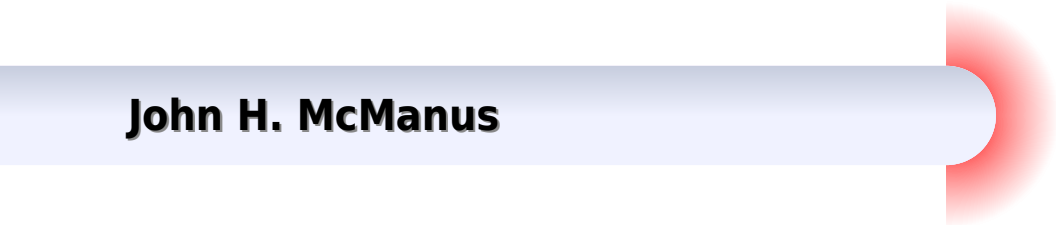


MARKET- DRIVEN JOURNALISM LET THE CITIZEN BEWARE?

JOHN H. McMANUS

Market Driven Journalism Let The Citizen Beware

John H. McManus



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Market-driven Journalism; Let the Citizen Beware? John H. McManus, 1994 Market-Driven Journalism John H. McManus, 1994-04-29 This book provides a comprehensive theory of commercial news production The author s systematic study of the way in which firms deploy resources such as reporters and photographers to maximize return to shareholders leads to an examination of the ways such practices affect journalistic quality John H McManus examines the application of market logic to news and its growing importance to local broadcast media Until the mid 1980s local television news tended to be viewed by journalists in other media as an inconsequential market driven medium During the last decade however newspapers and network television have also found themselves to be prey to market forces as a consequence of increasing competition and a shrinking advertising market Market-Driven Journalism John H. McManus, 1994-04-29 This book provides a comprehensive theory of commercial news production The author s systematic study of the way in which firms deploy resources such as reporters and photographers to maximize return to shareholders leads to an examination of the ways such practices affect journalistic quality John H McManus examines the application of market logic to news and its growing importance to local broadcast media Until the mid 1980s local television news tended to be viewed by journalists in other media as an inconsequential market driven medium During the last decade however newspapers and network television have also found themselves to be prey to market forces as a consequence of increasing competition and a shrinking advertising market *Public Discourse in America* Judith Rodin, Stephen P. Steinberg, 2011-04-07 A distinguished group of scholars and prominent figures here offers thoughtful new perspectives on the tenor and conduct of public life in contemporary America Originating in a shared concern that our civic culture was becoming coarser and more polarized *Public Discourse in America* provides a critical corrective to this widespread misperception about declining civility in public culture and the ways we as citizens negotiate our differences Together these essays explore the current condition and centrality of public discourse in our democracy investigating how it has changed through our history and whether it fails to approach our widely held but often unarticulated ideal of reasoned and reasonable public deliberation Contributors consider whether rationality is really the best standard for public discussion and argument and isolate the features and principles that would characterize a truly exemplary more productive public discourse at the beginning of the twenty first century They investigate why public conversations work when they work well and why they often fail when we need them the most as in our nation s so often aborted national conversation on race Taking a comprehensive look at institutional and leadership practices in recent public debates over a variety of hot button public policy issues *Public Discourse in America* outlines how such conversations can be used to reintegrate our fragmented communities and bridge barriers of difference and hostility among communities and individuals These essays speak to urgent and perennial questions about the nature of American society the responsibilities of leaders the rules of democracy and the role of public culture in times of crisis conflict and rapid

change Public Discourse in America originated in the work of the Penn National Commission on Society Culture and Community convened in 1996 by Judith Rodin President of the University of Pennsylvania Distinguished members of the Commission leading experts commissioned researchers and leaders in America's nascent public discourse movement offer unexpected insights and an optimistic vision of the health of our politics and culture Readers of all political persuasions from the halls of political power to the streets of urban neighborhoods from newsrooms and studios to think tanks and universities will find these essays opening up new paths to robust public discussion more engaged citizenship and stronger communities Contributors include Joyce Appleby Thomas Bender Derek Bok Alex Boraine Graham G Dodds Christopher Edley Jr Drew Gilpin Faust Neal Gabler Richard Lapchick Don M Randel Richard Rodriguez Jay Rosen David M Ryfe Michael Schudson Neil Smelser and Robert H Wiebe

The International Photojournalism Industry Jonathan Ilan, 2018-07-17 How are events turned into news pictures that define them for the audience How do events become commodified into pictures that both capture them and reiterate the values of the agencies that sell them This book looks at every stage of the production of news photographs as they move to and from the ground and are sold around the world Based on extensive fieldwork at a leading international news agency that includes participant observation with photographers in the field at the agency's local and global picture desks in Israel Singapore and the UK in depth interviews with pictures professionals and observations and in depth interviews at The Guardian's picture desk in London the findings in this book point to a wide cultural production infrastructure hidden from and yet also nurtured and thus very much determined by the consumer's eye

