

William Doctor

Dr. Colley

Intercultural Communications

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## Tonga

The kingdom of Tonga is made up of 169 islands with people of Polynesian descent groups. Most of the Tonga islands are non-inhabited, with a general area of 750 square miles spread over 270000 square miles of the Pacific Ocean. Tonga is home to more than one hundred thousand people, with most of them residing in Tongatapu island. Tonga people speak Tongan and English languages, and they study Wesleyanism religion (Sugden, 344). They are surrounded by territories such as Fiji, Wallis, and Futunan, Samoa, New Zealand, and Caledonia.

Tonga was founded in 1845. It became a traditional kingdom monarchy in 1875. It was a British protected state from 1900 to 1970 through a friendship agreement. From 1970 to 2010, the kingdom has never renounced its freedom to foreign states. Despite that, in 2010, the country becomes a constitutional monarchy. Primarily, the type of government in Tonga is the hereditary constitutional monarchy with King Tupou VI, a one-time prime minister as the current head of state. Pohiva Tu'i'onetoa is the current prime minister of the state; he took office in October 2019 following the death of 'Akilisi Pohiva in September of 2019.

Agriculture and fishing are the main economic activities in Tonga. Notably, Tonga has a gross domestic product of 450.4 million US dollars, and the main import is food and beverages, automobiles and machinery while the main exports are fish and agricultural products like Squash, coconuts, bananas, and vanilla beans, limes, and tomatoes (Sutherland, 355).

Tonga imports goods from New Zealand, Singapore, the United States of America, Fiji, and Australia. The country exports to Japan, New Zealand and the United States.

People in Tonga enjoy the sport of soccer. Tonga recently just build its first soccer-exclusive facility, located in Vava'u.

There are great things that happen in Tonga that the people get to view via media. The people of Tonga soak in their information through television news, social media platforms, talking over phones, or listening to radios and reading newspapers. The media exhibits significant responsibilities in society. Typically, media informs and educates people of Tonga and the world in general. It is an essential part of people's lives. It is a principal tool used to organize public opinion; that is, media sway people's opinions and perspectives towards the world and different occurrences in the world in different capacities and ways. Into the bargain, some media elements like mass media are designed to reach a significant number of people to advocate for political, social, health, and corporate concerns. For example, advocacy comprises marketing, advertising, public relations, propaganda, and political communication.

The kingdom of Tonga has a free media system with different independent media houses. A licensed foreign and domestic journalist in the country enjoys safe operational environments. However, there is a growing tension between journalists, government officials, and constitutional activists in Tonga. While those tensions grow, top media companies like the Pasifika Times, Tongaat, And Tonga Communication Corporation have fiercely rebuked the contemporary regulations introduced by the Tonga government during the start of the coronavirus pandemic (Cass,302).

The media coverage in Tonga is comparable to the media coverage in the United States of America. Every media outlet in this country poses a similar characteristic to focus on the details of the new and proprietors. However, United States media coverage is reliable than the Tonga media coverage because the media in the United States is free with the journalist's high safety than Tonga, where there is a growing tension between journalists and government. Advertising and public relation in Tonga are good, even though few advertisements exist because of the low population.

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