FUTURE OF JOURNALISM CONFERENCE
School of Journalism, Media and Cultural Studies (JOMEC)
Cardiff University
9 & 10 September 2009

PAPER TITLES AND ABSTRACTS (listed alphabetically, by [first-named] author)

© **Stuart Allan** *(Bournemouth University, UK)*
Blogging science: Re-assessing the future(s) of science journalism

It is becoming increasingly apparent that tectonic shifts are reshaping the landscape of science journalism, not least with respect to the growing convergence of 'old' media with 'new,' Internet-based media. Today's science reporter is increasingly expected to be multi-skilled in order to work comfortably across a range of digital platforms while, at the same time, warding off the challenges posed by ordinary citizens – not least the bloggers and YouTubers of 'the iPod generation' – threatening to storm the ramparts of the journalistic profession. Precisely how, and to what extent, the Internet is transforming science news is deserving of our close attention.

This paper begins by examining Nisbet and Mooney's (2007) article 'Framing Science' (*Science*, 6 April, 2007) and the remarkable controversy it generated amongst science bloggers in the immediate aftermath of its publication. In tracing the ensuing debate amongst interested stakeholders across the blogosphere, the paper will identify a range of issues about the ways in which the Internet is redefining what counts as 'science news' in online environments. Next, the results of a case study where e-interviews were conducted with self-described science bloggers will be presented. On the basis of a textual analysis of their perspectives on the relative advantages and limitations of this emergent form of reporting, the paper will offer an evaluative critique of the ecology of science blogging and assess its possible implications for the future of science journalism.

© **Klaus-Dieter Altmeppen** *(Catholic University Eichstaett, Germany)*
The gradual disappearance of foreign news in German television: Is there a future for either global, international, world or foreign news?

The idea of global journalism as an expanding special kind of news content and/or news style is challenged. The idea that when news is global, then the mode of media reporting is also to be considered global is mainly based on the perception of a growing share of news coverage induced by increasingly more complex news processes and globalization. The German media and news system show a contradicting view. Most of the German media are locally oriented, and the media covering international news record a decline in foreign news reporting. On TV "hard" foreign news is increasingly being substituted by different forms of national and/or local "soft" news, be it infotainment or other forms of popular journalism. This development is an indicator of structural forces changing the nature and process of German TV journalism. It will be argued that as the current escalating "non-or anti- foreign news media approach" reveals itself in Germany, it can be assumed that the selfsame forces indicate worldwide altering structures that lead to a gradual disappearance of foreign news in the traditional sense of the word. This paper will offer a theoretical setting describing the characteristics of this disappearance and its respective mechanisms. It will be argued that both can be explained in terms of

differentiation and de-limitation where basic structures typically required for broader foreign news coverage are defined as a pertinent set of rules and resources. The hypothesis will be offered that the future of an expanding share of foreign news content, as well as for a special kind global news reporting style as such, does not realistically exist.

© **Peter Anderson and Paul Egglestone** *(University of Central Lancashire, UK)*
The development of effective quality measures relevant to the future practice of BBC news journalism online

The starting point for the paper will be the increasing pressure that technological change, tight budgets and perceived shifts in audience interest are placing on those wishing to maintain what they see as traditional news quality standards within the BBC as one of the world's flagship news producers. Such pressures have raised serious doubts about key aspects of the future of the corporation's news provision. The concern here is to facilitate the monitoring of that future quality. The paper will develop and, for the purposes of demonstration and critical evaluation, apply to a sample study, a readily usable framework for monitoring quality across *present and future* BBC news output online. The intent is to produce a measuring device that marries the practical needs, opportunities and limitations of the online platform with a clear articulation of what best quality hard news coverage should look like within such boundaries. The latter will emerge from a critical comparison and evaluation of the various competing ideas relating to the purpose and obligations of serious, hard news journalism within the context of UK democracy and, in particular, the obligations of the BBC within the wider framework of UK journalism. The former will take into account fully ongoing changes occurring in news production. The aim will be to produce a more satisfactory framework for quality evaluation than currently exists that could not only be used by expert outsiders looking in at the BBC, but by the BBC itself to monitor quality across its future coverage online.

© **Lanre Arogundade** *(Coordinator, International Press Center, Lagos-Nigeria)*
Dealing with the constraints and challenges of ethics in contemporary journalism practice in developing countries – Nigeria and West Africa as case studies

Upholding ethical standards and abiding with the code of principles of journalism are ceaselessly repeated as major imperatives for advancing journalism practise.

At gatherings and trainings, journalists are encouraged to report the news, truthfully, independently and fairly.

But listening to ordinary journalists in Nigeria as the International Press Centre (IPC) of which this writer is the Director, has often done at different forums, you cannot but pay attention to the critical issues they say affect or influence ethical compliance or non-compliance. Among them: poor living and working conditions of journalists, internal censorship occasioned by proprietary political and business interests, dearth of resources for investigative journalism, lack of freedom of information laws, weak regulatory institutions etc.

The barriers highlighted above, at least as obtained in developing countries like Nigeria, cannot be overlooked. They need to be examined and discussed, and the experiences have to be compared with elsewhere, in order to properly situate the challenges of journalism ethics within the context of the economic rights of journalists and the limitations placed by ownership and commercial interests, poor enabling environments and regulatory frameworks.

This paper will focus on the Nigerian and West African situation and come up with recommendations on ensuring the promotion of and compliance with journalism ethics by journalists.

© **Jocelyne Arquembourg** *(Insitut Francais de Presse, France)*
Media and the construction of events?

What is the part of the media in the construction of public events? This question usually emphasizes the activities of the media themselves. But it rarely questions the definition of the concept of event and how the media take part in a collective process of comprehension of what is happening and how this may affect collectivities.

My purpose will be to apply to such concerns a phenomenological approach that makes a distinction between facts and events based on experience. In a phenomenological perspective an event is a rupture, a break in the order of the world. The subject who has to face an event suffers and has to understand what is happening until the event casts a new light on his past and his future. Considering the capacity that events have to create various kind of disorder it is hardly possible to say that the medias "construct" the events. On the other hand it is at least as difficult to say that events exist in reality and that the media have the task of giving an account as objective as possible of what is occurring.

To apply a phenomenological definition of events to media events will hopefully lead to a view in which the relationships between media, actors and publics in situations caused by events are put into perspective. The part played by the Internet, whether in the expression of opinions on media events or in the production of amateur documents, reshape these relationships. It seems that there is no longer a reality that is supposed to be outside the media and which the media then will reflect back to a public, but that actors, media and publics all, in a conflictual manner, take part in the constitution of a common reality.

© **Chris Atton** *(Napier University, Scotland)*
Activist media as mainstream source: What can journalists learn from Indymedia?

Considered as a form of alternative journalism, the activist media of the global online network of Independent Media Centres (Indymedia) presents challenges to ways of doing journalism (Atton, 2004). The network's practice of grassroots, eyewitness reporting by activists (rather than by professional journalists) enables a strategy of self-representation that offers 'a different cast of voices' (Harcup, 2003: 360) from those that tend to populate mainstream journalism. This approach raises questions of ethics, sourcing and reliability (Atton and Hamilton, 2008) and encourages us to consider Indymedia's journalism in terms of its potential to repair the perceived vulnerabilities of mainstream journalism (Lowrey, 2006). Lowrey has argued that blogging, a practice that began as a form of alternative journalism, has been adopted by professional journalists in order to regain the trust of a disaffected public by presenting their journalism as the explicit construction of an individual in the social world.

The incorporation of blogging into professional practice suggests that we need to revise the conceptualisation of journalistic objectivity. What if, though, professional journalists were to draw further on alternative practices of journalism, (Atton and Wickenden, 2005), to include that different cast of voices, to challenge their own sourcing and representational routines? Perhaps this is already happening, if only to a modest degree. One way to examine the nature and extent of the adoption of the alternative by

the mainstream is to consider the interaction between the two in terms of stories borrowed, sources used and discourses employed. The three other papers in this panel present their findings for this interaction: the aim of the present paper is to address the implications of these findings for rethinking journalism theory and practice in the twenty-first century.

