The basic objectives of the US foreign policy in the post World War II period were to contain and counter the Soviet influence and its expansion. The Soviet Union emerged as the principal adversary of the United States in the wake of Cold War phenomenon. Hence, America chose to seek its allies to strengthen its position in the different regions of the world. Various measures came into existence. The Truman Doctrine, the Marshall Plan, the North Atlantic Treaty Organization (NATO), the South East Asian Treaty Organization (SEATO), the Baghdad Pact, and several such groupings evolved as a part of its strategy.

However, a new trend made its thrust in international affairs in the wake of this heightened Cold War scenario. The newly liberated and independent countries of Afro-Asian continents made their debut in world politics with the concept of the non-aligned movement (NAM). These countries were interested in seeking cooperation and co-option with each other. They tended to discard the partisan approach of the two Super Powers to involve them in their respective orbits. The foreign policies of the developing countries were, thus, guided by the objectives of consolidating their socio-political sphere as well as gaining
economic self-sufficiency. But, the fact of dependence on the two Super Powers' in science and technology for modernisation of their home fronts loomed large in their estimate. While they dissociated themselves with the Cold War alliances, they realised the acute need for keeping their domestic sphere open for trade and communication. While the non-aligned movement became a creed of their foreign policies, their dialogue with the two Super Powers in one form or the other continued to persist. As a result, far too many misunderstandings, blurred images of each other and false propaganda and publicity vis-a-vis each other became a way of life.

The non-aligned countries felt the need to create a "new world information and communication order" so as to have their projections in the world at large which may represent their cases somewhat accurately.

It is with these objectives in mind that the NAM floated the idea of the NWICO in the Colombo Summit Conference of 1976. This approach continued to guide these countries in various other forums, principally in the General Conferences of the UNESCO and the debates in the General Assembly of the United Nations.

The present dissertation is a modest attempt to examine and analyse the US policy in this sphere. The dissertation however, is not an exhaustive account of
technical information related to the NWICO debate. The present scholar has merely focussed on the US and the non-aligned movement with special reference to the New World Information and Communication Order. This dissertation is a modest appraisal of a few important facets of the evolving US response to the NWICO debate.

In the first chapter, an attempt has been made to provide the historical background of the growth of the non-aligned movement and the emergence of economic overtones among the member countries in their outlook on world affairs. It attempts to highlight two things. First, it tries to describe the movements' internal divisions and political differences and the mistrust and hostility displayed by the United States of America. Secondly, it highlights the unanimity displayed by these countries in order to seek redressal of the economic imbalances that existed in the international context.

The second chapter deals with the emergence of the non-aligned challenge to the information and communication imbalances. It illustrates the various forums that the NAM countries utilized to make their demands heard. It also takes into account the progress that has been made in this direction. The adoption of the resolution on the New World Information and Communication Order and the
advancement of the political viewpoints on the present system of information is also dealt with.

The third chapter gives a detailed account of the evidences available regarding various imbalances that existed in the field of communication as perceived by the Third World.

How the United States was going to be affected by these projected changes is the major thrust of the fourth chapter. An attempt has also been made to link it up with the ideological, economic and the political interests that America has had in the present system of international communication order and the response towards the debate on the NWICO.

The purview of the fifth chapter is to analyse details of the US response to the debate on NWICO. It also highlights the various factors that played an important role in shaping that response. The compulsions and flexibilities that influence the US policy options in communications by looking at the domestic opinion at various levels: viz., the professional organization, the government agencies, the media, the business and the Congress have been dealt with.

The conclusion sums up various aspects of the policy objectives, reflections of American response and its
projections in various international forums. The vital role that these components of US foreign policy have played in dealing with the problems of the Third World countries including the debate on NWICO have been emphasized.

The thesis does not claim to be an in-depth study of critical communication problems that confront the world. Nor does it provide a discussion on the need for research and planning that is evidently required in the advanced countries in view of the differing approaches that have emerged. It limits itself to a discussion on the growth of a differing viewpoint with regard to economic interest, and an information bias, and how the United States has responded to it from time to time. How the United States has managed its predominant share in global communication, as it has been the very "hub" of its vast international communication system, has also been the major focus of the present dissertation.

In the completion of this thesis, I have concentrated on the primary source materials of a varying nature viz. the Government of India publications, the Documents of the Non-aligned nations, the Documents of the United Nations and the UNESCO, the US Congressional publications and Governmental publications, Congressional records,
books, journals, premier newspapers and other relevant secondary source materials.

During my visit to the United States, I carried out a series of interviews with Mr. Charles Loveridge (International Communication Division), Mr. William G. Harley, Media Consultant, US National Commission for UNESCO, both important officials from the Department of State; Ambassador Diana Lady Dougan, Coordinator for International Communication and Information Policy (ICIP) of the Department of State; Mr. Dana Bullen, Executive Secretary of the World Press Freedom Committee; Mr. Joseph Meehan, Liaison Officer, US Liaison Office for UNESCO, New York; Mr. Thomas Bruce, Staff Consultant to the House Committee on Foreign Affairs, Subcommittee on International Operations and Professor George Gerbner, Dean of the Annenberg School of Communications, Philadelphia. Their views have helped in providing me with the necessary focus regarding the US position in this area. I am grateful to them for giving me the time and opportunity in this regard.

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