Mediální organizace

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Individual influences

- Gatekeeping

- Individual level influences – gender, ethnicity, political views, journalists' background

Models for individual influnces

Journalists' surveys – 2 contending models:

1. their task is similar to that of a mirror – reflect, support and reproduce society's values and goals

2. similar to a tool/hammer – help reform or redirect society

Cohen (1963) 2 basic models:

1. neutral reporter

2. participant

Weaver&Wilhoit (1996):

1. interpreter role (interpret and analyze, scrutinize government)

2. disseminator model – getting info to the public quick and to the large public

3. adversary model – critically investigate government and business

Research on individual influences

Three specific issues:

1. journalists' individual characteristics

2. whether/how these influence news content

3. the extent to which journalists may possess characteristics that differ from the general public and which may be influential in newsmaking

The role of personal background is of relatively minor importance

Influence of gender

- Van Zoonen and feminist critiques of the media
- Key question: Will increased numbers of women working in the media bring changes to news content?
- Increasing numbers of women in the journalistic profession in the last few decades have had no significant impact on news content
- More attention and space is paid to women's issues – this, however, is possibly due to the need to attract female readers/viewers
- Professional values and criteria are gender neutral

Journalists' personal characteristics

- Surveys suggest that journalists are more liberal/left-leaning than the general population

- Personal influence depends on the profile and status of the media worker

- Non-news genres provide greater scope for expressing personal opinions

Influential journalists

- David Frost – Nixon interview
- http://www.youtube.com/watch?v=tuwfBbZUEPM
- Martha Gellhorn
- http://www.youtube.com/watch?v=qj9D3GIczW4
- Jeremy Paxman
- https://www.youtube.com/watch?v=sCo7qbzEX3c (from 4:30)

Professional values and competencies

- Have normative and ethical dimensions
- Formal professional education increasingly important role
- Anglo-American model of journalism: objectivity and watchdog role
- Online environment – same professional and ethical values?

Falk and Grizard: The Glass Ceiling

In 1984 in an article in the US weekly *AdWeek* a female respondent referred to an invisible barrier, to a glass ceiling that prevents women from being promoted to senior positions. According to her, women get to middle management positions and are then stuck there. This situation persists even today and in some cases women earn less than men. Falk and Grizard believe that there are four types of reasons why the glass ceiling still persists:

1. Stereotypes according to which women are not capable of being leaders.

2. Limited promotion and recruitment opportunities.

3. Women are streamlined to positions that do not lead to top management.

4. Human resources policies lack behind – they do not do enough to enable women to combine work and family care.

Analyze Fortune 500 data for 2002-2003 – media, telecomms, publishing – only 15% of women in leading positions.

Lavie and Lehman-Wilzig: Gender and News

- 16 female and 25 male Israeli newspaper editors

- Gender differences in criteria of newsworthiness and selection

- Absence of significant otherness

- Reasons for the small number of Israeli women in editorial positions – organizational factors not prominent

ORGANIZATIONAL INFLUENCES

- John Lloyd (senior journalist with the Financial Times):

'Context is often by far the most important thing about news. … The most powerful context is often that provided by the news organization for which the journalist works; in this case the context is the network of assumptions, political beliefs and moral position which the organization holds.'

- News organization's line or attitude (not only internal but also projected externally)

Social control in the newsroom

- Socialization within an organization
- Internalize the norms, rules etc. of the organization

Types of media organizations

- Public vs. private sector media

- Commercial media – dominant – income from audiences and from advertisers

- Private sector media often equated with maximum or absolute freedom of expression – supposedly free from any special interests or influences

- Most mass media owned by a handful of corporations

Women in politics - fiction

- West Wing:
- http://www.youtube.com/watch?v=TaiWWBWGm3k

- Borgen:
- http://www.youtube.com/watch?v=bz_SyOXB1kM

Public service broadcasting

- Particular roles
- Including gender/race etc. equality

Relationships in the organization

- Lot of research on the relationship between reporters and sources, less on reporters and editors/editors-in-chief or other senior management

- Incentives and control (material or other), possibility of self-censorship

- Long-standing potential oversupply of journalists

Newsworkers' autonomy

- Editors and other senior journalistic staff have more discretionary power

- Foreign correspondents and senior staff spend less time in the newsroom and are seen as possessing a relatively high degree of individual discretion in pursuit of their daily newsmaking practices

- Star journalists – special powers

Digital media

- Potential for radically new citizen-based information and communication services (undermining the traditional role and dominance of commercial media organizations or even professional journalism)

- Production of contents for multiple platforms – new specialist roles and skills sets for journalists – multiskilling ad the integration of newsrooms – demand for more versatile and flexible journalists

- Audience fragmentation

- Targetted news/advertising

- Integration of editorial and business roles

Curran Media Organizations in Society

- An overview of major issues:
- Cultural industries – features of commodities produced by them
- News media: ownership, organizational and occupational issues
- Sources, access and news
- New technologies and their influence