© **Piet Bakker and Mervi Pantti** *(University of Amsterdam, The Netherlands)*
Beyond news: User-generated content on Dutch media websites

Almost every Dutch media website facilitates readers to submit *user-generated content* (UGC). Readers can comment on articles, create their own blogs, submit photos and videos, fill in polls or participate in discussions. In this research we analyzed the websites of a dozen Dutch news organizations: national broadcasters, regional/local broadcasters, paid newspapers, and free dailies, to assess what kind of UGC the media facilitates and how readers use these options. In addition two-dozen executives and editors were interviewed about their views on UGC, the policy of the medium, the contributions this material offered and the benefits for journalism. Results indicate that the acceptance of UGC was rapid, although contributions to journalism were rather modest. In contrast to other studies, however, the reason for this low interest was not lack of commitment by the medium, but also lack of interest by the audience; amateur journalism is hard to find and apparently difficult to practice. While most studies focused on what the audience does not do, we also analyzed what users did do, apart from not or hardly engaging in amateur journalism. While journalists define their work in terms of news and information, website users seem to have a different opinion. Their contributions, in fact, were many and diverse, although hardly in the realm of news and journalism. Readers seemed much more devoted to non-news material, which seemed to be beneficial to the websites as well: committing and attracting readers.

© **Kevin G. Barnhurst** *(University of Illinois, USA)*
The form of reports on U.S. newspaper Internet sites: An update

A previous study found that U.S. newspaper electronic editions did not appear to reinvent themselves. In 2001, the web versions reproduced the substance of print editions so as to relate similarly to readers. A replication of the study shows that by 2005 the online editions were changing. More stories appeared only electronically, coming out in the print edition either as briefs or not at all. But much of the online content differing from the printed version originated not from that newspaper's own staff but from external agencies or wire services. The bulk of locally produced news still appeared with substantially the same text in both venues. The main difference, besides wire stories, was in the form of news. For readers, the laborious process involved on the Internet editions in 2001 has changed little, with many clicks and scrolls, but the multiple screens for each story were purposely exposing readers to more ads. Some interactive elements became standard, such as reader-produced comments and links to archives. But individualized hyperlinks to resources from other agencies or providers were rare. The Internet versions were still visually meager compared to print, which has more typographical range and many more graphics and pictures. The study results suggest that print publishers have moved only tentatively into the new technology, continuing a long history as slow adopters of innovation and new techniques for informing the public. Their primary drive has been to serve the needs of advertisers, not to provide for the comfort and information of citizens.

© **Alejandro Barranquero** *(Centro de Investigación para la Paz (CIP-Ecosocial), Madrid, Spain)*
Spanish citizens and mainstream media in the planning of communication for social change

In spite of its long tradition on various continents (Latin America, U.S., Asia), little is known in Spain regarding citizens´ and alternative communication for social change in academia or other institutions, such as government bodies, associations, civic movements, and NGOs. In the area of *theory*, there is a striking lack of conceptual and methodological precision, precarious networking, and an overall ignorance of abilities and skills among organisations, journalists and civil society. In *practice*, the field continues dispersed, disarticulated, and excessively linked to contextual factors. Since the start of the first community media in 1979 (when *Onda Lliure* began broadcasting in Barcelona), there have been numerous alternative media experiences all over the country. And even though the sector has not fully realised how undeniably important it is to coordinate through networks in order to have a greater impact on social change, these projects have grown exponentially since the 1990s, linked to the surge of (new) social movements, and, above all, thanks to the dissemination of technologies with tremendous potential to inform, participate and organise social structures, such as the Internet. Our paper offers a small 'cartography' of citizens´media in Spain, focusing on the role of *Indymedia*, as one of the main alternative networks in the country. We will to compare its discourses with the ones of the most relevant national journals (*El País*, *El Mundo* and *ABC*), in order to discover the discursive convergences and divergences, as a consequence of the frenzied mergers that have reduced media options since the 1980s, both at home and abroad.

© **Mine Gencel Bek** *(Ankara University, Turkey)*
Turkish journalists and ethical self-reflexivity through on-line training?

My presentation will be mainly based on my experience of two different but related works I am involved: Firstly, as a 'native' consultant for the British Council, BBC and Turkish Journalists Association Project 'Media and Diversity'. Secondly, as a member of the research team 'Comparative Media Systems' of Hallin and Mancini, discussing journalists' professional values and practices in the Turkish media system.
By relying mainly on the findings of the in-depth interviews conducted with the journalists (possibly next February and March in Ankara and Istanbul) who participated the on-line programme (developed by BBC, and adapted by local team including me), I will analyse Turkish journalists' approach their profession and 'BBC-type' journalism and ask what type of professional approach is dominant both in theory and in practice among the journalists (liberal, civic, socially responsible, public, development…etc) and whether on-line training of journalists with the BBC modules help to increase their self-reflexivity on ethical issues or not; what the potentials and obstacles for more democratic forms of journalism are.
I will discuss broadly the meaning of these for the changing dynamics (which are increasing internationalisation, commercialisation, tabloidisation, de-unionisation, limited editorial autonomy…etc.) versus the historical political economic dynamics (close relationship between state and the market; cliental links between politicians and media owners; state pressure).

© **Peter Berglez** *(Örebro University, Sweden)*
Global journalism: An emerging news style and an outline for a training programme

Global journalism is a relatively new concept and research field. Among various definitions, global journalism could be defined as an emerging news style which goes beyond the boundaries of foreign journalism, including the distinction of domestic vs. foreign news, as well as international news. Its presence in everyday news is presently limited, but it could be observed in journalism on climate change and other kinds of transnational issues. Global journalism is based on a global outlook on reality, possibly precipitating the development of transnational politics and international policies. Given that today's world is in need of more global journalism, the next step ought to be further education and training. This paper thus tries to formulate an outline for a "global news style education and training programme". The following necessary conditions and developments are identified and discussed:

- Refining and teaching: how to refine the empirical characteristics of a global news style, to formulate the basic criterions of such a style, and teach them?
- To anchor the emergent in the traditional. In a training context, how should one anchor the "emergent" (the global news style) in established and traditional journalistic styles and forms more geared towards international/foreign news?
- ICTs. Is it possible to combine the practicing of a global news style with various ICTs, and how could they be integrated in the journalistic training?
- Collaborations between practitioners and scholars. How could active journalists and scholars together construct a "global news style training programme"?

© **Annika Bergström** *(University of Gothenburg, Sweden)*
The scope of user generated content

User generated content (UGC) is becoming increasingly common within online newspaper journalism. In the public debate, UGC, is sometimes considered as positive in the democratic process. Within the field of online news publishing, citizens get access to the public sphere and can express opinions to larger audiences. There is a range of possibilities of making ones voice heard: from answering web polls to posting comments and debating.

Thus far research has shown a slightly reluctant attitude towards UGC among publishers as well as the audience. Editors in chief are unwilling to let go of control, UGC is considered costly and unwieldily. An interactive audience seems to be interested in expressing personal matters rather than debating. Users' contribution within the journalistic field has not yet shown to be of great importance in the democratic process. But on the other hand we might only have seen the start of changing roles of journalism producers and users.

The purpose of this paper is to outline the scope of the UGC within newspaper journalism, what areas that engages the audience and to what extent. Two research questions is focused in the paper:

RQ1)   to what extent do different kinds of UGC draw audiences?
RQ2)   what groups are more likely to contribute with different kind of UGC?

The analysis is based on a questionnaire survey of a random sample of 3000 Swedish persons aged 15 to 85 conducted in 2008. The survey enables demographic as well as lifestyle analysis.

© **Valérie-Anne Bleyen and Leo Van Hove** *(Vrije Universiteit Brussel, Belgium)*
Western European newspaper sites reconsider their monetising strategies: A case of herd behaviour?

