Zealand, which are represented by only 1 article, or 2.8% of the textual content. During the research period, Onnet not published content for events from Central America. Same as at Kajgana site, at Onnet is not possible to test last research hypothesis, because there isn't undertaken material directly from any of the global news agencies. There is no way to confirm or reject the hypothesis for topics and events on articles undertaken from transnational agencies for continents and regions from the south hemisphere of Earth. During the two – week research on informative online medium Idividi are published 868 texts and 86 photos for international events in columns “Balkans”, “Europe” and “World”. Quantitative comparison with other internet media show that on this portal are published most information for actualities from abroad.

In the matter of information source, for Idividi are obtained research data that shows a negative trend of monopoly from one medium. Enormous 865 articles, or 99,7% of the total number of articles, are undertaken from Macedonian Information Agency (MIA). Only minor are contents from other information sources (newspapers, radio and television stations, internet sites), which are present with 3 texts, or 0,3% of the total number of stories.

From transnational news agencies Reuters, Associated Press and AFP is not undertaken text and photographic material for events from abroad during two weeks of research. However, the overall dependence from national news agency MIA leads to suspicion of multilevel flow of information for international developments, in which Idividi is just one part of this process. From here arise the suspicion of large indirect influence of the world news agencies on textual material published in foreign policy columns at Idividi site.

Macedonian Information Agency is one of the few Macedonian media that have their own correspondents, reporters and contributors from abroad. Currently, MIA is using services



from its own staff in London, Paris, Prague, Gothenburg, Brussels and Tirana. However, the number of correspondents is too small to cover all international developments, and because of that MIA also uses other sources of information, like global and foreign national news agencies. In accordance with received results, the overall dependence on Idividi site from MIA withdraws all negative characteristics of dependency from global news agencies, on which is liable national news agency MIA. Within the research is confirmed second indicator which points out on high dependence from world agencies. Idividi don't have it's own correspondents, reporters and associates from abroad and there is not any presence of content by journalists, editors or associates for foreign actualities. When it comes to photographic content, at Idividi occurs another negative characteristic. Results show that all 86 photos are published without source of information. Because of unquoted origin of photographic material, it is impossible to determine the extent of influence from transnational news agencies in relation with photographic content for international novelties at Idividi site.

In terms of the number of information sources in articles about events from abroad, the two – week research shows that this online medium uses only one source of information in texts. In all 868 published articles for world events exist just one medium which is used for making the content. The outcome of analysis give more intensive conclusion that Idividi site is taking content from agency MIA without any processing or correction on content from journalists or editors. From this research are obtained data for the question of continents or regions of occurrence of stories that are published in foreign policy column at internet medium Idividi. For events from Europe are assumed 289 stories, representing 33.3% of the total number of stories, and actualities from Asia are covered with 193 texts, or 22.2% of the content. Developments from the Balkan Peninsula are present with 181 articles, which represent 20.9% of the total number of stories, contrasted with the novelties from Africa, which are maintained with 114 texts, or 13.1% of the content. For events from North America are published 77 stories, or 8.9% of the total number, while for happenings from South America are assumed 6 texts, or 0.7% of the material. For the latest developments for Central America are undertaken 5 stories, or 0.6% of the total number of articles, while Australia, Oceania and New Zealand are represented by 3 texts for local events, or 0,3% of the articles. Research results confirm the conclusions from MacBride Report at Idividi site. Global information flow in direction from north to south of the globe is not overcome from Macedonian online medium Idividi. Enormous 740 articles or 85.3% of the total number of texts refer to



developments from the northern continents and regions on Earth. In contrast, significantly low is the attendance of stories related to the southern continents and regions on Earth. For “the communication periphery” are published 128 stories, or 14.7% of the textual content. During the two – week of research is not posted any content from transnational news agencies on the platform of this internet medium. Hence, it is impossible to test the hypothesis about issues and events on texts at Kajgana that are undertaken from global news agencies for the southern continents and regions of the globe.

When it comes to informative internet medium Tocka, during the period of analysis are posted 408 articles and 447 photos in sections “Region” and “World” for actualities from abroad. Data show that global news agencies are minor source of information in foreign policy column at this online site. From Reuters are assumed 6 photos, or 1,3% of the total number, from AFP are undertaken 3 photos, or 0,7% of the photographic content, while Associated Press is present with 1 photography, or 0,2% of the material. From transnational agencies are undertaken 10 photos, representing 2,2% of the photographic material. Most important source of information for foreign policy actualities at medium Tocka is Macedonian news agency Makfax. From this agency are downloaded 265 texts, or 64,9% of the articles. In sections “Region” and “World” is present Macedonian news agency Makfax with 124 stories, or 30,4% of the published material in two – week period of research. These agencies appears as a major information source in 95,3% of the total number of textual content.