Media, Profit, and Politics Joe Harper, Thom Yantek, 2003 A compilation of essays and commentary delivered at the second annual Kent State University Symposium on Democracy this work recognizes and considers the differences that arise when the competitive forces of commerce clash with the demand for the open availability of information in a democratic society The conflicting roles of advocate initiator and objective reporter for journalists who cover community politics the role of the news media in forming public attitudes toward things political and their role in affecting voter nonparticipation the role of financial considerations in the news media's attempt to provide citizens with needed news and perspective on political affairs and particularly the role of the conglomeration of ownership of news media organizations are a few of the topics discussed in this volume

Handbook of Media Management and Economics Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, 2006 This handbook provides a synthesis of current work and research in media management and economics and establishes an agenda for future activities It will serve as a foundational resource for scholars and students in media management and economics

Media Management and Economics Research in a Transmedia Environment Alan B. Albarran, 2013-07-24 First Published in 2013 This landmark work centers on media management and economics within a diverse international historical and constantly changing environment The chapters herein reflect the current state of research and present directions for future study Developed at the 2012 Research Symposium in conjunction with the annual

convention of the Broadcast Education Association it represents the most current theory and research in the area

News at Work Pablo J. Boczkowski, 2010-09-15 Before news organizations began putting their content online people got the news in print or on TV and almost always outside of the workplace But nowadays most of us keep an eye on the headlines from our desks at work and we have become accustomed to instant access to a growing supply of constantly updated stories on the Web This change in the amount of news available as well as how we consume it has been coupled with an unexpected development in editorial labor rival news organizations can now keep tabs on the competition and imitate them resulting in a decrease in the diversity of the news Peeking inside the newsrooms where journalists create stories and the work settings where the public reads them Pablo J Boczkowski reveals why journalists contribute to the growing similarity of news even though they dislike it and why consumers acquiesce to a media system they find increasingly dissatisfying Comparing and contrasting two newspapers in Buenos Aires with similar developments in the United States News at Work offers an enlightening perspective on living in a world with more information but less news

Mediatization of Politics F. Esser, J. Strömbäck, 2014-05-07 The first book long analysis of the mediatization of politics this volume aims to understand the transformations of the relationship between media and politics in recent decades and explores how growing media autonomy journalistic framing media populism and new media technologies affect democratic processes

Gatekeeping Theory Pamela J. Shoemaker, Timothy Vos, 2009-09-10 Gatekeeping Theory examines the process by which the billions of messages that are available in today s media world get cut down and transformed into the hundreds of messages that reach a given person on a given day

Journalistic Role Performance Claudia Mellado, Lea Hellmueller, Wolfgang Donsbach, 2016-11-03 This volume lays out the theoretical and methodological framework to introduce the concept of journalistic role performance defined as the outcome of concrete newsroom decisions and the style of news reporting when considering different constraints that influence the news product By connecting role conception to role performance this book addresses how journalistic ideals manifest in practice The authors of this book analyze the disconnection between journalists understanding of their role and their actual professional performance in a period of high uncertainty and excitement about the future of journalism due the changes the Internet and new technologies have brought to the profession

The American Journalist in the 21st Century David H. Weaver, Randal A. Beam, Bonnie J. Brownlee, Paul S. Voakes, G. Cleveland Wilhoit, 2009-03-04 An authoritative and detailed illustration of the state of journalistic practice in the United States today The American Journalist in the 21st Century sheds light on the demographic and educational backgrounds working conditions and professional and ethical values of print broadcast and Internet journalists at the beginning of the 21st century Providing results from telephone surveys of nearly 1 500 U S journalists working in a variety of media outlets this volume updates the findings published in the earlier report The American Journalist in the 1990s and reflects the continued evolution of journalistic practice and professionalism The scope of material included here is extensive and inclusive representing

numerous facets of journalistic practice and professionalism and featuring separate analyses for women minority and online journalists Many findings are set in context and compared with previous major studies of U S journalists conducted in the 1970s 80s and 90s Serving as a detailed snapshot of current journalistic practice *The American Journalist in the 21st Century* offers an intriguing and enlightening profile of professional journalists today and it will be of great interest and value to working journalists journalism educators media managers journalism students and others seeking insights into the current state of the journalism profession