In 2007, several renowned newspapers altered their online strategy. *The New York Times'* website is now completely accessible for free, and visitors to ft.com receive up to 30 articles per month free of charge. Even *The Wall Street Journal* – generally seen as the poster-child of online newspapers – for a while considered making its site accessible for free.

Our analysis shows that a similar trend towards free sites supported by advertising also prevails in Western Europe. In June-July 2006, the sites of 82 newspapers from 8 countries were investigated for the first time. In June-July 2008 – two years after the initial analysis – all 82 sites were examined a second time. The results reveal that a substantial number of our newspapers have reconsidered their online revenue strategy – and this in multiple respects. In comparison to 2006, the share of completely free newspaper sites has surged from 19.5% to 25.6%. Amongst the newspapers that do offer something against payment, an increasing number resorts to 'lighter' – and rather traditional – revenue models: over the analysed period, the share of newspapers that only offer a charged-for pdf-version increased from 23.2% of the total to 34.1%. Furthermore, especially the 'unbundled' access options – such as pay-per-view – have been abandoned. Many newspapers are apparently disappointed in pay-per-view, and have decided to become either completely free or offer only online subscriptions (a surge from 32.9% to 43.9%). Even the online archive is given away for free by more and more newspapers (52.4% to be precise – vs. 47.6% two years ago).

© **Henrik Bødker** *(Aarhus University, Denmark)*
Media events as bundles of cultural conflicts within inter-journalistic dialogues

Most cultural encounters are mediated. Some grow into larger media events because they enclose intersecting issues and/or build upon and construct narratives that for different reasons are important to a range of national, inter- and trans-national groups. This was certainly the case of the Danish Cartoon Controversy in which one of the important groups was the media itself. Thus, the Controversy brought into sharp focus some of the issues arising from national media (defined by geography, ethnicity and language) interacting with increasingly multicultural audiences within a context of trans-national media. This, in various ways, was related to different positions on cultural globalisation — homogenisation, polarisation and hybridity — and the role of media in relation to these. Consequently, reactions to cartoons not only exposed how media construct national communities that alienate parts of its citizenry, but also brought up the question of how to define a 'universal' or global public media discourse in a multicultural society. It also, at least in Denmark, brought forth the increasing need for media outlets to situate themselves within a competitive market in which values beyond know political ideologies are becoming increasingly important. It was certainly clear in the Controversy how this event, like so many others, also was a consecutive and intersecting coverage of the coverage. Media events must, this paper argues, thus be seen as a complex interplay between processes through which more or less immanent cultural conflicts can be given shape and form and inter-journalistic processes through which media outlets position themselves. Media events are thus not important because they are events but they become events because they are important to both media and publics.

© **Jon Bramley** *(Thomson Reuters)*
The future of national and international news agencies in a world of citizen journalism

As journalism begins to shift away from the foundation it was built on, global wire services are in a unique position. On one hand, they touch all the facets that this new age of journalism has to offer - social media, citizen journalism, multimedia platforms and the use of blogs and online journalism - and, in a sense, are defining how the world begins to incorporate these various innovations into mainstream journalism. On the other, they are facing a myriad of cultural, technological, and ethical challenges with each boundary they break. As every region adapts differently to these innovations, global wire services walk a fine line between making journalistic history and rewriting it.

In this paper I'd like to discuss a few of the major challenges we're working through in our own newsroom, including the pros and cons of community journalism - where do the agencies fit in? How do we keep pace with ravenous appetites of the fast-moving new media markets and financial trading platforms? What are some of the challenges of serving a traditional media market which has seen diving circulation and fall-off of advertising revenue? What is the affect of social media on the way we report? Where do we go from here?"

© **Bonnie Brennen** and **Erika dela Cerna** *(Marquette University, USA)*
Journalism in Second Life

These days everyone who blogs or owns a cell phone may be considered a member of the press and any image may be posted on-line to become a part of the public record. In our postmodern world, as facts, truth, and reality continue to loose their relevance we are left to wonder if their absence signals the demise of traditional journalism. Yet, important work is still being done in journalism, particularly using a variety of new media within distinct communities, helping people understand key issues and information about the political, economic, and cultural aspects of their lives.

This research seeks to understand the emerging journalism practiced in Second Life – a computer-generated alternative reality. Reporters in Second Life work in a three-dimensional web environment, where truth and artifice are blurred. Reporting on the activities and innovations of Second Life residents and the diverse cultures and subcultures in the virtual world, reporters reject mainstream journalism's obsession with reality and opt for in-world verification, rather than traditional fact checking. In addition to a newspaper, the *Second Life Herald*, both Reuters and CNN maintain correspondents and offices in this three-dimensional web environment. Occupying the border space between information and entertainment, journalism in Second Life raises important questions about free speech in virtual worlds and focuses on the influence of the in-line world to community members' off-line lives. Through an assessment of journalism in Second Life, this research will address new developments and implications for the future practice of journalism.

© **Harry Browne** *(Dublin Institute of Technology, Ireland)*
The promise and threat of foundation-funded journalism: In the future, when a journalist has an idea for a big story, will she talk to an editor – or write a grant application?

The increased time-pressure on journalists is a well documented phenomenon in both popular and scholarly literature, as are the decreased resources available within news organisations – both commercial and 'public service' – for serious investigative journalism. (See, e.g., Greenwald & Berndt (eds) (2000), Barstow (2006), Davies (2008).) Less widely noted, and generally welcomed where noted, is the rise, mostly in the United States, of foundation-backed newsgathering operations such as the Center for Public Integrity and ProPublica, organisations with the aim of filling the investigative gap (Guensburg 2008).

This paper will look at the journalism that receives prior funding (as opposed to post-facto reward) from charitable foundations that regard such work as a 'public good'. It will measure the growth of this area, closely examine the aims and output of the existing organisations and funds, and study the largely undocumented case of one European body, the Centre for Public Inquiry (based in Dublin). This was closed down by its sole funder, Atlantic Philanthropies, after a government and press campaign against its executive director, journalist Frank Connolly. The author has unique access to some of the principals in this story.

The paper will examine the agenda of the relevant journalism-funding bodies, look at their antecedents in the Cold War and the developing world, and critically assess the assumption of an uncontested 'public interest' that good journalism should serve. (See Glasser (ed) (1999).) It will also address the likelihood – already arguably a reality in some cases – that such funding ultimately subsidises the news organisations whose failures made it necessary.

© **Axel Bruns** (*Queensland University of Technology, Australia*)
Citizen journalism and everyday life: A case study of Germany's *myHeimat.de*

Much recent research into citizen journalism has focussed on its role in political debate and deliberation, especially in the context of recent general elections in the United States and elsewhere. Such research examines important questions about citizen participation in democratic processes – however, it perhaps places undue focus on only one area of journalistic coverage, and presents a challenge which only a small number of citizen journalism projects can realistically hope to meet.

A greater opportunity for broad-based citizen involvement in journalistic activities may lie outside of politics, in the coverage of everyday community life. A leading exponent of this approach is the German-based citizen journalism Website *myHeimat.de*, which provides a nationwide platform for participants to contribute reports about events in their community. *myHeimat* takes a hyperlocal approach but also allows for content aggregation on specific topics across multiple local communities; Hannover-based newspaper publishing house Madsack has recently acquired a stake in the project.

myHeimat has been particularly successful in a number of rural and regional areas where strong offline community ties already exist; in several of its most active regions, *myHeimat* and its commercial partners now also produce monthly print magazines republishing the best of the user-generated content by local contributors, which are distributed to households free of charge or included as inserts in local newspapers. Additionally, the *myHeimat* publishing platform has also been utilised as the basis for a new 'participatory newspaper' project, independently of the *myHeimat* Website: since mid-September 2008, the *Gießener Zeitung* has been published as both a twice-weekly newspaper and a continuously updated news site which draws on both staff and citizen journalist contributors.