Phenomenon of multilevel flow of information exist at medium Tocka, because it is almost entirely dependent from agencies Makfax and Netpress, which get the textual and photographic content from transnational news agencies or from some other global media. Original source of information became lost within the multilevel flow of information, because each medium tries to display the published content as created by his own editorial staff. Most of the media forget the journalistic rules for publishing sources of information, which is segment of the “5+2” journalistic questions. Therefore, there are great difficulties in identifying the origin of information for international developments. Small positive step forward is made in relation to the process of collection, processing and creation on content from journalists, editors or associates of Tocka site. Editorial staff created 19 articles, or 4.7% of the total number of texts, but on the other side, this internet medium doesn't have



correspondents, reporters or contributors to the medium from abroad. During the two – week period of research are published 432 photos without identified information source, which is 96.7% of photographic material. Results show that it is impossible to determine the size of influence on world news agencies in relation to the photographic content at Tocka. From other sources of information (newspapers, radio and television stations, internet sites) are undertaken only 5 photos, or 1,1% of the total number.

In terms on number of information sources in the articles for events from abroad at this online medium, in all 408 published articles is used only one medium while creating content for international developments. In this way, if some of the agencies Makfax or Netpress used a small number of global media for making news for international events or if they created wrong news for some event, then such unprofessionalism is spread at online medium Tocka. Indirect influence from transnational news agencies is increased because of the obtained data that show exploitation on single source of information in stories for developments from abroad.

For this informative internet medium are obtained almost identical results as at sites Kajgana, On net and Idividi in relation to the continent or region of occurrence on international actualities published in columns “Region” and “World”. The largest part of textual content is related with novelties of the northern continents and regions of the globe. The events from Europe are represented with 124 stories, or 30,4% of the total number, despite the developments from Asia for which are undertaken 88 articles, or 21,6% of the total number of texts. For the latest developments from Balkan Peninsula are assumed 85 texts, or 20,8% of the total material, while for the news from North America are published 47 articles, or 11,5% of the texts. Over against of them, research data show significantly low presence of text content for news from the southern hemisphere of Earth. For events from Africa are published 54 stories, or 13,2% of the total, while the actualities from Central and South America are represented with 4 stories, or 1% of the written material. Australia, Oceania and New Zealand are represented by 2 articles for local news from there, or 0,5% of the text material. Results manifests that 344 stories, or 84,3% of the total number, are related to international events from the northern continents and regions on Earth, while only 64 articles, or 15,7% of the total number, are published for developments from the southern hemisphere of the globe. Claims from a few decades ago for imbalances in international flow



of information are still current at the medium Tocka. “Communication gap” between the developed north and undeveloped south is still enormous when it comes to their coverage by the media. The medium Tocka in general don't use alternative media, which globally are trying to outrun differences in percentages for reporting between continents and regions with exploitation of an alternative model of informing.

In the matter of topics and events for articles undertake from global news agencies for continents and regions of the southern hemisphere on Earth, at medium Tocka is impossible to test this hypothesis, because the results that show it is not assumed any content from world news agencies.

Conclusion

The research conducted for a period of 2 weeks at Macedonian internet media Kajgana, Onnet, Idividi and Tocka present a new and insufficiently investigated area by Macedonian communicologists. The final data of research partly confirm the set hypothesis, some of them are rejected, and certain segments are impossible to test because of the unprofessional processing at texts and photos from Macedonian online media. Within the two – week period of study, a major influence on global news agencies at Macedonian internet portals is not directly demonstrated. At this media there is no major presence of content undertaken from some of transnational agencies for foreign actualities. The first and most important indicator for direct connection between these two types of media is not proven, but the second important indicator is confirmed at all four informative internet sites. Kajgana, Onnet, Idividi and Tocka don't have their own network of correspondents, contributors and reporters from abroad and the number of created content by editorial journalists and editors is minor and is present only in small extent at medium Tocka.

The absence of a network of foreign correspondents leads to dependence from transnational agencies or other global media that operate internationally. According to the lack of content from world agencies, the question that becomes actual is from where originate the textual and photographic material used from Macedonian internet media for news?

The answer lies in the phenomenon of multilevel flow of information. News for international developments in rare cases are directly taken from the medium of origin information, a



characteristic that is known at local media. The media at local level often takes information from national news agencies or any other media at national level. The national media assume textual and photographic material from the regional media or very often directly from the global media. Multidegree or multilevel flow of information confirms the great indirect influence on global news agencies over the Macedonian informative online media. Smaller news agencies usually take the material from transnational news agencies that have hundreds of correspondent offices worldwide. The inconsistencies of basic journalistic rules lead to significant handicap at the time of discovery on the original source of information for concrete international event.

In some cases at researched text material appears unclear terms such as: “world agencies inform”, “state some agencies”, “according to global agencies” and other similar terms. At Tocka and Kajgana sometimes are quoted global news agencies like source of information, but these sources appear during the processing of news from agencies Makfax and Netpres. Only exception from this negative situation is the medium Onnet, which directly undertake articles from the foreign media and journalists from this online site administer the process of selection, compilation and processing of content for international developments. However, more than half of the total numbers of stories about international events are taken from BBC, CNN, Guardian or other media of global significance. The online medium Onnet is evidence for the strong dependence of global media companies when it comes to news reporting from abroad.