Arab Television Today Naomi Sakr, 2007-10-24 There is a great deal at stake for everyone in the future of Arab television Political and social upheavals in this central but unsettled region are increasingly played out on television screens and in the tussles over programming that take place behind them Al Jazeera is of course only one player among a still growing throng of satellite channels which now include private terrestrial stations in some Arab states It is an industry urgently needing to be made sense of this book does exactly this in a very readable and authoritative way through exploring and explaining the evolving structures and content choices in both entertainment and news of contemporary Arab television It shows how owners investors journalists presenters production companies advertisers regulators and media freedom advocates influence each other in a geolinguistic marketplace that encompasses the Arab region itself and communities abroad Probing internal and external interventions in the Arab television landscape the book offers a timely and compelling sequel to Naomi Sakr's *Satellite Realms* Transnational Television Globalization and the Middle East which won the Middle Eastern Studies Book Prize in 2003

Personalized News Communication and Media Trust in the Modern Era Kirsten Johnson, Burton St. John III, 2025-02-26 This book examines the role of media credibility and trust in news personalization and consumer engagement in the US While much has been written about the use of algorithms in audience targeting we define news personalization in a different way as attempts by news personnel to build credibility and trust with consumers through a focus on relatable news The book examines tactics such as the use of transparency cues in stories responsiveness to audience comments and disclosing personal information to consumers It also addresses the challenges of news personalization including how messaging from vested interests may also be seen by audiences as personalized news In an age when individuals are increasingly determining their own ecology of news sources this book offers a unique perspective on an emerging area of news customization and personalization

The Civil Power of the News Jackie Harrison, 2019-10-18 This landmark book is concerned with the civil power of the news This power can be seen in the ways the news engages with public sentiment through a focus on three invariant civil concerns identity legitimacy and risk The book analyses how news stories engage with these concerns to make civil and anti civil judgements which influence public sentiment and determine the boundaries we place and maintain around the society we live in Through historical and contemporary examples of this boundary shaping and maintenance *The Civil Power of the News* presents a bold and original account of the architecture of news the influence it has on our conceptions of civility and ultimately the power it wields

The Routledge Companion to Alternative and Community Media Chris Atton, 2015-05-15 The Routledge Companion to Alternative and Community Media provides an authoritative and comprehensive examination of the diverse forms practices and philosophies of alternative and community media across the world The volume offers a multiplicity of perspectives to examine the reasons why alternative and community media arise how they develop in particular ways and in particular places and how they can enrich our understanding of the broader media landscape and its place in society The 50 chapters present a range of theoretical and methodological positions and arguments to demonstrate the dynamic challenging and innovative thinking around the subject locating media theory and practice within the broader concerns of democracy citizenship social exclusion race class and gender In addition to research from the UK the US Canada Europe and Australia the Companion also includes studies from Colombia Haiti India South Korea and Zimbabwe enabling international comparisons to be made and also allowing for the problematisation of traditional often Western approaches to media studies By considering media practices across a range of cultures and communities this collection is an ideal companion to the key issues and debates within alternative and community media

The American Professor Pundit Brian R. Calfano, Valerie Martinez-Ebers, Aida Ramusovic, 2021-07-13 This book considers the production of political media content from the perspective of academics who are increasingly asked to join the ranks of voices charged with informing the public The work draws on the authors first hand experience and relationships with media reporters managers producers and academics offering their expertise to a wide array of media outlets to understand and report on the dynamics shaping how the academic voice in political news may be at its most useful Featured prominently in the book is the trade off between a conventional form of political punditry which is often characterized by partisan rancour and a more analytical theoretical and or policy based approach to explaining politics to both general and diverse audiences Along the way the work draws on original survey in depth interview and experimental data to garner insights on what academics in media reporters and media managers perceive are the appropriate roles for academics featured in political media This book also contains relevant technical tips for effective media communication by academics

American Television News Steve Michael Barkin, 2003

The Routledge Companion to Media and Poverty Sandra L. Borden, 2021-07-19 Comprehensive and interdisciplinary this collection explores the complex and often problematic ways in which the news media shapes perceptions of poverty Editor Sandra L Borden and a diverse collection of scholars and journalists question exactly how the news media can reinforce or undermine poverty and privilege This book is divided into five parts that examine philosophical principles for reporting on poverty the history and nature of poverty coverage problematic representations of people experiencing poverty poverty coverage as part of reporting on public policy and positive possibilities for poverty coverage Each section provides an introduction to the topic as well as a broad selection of essays illuminating key issues and a Q A with a relevant journalist Topics covered include news coverage of corporate philanthropy structural bias in reporting representations of the working poor the moral demands of vulnerability and agency

community empowerment and citizen media The book s broad focus considers media and poverty at both the local and global levels with contributors from 16 countries This is an ideal reference for students and scholars of media communication and journalism who are studying topics involving the media and social justice as well as journalists activists and policy makers working in these areas

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