Drawing on extensive interviews with *myHeimat* CEO Martin Huber and Madsack newspaper editors Peter Taubald and Clemens Wlokas during October 2008, this paper analyses the *myHeimat* project and examines its applicability beyond rural and regional areas in Germany; it investigates the question of what role citizen journalism may play beyond the political realm.

© **Carla Rodrigues Cardoso** (*Universidade Lusófona (ECATI)/Centro de Investigação Média e Jornalismo (CIMJ), Portugal*)
The future of newsmagazines

More than 80 years ago, *Time* was launched in the United States and a new journalistic genre was born. Since then, countless newsmagazines have appeared around the world. What are the elements that make the success of this journalistic genre today? And what are the perspectives for the future of newsmagazines? This study analyzes six newmagazines – *Time*, *Newsweek* (EUA), *L'Express*, *Le Nouvel Observateur* (France), *Sábado* e *Visão* (Portugal) during January of 2009. The focus will be on the covers (cover-lines, images, design) and the subjects that each magazine chooses to make the front page. The objective is to cross the data that will be gathered with the help of content analysis to the results of a previous study on 1999 newsmagazines. Comparing what was the reality ten years ago and what are newsmagazines today will help to understand what makes this genre different from the others an in what ways is it adapting to the advance of digital journalism. It will also be a path to understand if it is really possible to talk about a "newsmagazine genre", basing on the differences and similarities found on the corpus selected.

© **Matt Carlson** *(Saint Louis University, USA)*
Wither anonymity? Journalism and unnamed sources in a changing media environment

The relationship between sources and journalists has been a cornerstone of journalism research, yet less attention has been focused on the special case of unnamed sources. In this arrangement, journalists procure information through granting hesitant sources the protection of anonymity. The journalist-unnamed source relationship is one of exchange and trust, which, normatively, results in the dispersal of otherwise unobtainable information of value to the public. At the same time, this opaque relationship problematically restricts the knowledge audiences can have about news sources—a situation that has led to much consternation when the actual practices of anonymity conflict with their stated normative purpose. While the practice of using unnamed sources has been long been a part of journalism, this paper analyzes its future tenability in the face of a changing media environment. Such notions as 'transparency' and 'anonymity' are being rethought and transformed as part of a larger sea change impacting media production and consumption. In particular, many practitioners of user-generated material and alternative news forms balk at the hidden dynamics underlying anonymity. In addition, increases in media criticism and public relations efforts offer a further challenge to the blind trust that makes the withholding of names possible. What, then, will be the future of this practice that journalists have repeatedly relied on in their pursuit of holding public institutions accountable? This is not an isolated concern regarding a single practice. Rather, considerations of unnamed sources connect to questions of journalism's cultural positioning and relevancy in the 21st century.

© **Tendai Chari** *(University of Venda for Science and Technology, South Africa)*
The future of the printed newspaper in the context of the Internet in Africa: The case of Zimbabwe

The Internet has fundamentally transformed the media landscape in Africa not least in Zimbabwe. The technology has spawned new practices whose impact on the printed newspaper could be described as dialectical. The Internet is a boon for small publications that have been able to assert their presents through online editions thus improving their visibility globally. However, the same technology portends the demise of the printed newspaper because the competition presented by these online editions, suggesting that the Internet has been to the newspaper a 'terrible beauty'. This study examines the impact

of the Internet on the printed newspaper in Zimbabwe and South Africa. In particular the study seeks to investigate newspaper-reading habits of Zimbabwean in order to ascertain whether the Internet is affecting the circulation of newspapers in the country. The study also seeks to understand threats confronting and opportunities available to the printed newspaper in the context of the Internet. The study combines survey method and in-depth interviews in order to glean in-sights on the future of the printed newspaper in an African context. Preliminary findings are that while printed newspaper is facing stiff competition from online newspapers it is far from extinction. Reasons for this range from the technical ones, such low diffusion of the Internet and a host of other economic and social factors.

© **John Cokley and Angela Ranke** *(University of Queensland, Australia)*
The long tail evident in journalism employment opportunities, but students unaware

Advanced journalism students' perceptions and expectations of the employment market they are about to enter in 2009 are compared with recorded employment opportunities in Australia at the end of 2007. The data suggest that more paid employment is now available for journalists outside the 'Big Media' of established news publishers than for those within. Long Tail theory is suggested as an explanation for the data and recommendations are advanced that journalism formation, whether apprentice models ('cadetships') or university-based models (leading to graduate entry) should prepare candidates for a more flexible, independent and competitive working environment than is presently the case. Wider implications are suggested for the sector of media communications practice, including the previously separate sectors of public relations and advertising.

© **Mihai Coman** *(University of Bucharest, Romania)*
Journalistic elites in post-communist Romania: from the heroes of the revolution to the media moguls

In these 20 years from the fall of communism, the journalism professional field became more and more sliced by press, barons on one hand and the majority of common journalist, on the other hand. The euphoric attitude and the solidarity that marked the very beginnings moments of a free press slowly faded away. They were in the end replaced by the fights for getting and maintaining the control over the resources offered by mass media: economical status, political power and social prestige.
Post-communist journalists, whose ideology was formed in the excitement of the demise of communist institutions and of confrontations over the establishment and control of the new institutions, have the feeling that the free press is their exclusive creation and implicitly their inalienable property; consequently, they believe that only they have the right to control the profession. In fact, one group has monopolized the economic resources, the access to centres of political decision and the channels of distribution of the professionally legitimating discourse.
Now, the journalists, sociology recent researches bring along the possibility of a solid evaluation, based on empirical data, of this social elite,s structure and evolution. The aim of this study is to point out the profession,s transformations. That is why the study brings forward the mechanisms used by a group of journalists to get economical and professional control. In other words, the study shows how the star journalist becomes the media mogul.

© **James R. Compton and Paul Benedetti** *(University of Western Ontario, Canada)*
Labour, new media and the institutional restructuring of journalism

Thousands of news workers were laid off in the UK and North America in 2008. While daily newspapers were particularly affected, labour cuts also hit broadcasters and news magazines. Popular commentary has often attempted to explain the cuts as a result of Internet competition, aging audiences for news and a slumping global economy. Optimists suggest the rise of new media practices such as blogging and citizen journalism have, despite the contraction of newsrooms, expanded the range of information and opinion available to citizens. In this paper we historicize the labour cuts by situating them within the context of a broader neoliberal restructuring of the global economy. We argue that newsroom cuts are part of a 25-year pattern of resource and labour rationalization by news organizations that are having a drastic effect on the institution of journalism. In particular, we argue that labour rationalization in combination with the use of new technologies, shrinking audiences, 24-hour news cycles, and intensified hyper-commercialization is fundamentally reorganizing the division of labour in newsrooms. The expensive and labour-intensive work of original newsgathering and investigative reporting is retrenched while newsrooms struggle to attract and hold audiences/readers through a variety of promotional strategies, including an emphasis on less labour-intensive work, such as opinion columns. Importantly, we argue there is little empirical evidence to suggest that unpaid citizen journalists will replace the lost labour of reporting – the work of collecting information, synthesizing it and presenting it for public consumption via storytelling.

© **Martin Conboy and John Steel** *(University of Sheffield, UK)*
From 'we' to 'me' via wii! The future of popular tabloid journalism

In 1886, while serving a three-month prison sentence, the editor of the *Pall Mall Gazette* had time to record his thoughts on 'The Future of Journalism' for the *Contemporary Review*. Stead was sure that it was the 'personal touch' in newspapers that would transcend the vapidity of a hypothesised 'we'. Nevertheless, it was to be the ability of newspapers, exploiting his own pioneering take on the New Journalism, to articulate a persuasive collective voice which was to dominate the journalism of the mass market of the twentieth century. The refinement of the language of this collective articulation of the interests and tastes of a mass readership comes in the popular tabloid newspapers of the period following WWII and reaches its most self-consciously vernacular expression in the *Sun* from the 1980s onwards. However, when comparing the print version of the contemporary *Sun* with its on-line version we can witness a radical departure from traditional notions of the popular predicated on an appeal to a relatively homogenous collective readership and a move to a more atomised, self-assembling notion of the on-line reader. The 'personalized' touch of this form of journalism is far from that envisaged by Stead and by exploring this shift, we will be able to reconsider the changing definition and function of the 'popular' in contemporary tabloid journalism and reflect upon the implications of a move from 'we' to 'me' in the articulation of audience in the online version of the *Sun*.

