

Media analyses

WHAT ELSE IS NEEDED TO UNDERSTAND THE WORLD OF MEDIA?

Topic 1



Modern types of journalism

Engaged journalism/media is an approach that strengthens their relationship and increases trust in the media. Journalists/media makers and their audience can even co-create the content. More people can also contribute to the content of media by producing it.

Citizen journalism/media refers to the practice of the audience creating content which is then published and distributed by the media. Both parties are not collaborating on the production of content, but this method is beneficial for both of them.

Solution journalism is a method of coverage of topics that responds to societal problems.



Prosumption and produsage

A **prosumer** is a person both consuming and producing information or media content.

Produsage is user-led content creation. Examples are citizen journalism or social media.



Wisdom of the crowd

Aristotle is credited as the first person writing about the "wisdom of the crowd" in his work titled Politics. It refers to the collective opinion of a group of individuals.

This concept gains importance in the digital era and is explaining assumptions on which platforms such as Quora, Stack Exchange, or Wikipedia are based.



Sources and communication

Original source (also a primary source) is a person or organisation making the information known first (e.g. author, witness, conversation partner, but also media).

Recipient is then a person or organisation receiving the information (audience, listener etc.).

Usually the information doesn't get directly from the original source to the final recipient, as there are several **intermediaries** involved. Sources then become secondary, tertiary, etc.



Sources and communication

Relevant types of communication:

- One to one
- One to many
- **Many to one:** social media in general – passive users are only receiving information (and do not interact). Also when followers interact with influencers or the audience interacts with media.
- **Many to many** (e.g. on social media)
- **One-way communication:** audience is passive
- **Two-way communication:** audience is active



Sources and communication

Flow of communication:

- **One-step flow of communication:** information from the original source reaches the recipient directly.
- **Hypodermic needle model (magic bullet theory):** information provided by the media reaches its recipient directly and has an immediate effect.
- **Two step flow of communication and multi step flow of communication:** it is indirect, as the original message is processed and presented by one or several intermediaries (e.g. influencers, media, friends, or colleagues) before it reaches the final recipient.



Sources and communication

Important concepts from the behavioural psychology:

- **Opinion leaders:** information provided by these people changes the opinions of others.
- **Symbolic leaders:** people, organisations, or institutions having an indirect influence through symbols: celebrities, politicians, but media as well).
- **Cognitive dissonance theory:** people follow only media that confirm their opinions.
- **Spiral of silence:** people/media with minority opinion stay rather silent.



Sources and communication

Customisation:

This concept refers to advertisement and other media content that is tailored to the audience and potential customers, specifically to their (assumed) needs and preferences. It is also based on two-way communication, but in this case the customer (audience) is represented by digital data.



Social responsibility of media

Social responsibility of media means to think about and consider various effects that the published media content may have on the public. It is a feeling of responsibility towards the audience and ultimately the whole society.

Being socially responsible doesn't mean that media and information producers are self-censoring themselves.

It applies not only to the public service media and it should not be confused with a corporate social responsibility (CSR).



Media regulations

Social responsibility as such is not regulated, therefore it can be defined as a set of internal or personal rules. However, media are regulated by codes of ethics, professional codes of conduct, media councils, or media law.

Media must not publish content that supports disinformation, harmful content, or illegal behaviour. They should also take all steps necessary to avoid that the published content causes any harm.



Media regulations

In the case of defamation the media can prove that it was needed to publish certain information through defences of **honest opinion** (statement of opinion and not a statement of fact), **of truth** (the statement is true), and **of public interest** (defendant reasonably believes that publishing the statement was in the public interest).

Serious harm and defences mentioned above are defined in Defamation Act 2013 of the Parliament of the United Kingdom. In this context, the media should do **serious harm test** – ask questions to check whether the work can cause a serious harm to someone's reputation (defamation, libel, etc.).

Likewise, they should think about possible negative effects on the audience, even if there is no legal regulation (**potential harm test**).