

Rethinking International News Flow in the Era of Social Media

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Abstract

This paper discusses current trends in international news flow and communication, which have emerged because of the impact of social media on international communication. Our argument here is that the international communication scene, especially in areas highlighted in this paper, has undergone dramatic changes in the later part of this century because of the unpredictable consequences of social media on the processes and procedures of communication. We further argue that the future of international communication remain fluid because of the further sophistication in New Media technology envisaged. Using a recent profile of news coverage by the traditional media in comparison to Social Media coverage as a prototype of a typical situation in developed and developing societies, this paper argues that Social Media have altered the international communication arena substantially leading to people journalism. The paper also argues that the traditional debates of who sets public agenda amongst the Government, the media, and the people as well as the gatekeeping notion have all been rearticulated with the current realities posed

by Social Media Networks.

Keywords: International communication, News Flow Debate, Social Media Networks, People Journalism, Agenda Setting,