© **Irene Costera Meijer** *(University of Amsterdam, The Netherlands)*
Journalism and the quality of life: The citizen's agenda for local media – a case study

Local media are well known among media scholars and journalists as vital institutions for the creation and maintenance of a democratic political and public arena and a general sense of social cohesion and public connection (Aldridge, 2007; Couldry et al. 2007; Franklin, 2006; Rosenstiel et al 2007). Far less known are the public's own expectations of local journalism. Using a public opinion survey of six hundred adults, Poindexter et al (2006) identified four dimensions: (1) good neighbor, (2) watchdog, (3) unbiased and accurate and (4) fast. In my paper I will deal with our recent (2007/8) audience study of citizens of Amsterdam, the multi-ethnic capital of the Netherlands. In addition to Poindexter et al., but using different methods (in-depth interviews, online survey and street interviews) we found in our case study that the Amsterdam citizens expected ten different social functions of its local TV station that could be labeled under three main functions: (1) *Information* (unbiased, reliable, fast and multi perspectival giving citizens an insight in how the city 'works'); (2) *Representation* ('voice', recognition and 'mirroring', integration, acculturation, inspiration); (3) *Connection* (reconciliation with the city and with other inhabitants, creation of urban memory, amalgamation).

Taken together, these three dimensions point to a much wider and 'deeper' set of professional objectives than is often acknowledged by journalists and media scholars. The consequences thereof will be dealt with in the paper.

© **Simon Cottle** *(Cardiff University, UK)*
Journalism and crises in the global age

From climate change to the war on terror, from financial meltdowns to forced migrations, from pandemics to world poverty and from humanitarian disasters to the denial of human rights, these and other global crises represent the dark side of our global age. They are *spawned* by it. When represented and enacted within today's world news ecology such 'global crises' can also *shape* processes of globalization - deepening our sense of globality and forcing into existence what Ulrich Beck's discerns as a 'cosmopolitan outlook' (Beck 2006). With too few exceptions, journalism researchers have yet to concertedly theorize and examine today's endemic, interpenetrating and proliferating global crises or their complex dependencies on the world's news media. Journalism studies has come of age, but it has yet, I think, to come of *global* age.

The global origins, scope and enmeshments of many of the threats that confront us as well as their course and conduct played out within the formations and flows of today's world news ecology, demand that we move beyond what Beck has termed 'methodological nationalism'. Not an argument then for simply more comparative national or regional–based journalism research or even for increased sensitivity to the plurality of journalisms now practiced around the world - though these are needed. Rather, a plea for journalism studies to come of global age and to take seriously how endemic, proliferating global crises become elaborated and enacted within the complex flows and formations of journalism and with what further globalizing consequences.

© **Jerry Crawford and Barbara B. Hines** *(University of Kansas and President, AEJMC/ Howard University, USA)*
Creating partnerships to strengthen the future of media: The evolution of ACEJMC accredited journalism programs at historically black colleges and universities

As they prepare many of the journalists to meet the ever-changing roles for the world's media landscape, Historically Black Colleges and Universities (HBCUs) have struggled to earn and retain accreditation from the Accrediting Council for Education in

Journalism and Mass Communications standards. Chief among the stumbling blocks are the requirements for Scholarship: Research, Creative and Professional Activity of faculty as well as how the unit defines the goals for learning that students must achieve, including the organization's stated Professional Values and Competencies. The assessment of how students have learned not only traditional news values and ethics, but also how they are prepared to work in multi-platform converged media careers will be keys to those schools' future ACEJMC accreditation. Research shows HBCUs are challenged on these issues due to the number of courses faculty must teach and the lack of faculty with terminal degrees and tenure. This study explains the importance of HBCUs increasing the number of faculty with recent professional experience or developing creative partnerships between departments and schools with communication professionals. The research also looks at the assessment plans required by ACEJMC to track what students have learned and their progress from freshman year to graduation. The research covers the 25-year period since the first HBCU was accredited in 1982 to 2007.

© **Arnold S de Beer and Herman Wasserman** *(Stellenbosch University, South Africa and Sheffield University, UK)*
News IN AND from the 'dark continent': Global journalism, media regimes and Afro-pessimism

The concepts global journalism/news and media regime are under theoretical development. News media content is becoming increasingly deterritorialised, involving complex relations and flows across national borders and continents. Consequently, it becomes more difficult to categorise news in the traditional binary context as either national or international news. Global journalism/news as proposed by Peter Berglez is suggested as an alternative concept. At the same time, globalization and a changing world media system have opened the way to introduce the political science notion of media regimes (as proposed by Shrivastava and Nathalie Hyde-Clarke) to rigorous and innovative interrogation within the field of journalism and media studies. The aim of this paper is to show how the concepts of global journalism/news and media regimes play out within a traditional Western media news frame, namely that of Afro-pessimism, with specific reference to South Africa and the national broadcaster, the South African Broadcasting Corporation. Such an analysis might offer the possibility of further research in the field of international and national news flows and the interconnection between the two.

© **Jeroen De Keyser, Karin Raeymaeckers and Steve Paulussen** *(University of Ghent, Belgium)*
Are citizens becoming sources? A look into Flemish journalists' professional contacts

Professional journalists have a reporting tradition in which they base their coverage upon known and rather prestigious information sources. Looking at this practice through the Habermasian lens, one can discern a disproportionately large amount of news originating from the centre of the political system. Also actors belonging to the periphery of that same system get a great deal of attention; i.e. politicians and (through lobbying) the economic leaders. Throughout the years, ever more citizens sharing common interests have started bundling their efforts to influence the news agenda. Hence, these interest groups have gained their own spot within the political periphery, resulting in them being used as sources by the news media as well. Individual citizens of the civil society could virtually only gain access through those groups; they were otherwise ignored as news sources. Due to the introduction of digital technologies on the Internet, citizens have

gained the power to address the outer world without the distribution platforms of the traditional news media. Therefore, it seems plausible that journalists working within the traditional media are shifting their working practices in order to accept individual citizens as news sources, apart from any of the aforementioned actors. In our research we test this hypothesis against the results of a large-scale survey sent to all Flemish professional journalists in 2008. We'll look into those journalists' use of sources in general, and into the use of citizen sources more in particular.

© **Sallyanne Duncan** *(University of Strathclyde, UK)*
Digital doorstepping and the death knock: Ethical issues surrounding the use of social networking sites in reporting personal tragedy

Social networking sites are now used as a standard newsgathering tool by journalists. As well as helping the reporter to find sources, they also offer an accessible supply of quotes and pictures. As a result they are particularly useful in the reporting of personal tragedy where bereaved relatives and friends may be unwilling to speak to the media. This trend could be interpreted as a form of virtual or digital doorstepping, which like the traditional method, has connotations of intrusion. Using data collected from questionnaires and interviews mostly with journalists of five years or less experience, this paper explores journalists' attitudes to using these sites in reporting personal traumatic events, the manner in which they use them and the ethical issues that arise from their use. In particular it will examine whether journalists consider them to be more or less intrusive than traditional approaches and whether they use these sites to limit contact with the bereaved, thus avoiding some of the ethical and stress-related concerns present in reporting personal tragedy. In conclusion, it will attempt to assess the benefits and harms of a probable, increased usage of social networking sites in the intrusive reporting process.