At all four informative internet sites exist trend of unpublishing of information source for photographic content related to international events. A significant majority of photographic material is announced without source of information and because of that there is impossibility to confirm or reject the influence of world agencies over the Macedonian internet media.

The negative situation with reporting for foreign events is particularly intensive if consider results related to the number of information sources in articles. In almost absolute majority of texts at all four internet portals appears just one medium like information source, while the use of two sources is a rare exception. There is no content published with three or more than three sources of information at Macedonian online media during the research period. From here arise the conclusion that Macedonian internet media are under significantly higher influence from information sources they use, id est. from Macedonian news agencies, which



usually take the text content from transnational news agencies.

Significantly poor are results in relation to the continent or region of occurrence of event for published story in foreign policy column. Final data show that yet is not overcomes the problem with imbalances in international flow of information and division of the globe on “communication center” and “communication periphery”. After more than three decades of research, Macedonian internet media haven't exceeded the communication gap between northern and southern continents on Earth. A significant majority of published articles regarding to events for northern continent, and regions of the globe, while latest actualities from southern geographical areas of the planet are sporadically present. If we take into account the fact that during research period was conducted Libyan armed conflict between the forces of Muammar Gaddafi and rebels from the east of Libya, armed conflict in Ivory Coast and unstable political situation in Egypt and Tunisia, then conclusion is in direction that content for developments of the southern continents and regions are relatively more prevalent compared with the usual condition characteristic for media reporting in Macedonia.

The main reasons for imbalances in the flow of information for international events are located at global news agencies. These major news services comes from most developed countries and they respects the “mainstream” rules for news, such as priority of negative news and closeness on the region, in most cases they reject the latest development and themes from the southern part of the world. The obtained research results for geographic origin of the articles at portals Kajgana, Onnet, Idividi and Tocka additionally confirm the indirect major impact of world news agencies on them. The last hypothesis of research related to issues and events in articles undertake from transnational agencies for the southern hemisphere on Earth, is not tested in the analysis. The reason for this situation lies in the outcome of research, which failed to find text content directly assumed from global news agencies.

In the time of digital age and the prevalence of social networks inconceivable is their unused potential by the offices of the Macedonian internet media in direction to finding new sources of information for developments from abroad. As never before, there is opportunity to establish contacts with journalists and media from abroad in order to provide more numerous and relevant information about topics and events. To be more paradoxical situation, Macedonian informative online media with lower quality are covering international



actualities than their older colleagues – daily newspapers. In reality, Kajgana, Onnet, Idividi and Tocka don't have their own correspondents, contributors and reporters from abroad, nor journalists and editors from Macedonia who follow developments from the globe. The source of information is monopolized in direction of using one or at most two media, which represent significant regression in comparison with the Macedonian daily newspapers. Whatever large unprofessionalism is, Macedonian newspapers offers a greater spectrum of information sources (news agencies, internet media, televisions, journals) in reporting for foreign events.

As a consequence of supplied data, there is opportunity to reject the numerous theses for enormous progress which is realized by emergence of new media for information on the Internet. Apart from constant attending to technological innovations and successful use of technological tools for communication available for online platforms, Macedonian internet media don't show any progress in quality of the offered content and in journalistic professionalism. The rise of only one segment of the communication process, the glorification of technological innovations on communication channel and the thinking that such innovations will play a key role in raising the quality of communication process, obviously represent “cloudiness” placed by amateurs. Technological optimists, who act as agents of large IT companies, evidently forgets the content, the message in communication process and its source as equally important segment in the process of communication. Their favor on internet media put them side by side with multinational companies in the fields of information technologies and telecommunication services, which require an efficient tool, efficient value of their output, for selling the expensive products that satisfy the artificial needs imposed on the human being.

There are several solutions – recommendations about improving the information for actualities from abroad. Firstly, online media Kajgana, On net, Idividi and Tocka should employ more professional journalists for attending international developments and issues. As second recommendation, they should think about undertaking active citizens on Internet, people who deals with foreign policy issues, especially citizen journalists on social networks and blogs. In this way, Macedonian internet media could provide a network of assistants from abroad. Thirdly, this online media should learn the advantage in exploitation of common correspondents and reporters on international level. In cooperation with other traditional or



new media they can easily provide network of journalists from abroad. As fourth recommendation, Kajgana, Onnet, Idividi and Tocka should significantly increase the number of information sources for world actualities. For superior reporting in foreign policy columns they should use at least four foreign media that could cover all continents and regions of the globe. As fifth recommendation, Macedonian internet media should overcome the imbalance in global flow of information with usage of alternative media, like alternative news agencies as Inter Press Service, Pan African news agency Panapress, International Islamic News Agency IINA, Caribbean News Agency CANA, Nam news Network NNN or alternative internet portals for news like Global Voices or OhMyNews.



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