© **Elisabeth Eide** *(University of Oslo, Norway)*
Transnational media events and national responses: foreign reporters' blogs and post-modern journalism

In 1997, we saw how the death of Lady Di became a global news event, characterized as "tele-evangelism" by Ignacio Ramonet (1999). Still, almost all media are national, and apply what Nossek calls a "domestic filter" (2007) or "restricted prisms" Curran (2005). During the caricature conflict we witnessed how a national media event (according to the publisher, Jyllandsposten, addressing the situation in Denmark) became global and harvested an enormous amount of coverage, not least in countries with a Muslim majority (Kunelius, Eide et. al. 2007; Eide, Kunelius & Phillips 2008). Except for the mainstream media coverage, a wide range of web media (including blogs) was engaged in this issue.

Such media events have to be addressed with new approaches by media researchers, and one way of exploring them is to develop what could be called "transnational media literacy", derived from Spivak's "transnational literacy" (Spivak 2006); inspired also by Said's suggestions of contrapuntal reading (Said 1994).

These suggestions will be illustrated by an analysis of two selected blogs from the aftermath of the caricature crisis; one from a mainstream media: TV2, Norway, where a leading foreign reporter harvested a large number of (rather national) responses, following his entry from the tribal areas in Pakistan about a Norwegian (2008) caricature of Mohammed; and one less mainstream, but more transnational one. In the analysis of the material, Critical Discourse Analysis will be applied to identify various approaches among

the participants.

© **Ivar John Erdal** *(Volda University College, Norway)*
Structural enablements and constraints in digital news production systems

Is the view of the 'social responsibility' of the media changing as media organisations spread out on a variety of platforms? New, digital technology has led to potentially more effective journalism. However, it also enables the sources of traditional journalism to get in touch with the audiences or users directly, bypassing the media. It also enables the public to communicate with each other. In economic terms, new communication channels give journalists opportunities for more effective contact with sources as well as audiences. But how does this affect the nature of the news? Perhaps the central question is that formulated by Pavlik (2001: 23) regarding journalism and digital media: "Will it be a better journalism? Will democracy be better served?". The paper examines how two medium-sized media houses approach cross-media news production and publishing, with special emphasis on the comparative aspects of media organisations originating in broadcasting and print. The main research questions are: What do editors and reporters think about the roles of the different media platforms in relation to their 'social responsibility'? What kind of news is published on the different media platforms, and how is it presented? To what extent are new channels of communication are seen as an extension or development of journalism – or rather as something different from journalism? Methodologically, the article is based on textual analysis of the news output over a period of time, combined with qualitative interviews and observation of journalists in their everyday work.

© **Huub Evers** *(Fontys Hogeschool Journalistiek, The Netherlands)*
News ombudsmen as quality watchdogs

Dutch Foundation MON (Media Ombudsman Netherlands) and Fontys University, School of Journalism, recently completed a research project on news ombudsmen and readers representatives. The findings are mainly based on:
- an overview of the Dutch situation: what papers and broadcasting organizations do have an ombudsman or a readers representative? Do they have an independent position, a statute, a weekly column?
- a survey filled out by the participants of the ONO conference held in Stockholm, May 2008: where do they work? What backgrounds do they have? Do they have a statute and/or a column? What about their competences? What issues are mostly being complained of? What are the main topics of their columns?
- analysis of 200 columns of the Volkskrant ombudsman (Dutch quality paper)
- analysis of 170 columns of the readers representative of the local daily Rotterdams Dagblad
- analysis of 57 columns of the NOS ombudsman (Dutch Public Broadcasting Organization)
- do these people have the opportunity to adopt an independent and critical attitude towards the editorial staff? How do they judge of the journalistic processes and products?

The function of a news ombudsman or readers representative is under pressure because of three reasons:
1. a shift from moral responsibility to legal accountability.

2. a view that we don't need ombudsmen anymore in an era of bloggers and interactive possibilities.
3. a view that an ombudsman is too expensive. Quality improvements can better be achieved by appointing senior journalists to editorial functions.

We found more than enough reasons to conclude that a news ombudsman contributes to the improvement of journalistic quality. His activities and criticism are very important for the credibility of the media to a large public.

Recent decline of the number of ombudsmen, especially in the United States, is in flat contradiction with developments in modern societies making an appeal to the media to be more accountable and more transparent on journalistic processes, products and strategies.

© **Carol Fletcher** *(Hofstra University, USA)*
Online education in journalism: Why are we lagging behind?

In Fall 2008, 498 U.S. colleges and universities offering programs in journalism and mass communication were surveyed about their experiences in distance education. Of 199 respondents, only 32 were currently offering online journalism courses or programs. Schools not offering online courses cited concerns about student learning as the primary reason; however, nearly all programs that have tried online journalism education report positive findings in the areas of student satisfaction, student learning, and even faculty satisfaction. At a time when it is imperative for the journalism profession to experiment with new forms of delivery, U.S. institutions training the next generation of journalists show a remarkable reluctance to experiment with innovative online instruction and community building. The author argues that journalism schools are in natural position to be leaders in DE 2.0 – community-building distance education - and that their survival depends on their willingness to do so.

© **Unni From** *(University of Aarhus, Denmark)*
Cultural and lifestyle journalism in online and print newspapers from a reader/user perspective

The news values of journalism are constantly evolving. Kabel (1999), for example, demonstrates how Danish news, since the late 1980s, have increasingly prioritised stories with relevance to the everyday life of the readers – indicating identification and proximity as central news values in contemporary journalism. In relation to cultural and lifestyle journalism more specifically, it does, however, also seems that broadsheet newspapers insist on more traditional public values by combining issues of traditional public relevance with issues related to the private sphere (From & Kristensen 2008). Hereby, newspapers are simultaneously addressing the readers as both participating citizens and consumers and by this means inviting readers to potentially shuttle from very different reading positions – from, for example relaxation, escapism, to being advised, informed, educated etc. Moreover the online newspapers often engage people to participate in producing content creating new ways of being an active audience. Departing from quantitative and qualitative audience studies of the use and reception of culture and lifestyle journalism in the Danish press (completed in Autumn 2008 and Spring 2009), this paper empirically demonstrates, on the one hand, how audiences, in a Danish context, use their daily print and online newspapers in a range of ways and, on the other hand, how they negotiate the mix of modes of address across sections and within articles. Theoretically the analyses draw on socio cognitive perspectives and develops a typology of how traditional

demographic variables, different media types (print and online) and the conglomerate of discourses - that is, the rhetoric of pleasure and consumption of the advertising industry, and the traditional focus of journalism on reflection and information - may interrelate. Precisely this mix, it will be argued, represents a more general change as to the role and identity of journalism – from both a content and reception perspective.

© **Chris Frost** *(Liverpool John Moores University, UK)*
The development of privacy adjudications by the UK Press Complaints Commission (PCC) and their effect on the future of journalism

Privacy is one of the key ethical restrictions for journalists. It is the ethical area that most often, and certainly most contentiously, collides with the right to freedom of expression that is used as the rationale to under-pin press freedom.

The attempts by the courts to determine this balance by developing the law of privacy in the UK through the law of confidence and the Human Rights Act have attracted much attention and often condemnation by a UK media concerned that its freedom to publish popular, but intrusive, celebrity news might be more tightly controlled. Court cases won by celebrities such as Princess Caroline of Monaco, Max Moseley and Loreena McKenitt, have sparked outrage in the press as they have tightened the definition of confidence, so making intrusion in some cases more difficult.

However, definitions of privacy are also being tightened by self regulators, including the statutory broadcast regulators and the Press Complaints Commission (which covers press and many news Internet sites) following a number of important incidents requiring adjudication – many of which have received very little attention.

Broadcasting has been more prominent with cases such as the Brand/Ross intrusion but the PCC has been working much more quietly, although just as importantly, defining new levels of privacy with a series of cases that will set the standard for pictures and reports concerning suicide, pictures and private health – all elements a good deal more central to standard reporting than their titles suggest. As the PCC is self-regulatory, the press it controls must either agree its rulings or risk making it unworkable; as doomed as its predecessor the Press Council. This study of its key judgements in this area over the past five years is therefore important as it is likely that these rulings will have far more effect on the future of reporting in the press and on the Internet than any of the much-criticised cases from the courts.

© **Peter Gade** *(University of Oklahoma, USA)*
The organizational integration of news media: Restructuring to increase collaboration and competitiveness

After decades of relative stability, news media firms have been shaken from complacency by market and technological uncertainty. Firms recognize the need to innovate, become more flexible and pursue continuous organizational change and development. To leverage their creative capacities, media firms are restructuring their organizations and redesigning the nature of journalism work.

The restructuring seeks to reduce organizational barriers, enabling the firms to bring together the collective expertise that resides in the specialized knowledge of their employees. In short, news media firms recognize, somewhat paradoxically, that to become more competitive they must become more collaborative.

The desire to become more competitive and collaborative explains why news media firms are becoming more structurally *integrated*. Much like "convergence" was the

buzzword for news media just a few short years ago, "integration" has emerged as the news media's new future and a preferred structural form for organizing media firms. Evidence of the importance of the concept can be seen, for example, by the 2008 World Editors Forum, which called its keynote session *"The Integrated Newsroom: Why, How and When."*

This discussion will focus on two forms of intra-firm integration in the United States: inter-departmental (between business/marketing and news/editorial) and intra-departmental (within the newsroom), and the influences these types of restructurings are having on organizational processes, news work and the professional values that define journalism.

© **José Alberto García Avilés and Alberto Nahum García Martínez** *(Universidad Miguel Hernández de Elche and Universidad de Navarra, Spain)*
New screens… new languages? Spanish broadcast news content in the Web

This paper examines how Spanish television networks are adapting to the Internet's potential and how they are using the Web as a platform to elaborate and distribute news content. The recent redesign of the leading commercial networks *Telecinco´s* and *Antena 3's* websites and the launching of a large online news service by public channel *RTVE* webs indicate that Spanish broadcasters are increasing their convergence with online operations and are taking advantage of its potential for developing stronger journalistic offerings.

In an attempt to systematize the current audiovisual landscape, the paper compares the online news services in each of these three networks, with the objective of finding similarities and differences, as well as outlining the main strategies. Using a content analysis methodology, it is analysed how each channel uses the most essential characteristics of online journalism: multimedia, hypertext, interactivity, user generated content and social networks. It is also enquired to what extent the journalistic content available in these websites is adapted to the online language or it rather maintains the basic audiovisual structure of conventional television narrative.

The production of television, radio and online news also shows an increasing level of newsroom integration in these media. Journalists' changes in the working systems and routines, as well as their attitudes towards converged news production are explored, with particular emphasis on how it might influence the quality of their journalistic output.

© **Mike Gasher** *(Concordia University, Canada)*
Producing the on-line news audience: A textual analysis of three UK daily newspapers

In our efforts at re-imagining the audience for journalism, it is helpful to recall a fundamental point made by Marx in the *Grundrisse*: "consumption is created by production not only objectively but subjectively…. Production thus produces not only an object for the subject but also a subject for the object." If news as a product is defined as information that is interesting, current and consequential, it assumes those attributes because it is interesting, current and consequential to a specific, situated group of people: the news audience. Journalism does not merely serve an audience already assembled; it gathers those people together with the lure of a particular package of editorial and advertising content.

The on-line circulation of daily newspapers revisits this object-subject relationship, *re*-producing news audiences by, potentially at least, shifting the boundaries of these newspapers' geographies, re-mapping their circulation areas. But clearly there is much

more to the expansion and re-imagining of news audiences than establishing a Web site. The question becomes *how* on-line dailies imagine and situate their news audiences.

Through an interpretive textual analysis of the on-line editions of *The Times*, *The Independent* and *The Guardian*, this paper addresses that question by focussing on audience address. It argues that the ways in which news texts speak to readers, the language used, the topics covered, and the ways in which those topics are covered, produce a particular audience that can be situated not only regionally, but along lines of class, gender and race as well.

© **Cherian George** *(Nanyang Technological University, Singapore)*
The re-emergence of Asian journalism's radical roots

Institutionalised journalism, operating mainly within large commercially-driven bureaucratic organisations, is being challenged by insurgent forms taking advantage of new media. While technology appears to be the main driver of change, there is much to be gained from historical analyses of journalistic norms and practices. Long-forgotten press traditions may be revived and grow in influence within the "long tail" of journalism, even if they do not become the dominant form. This paper considers the early journalism of Asia, highlighting in particular the tradition of the journalist as intellectual, activist and dissident. Prominent examples of politically-engaged journalism can be found throughout the continent, especially from the late 19th to the mid 20th centuries. Its replacement by a studied disinterestedness came to be seen as part of the profession's moral and rational advance. Applying a long tail perspective, however, it is equally possible that what grew to become the profession's cult of objectivity was not the result of any consensus over what is socially valued, but merely the form of journalism that was most efficient and commercially viable within available modes of communication. The organisation and institutionalisation of newswork, mass production for mass audiences, and ever shortening news cycles conspired to require journalists to conform to standardised methods and mindsets. In some Asian contexts, radical traditions were further delegitimised by authoritarian governments, which constructed a myth of an "Asian values" journalism centred on the idea of "harmony". With new media, old forms of contentious journalism are resurfacing, reflecting more authentically the diversity of human impulses and social needs.

© **Will Gore and John Horgan** *(Press Complaints Commission, UK and Press Ombudsman, Ireland)*
The UK Press Complaints Commission and the Irish Press Ombudsman

Traditional press outlets have numerous concerns about the future. And in an environment of editorial cutbacks, falling readerships and disappearing and revenue, not to mention increased competition on the Web, there are those who feel that regulation is the last thing they should have to worry about.

But regulation is not about to go away. Instead, there are two realistic options. The first is effective self-regulation (i.e. the PCC) working alongside existing legal structures. The second, if self-regulation becomes ineffective, is some form of statutory system, perhaps in the form of a press council backed by legislation. Since journalists tend to take the attitude of 'better the devil you know than the devil you don't', it is therefore imperative that they make self-regulation work effectively.

Of course, there are numerous fundamental reasons why the state should not involve itself in the regulation of the press and those might be enough for journalists to

support alternative regulation. However, there are other more practical reasons why self-regulation can benefit journalists, as well the public it serves primarily. First, by subscribing to self-regulation, journalists can avoid being caught by certain legislative tools (e.g. the Financial Services and Markets Act). Second, by co-operating with the workings of the PCC, journalists may avoid more direct and confrontational encounters with complainants. Third, in an increasingly competitive market, trust is a vital selling point – and subscription to a respected regulatory system can be a demonstration of trustworthiness.

Ultimately, self-regulation can raise standards and provide effective redress to those who are wronged by the press. But it does so by working with journalists not against them. And it can be a help, rather than a hindrance, in a difficult future.

© **Maria Grafström and Karolina Windell** *(Uppsala University, Sweden)*
Blogs and business journalists: News production in transformation

Over the past decade business news journalism has expanded. Concurrently with this development we have seen a transformation of the media landscape as new technology has developed. Digital technology changes conditions for and the pace of news production – making the boarders between media and the consumer blurred. In particular the explosion of blogs has raised questions about relationships between mainstream media and technology.

This article attends to the relationship between blogs and business news journalist in order to explore the conditions for news production. Building on interviews with bloggers, a survey among Swedish business journalists and a content analysis of news material this article examines if and in what ways blogs influence the production of business news. The data prove significant variances in attitude and use of blogs among Swedish business journalists. The business journalists are not indifferent to blogs, even though only a few of them state that they actively use them in their everyday work. Still, the journalists frequently use other Internet sources in their search for news material. The findings challenge established ideas of what is considered to be "news" and open up for a discussion on the boarders between producers, sources and consumers of news.

© **Robert E. Gutsche** *(University of Iowa, USA)*
Missing the scoop: The story behind the development of college student journalists through early media experience

This paper explores the experience of college student journalists in the United States who work on college newspapers, producing news web sites, TV and radio programming. College student journalists will contribute to the future of journalism as they enter the journalism field, yet this study suggests that these journalists are often misunderstood by journalism researchers, professors and college staff in ways that could influence their professional growth and future contribution to society. The development of professional ethics, standards and perceptions among professional journalists has captured the attention of academics and professionals. However, little to no academic research has been done on the development of college student journalists – a population of tens of thousands in the States – who work daily to develop news on campus, and, more importantly, online. This qualitative study revealed themes of interest among this population, who struggle with issues of objectivity, forming and expressing their own personal political views and sharing their personal and professional struggles. Clearly, the future of journalism is influenced through journalism schools; however, the college

students who are working in student media already – with autonomy afforded independent student newspapers and media outlets at America's universities – are also developing in ways that need to be recognized as we turn to them to become the next generation of professional journalists worldwide. This study suggests this population may be struggling with balancing career, personal and educational goals, as well as forms of professional development and other residual side effects of reporting among their peers and professors.

© **Adrian Hadland** (Democracy and Governance Research Programme, Human Sciences Research Council, South Africa)
The enemy without: How democratic states will shape the future of journalism

In most emerging democracies, the state is playing an ever more intrusive role in the practice and function of journalism. As one of the biggest advertisers, as owners of media companies, as litigious protectors of reputations and privacy and as the authors of media policy, the state in many countries engages in a daily struggle to constrain the scope and impact of traditional journalistic practice. As most democratic states in the world are new or emerging, this shift in media-state relations poses a particular challenge both to the future role of the media and to the future shape of democracy. Some scholars have argued that commercialization, the development of new media platforms and the emergence of new forms of paid-for content signal growing media autonomy or differentiation from the state (Luhmann 2000, Hallin & Mancini 2004). Evidence from the developing world, however, suggests that this is not the case. States are, instead, taking advantage of new media platforms and the commercial colonization of media space to contest for power and influence. Frequently, this disposition to intervene, challenge and appropriate is based on pre-democratic political values, culture and practice. The future of journalism, in other words, is being contested by the future of the democratic state. Both will be fundamentally affected by the skirmishes and eventual outcome of the contest. This research focuses on South Africa as the major model but refers to recent developments in Africa, Eastern Europe and in other emerging democracies.

© **Mark Hanna and Karen Sanders** (University of Sheffield, UK and University of San Pablo, Spain)
Should editors prefer postgraduates? A comparison of British undergraduate and postgraduate journalism students

The growth of university programmes in journalism has been an international trend, leading to debate about what kind of journalism universities help create. In Britain's journalism education there are now, after its rapid growth, more undergraduates than postgraduates, competing for a shrinking number of traditional journalism jobs. Some editors prefer to recruit postgraduates, seeing them as more mature than undergraduates and having gained from longer, broader education. But concern is voiced that Britain's journalists are increasingly from the higher socio-economic backgrounds, partly because postgraduate education is costly. This paper, using data from a survey of British journalism students, compares the views and motivations of more than 400 undergraduates and postgraduates as their university programmes ended. There was little difference as regards stated motivation towards public service journalism. But postgraduates were more oriented to be news reporters, and to journalism's analytical role. Undergraduates were more cautious about journalistic use of private documents, but more approving of subterfuge. The findings suggest that editors, in an era when they hope to safeguard the

future of good journalism by making its outputs more attractive to young adults, should not - when recruiting to newsrooms - compare undergraduates and postgraduates merely in terms of age-bestowed maturity. Data show these are distinct groups, with differing emphases in views on journalism. Undergraduates have a greater diversity of socio-economic backgrounds, and a more adversarial attitude to public officials. Undergraduates are more likely to view a journalism career as creative. Data are contextualised with international studies of journalism students.

© **Tony Harcup** *(University of Sheffield, UK)*
Back to the future? 'Citizen journalism' and the 1984-5 UK miners' strike

The period from March 2009 to March 2010 marks the 25th anniversary of a mineworkers' strike that was seen as a defining moment of late 20th century UK history. Discussion of the role played by mainstream journalism has formed part of anniversary retrospectives, with claims that most mainstream media articulated the perspective of the state and undermined the strikers' cause. However, another form of journalism tends to be written out of the story when media coverage of the 1984-1985 miners' strike is discussed: the journalism of alternative media that sided openly with the striking miners.

This paper uses the occasion of the anniversary to examine ways in which alternative media covered the strike journalistically. However, rather than being a backward-looking exercise, the paper suggests that information and insights obtained from the case study could be used as benchmarks against which to measure the performance of alternative and so-called 'citizen journalism' today.

Methodology includes content analysis of alternative media augmented by reflections upon participant observation and engagement with key literature. The paper suggests that, notwithstanding recent technological developments such as blogs, online open publishing, and user-generated content, there remains much that can be learned from the ways in which (sections of) alternative media engaged with mining communities in 1984-1985, carrying out forms of journalistic reportage and investigation. The future of journalism – alternative as well as mainstream – depends on the application of such journalistic skills; invitations to submit user-generated content do not on their own amount to an alternative form of journalism.

© **Heikki Heikkilä, Elina Noppari, Heikki Luostarinen, Risto Kunelius, Laura Ruusunoksa, Hanna Syrjälä** *(University of Tampere, Finland)*
Between credibility and relevance: Towards understanding a sociology of journalism audience research

In the current intensively competitive environment, conceptualizing of journalism's audience becomes crucial. Knowledge about the ('added') value of journalism for its readers plays a decisive role in the development of institutional structures and new professional practices. There is an urgent need for audience research which does not reduce journalism either to target group service or to strategies of blowing up dramatic spectacles for the great (phantom) public.

This paper first reviews audience research from early efforts of 1930's and 1940's to recent inquiries. Based on a contextually reflective understanding of audience research then argues for the need to study how journalism fits in the *everyday social environment of readers and users.* This pragmatist perspective argues that the ultimate *relevance* of journalism (the information, surprises, pleasures etc. it distributes) is actualized only when journalism becomes part of everyday action and interaction networks of its readers. Such

networks of relevance are only thinly captured by target group logic which became dominant in the late 20th century audience research. The emerging social media environment of journalism (where the audience increasingly becomes part of the distribution system) a nuanced understanding of such 'everyday media ecology' all the more important. Journalism research needs to develop methods that seriously articulate and make visible such networks of relevance.

The paper is part of a three year Finnish research project which starts in the beginning of 2009. The paper will also report first experiences on the empirical efforts of this project.

© **Alfred Hermida** *(University of British Columbia, Canada)*
 "Twittering" the news: The emergence of ambient journalism

This paper examines new para-journalism forms such as micro-blogging as 'awareness systems' that provide journalists with more complex ways of understanding and reporting on the subtleties of public communication. Traditional journalism defines fact as information and quotes from official sources, which have been identified as forming the vast majority of news and information content. This model of news is in flux however as new social media technologies such as Twitter facilitate the online and instant dissemination of short fragments of information from a variety of official and unofficial sources. This paper draws from literature on new communications technologies in computer science to suggest that these broad, asynchronous, lightweight and always-on communication systems are enabling citizens to maintain a mental model of news and events around them, giving rise to what this paper describes as ambient journalism. Scholars contend that awareness systems represent the next step in the evolution of communication technologies that have increased the frequency and amount of information transfer. The emergence of ambient journalism brought about by the use of these new digital delivery systems and evolving communications protocols raises significant research questions for journalism scholars and professionals. This research offers an initial exploration of the impact of awareness systems on journalism norms and practices. It suggests that one of the future directions for journalism may be to develop approaches and systems that help the public negotiate and regulate the flow of awareness information, facilitating the collection and transmission of news.

© **Stig Hjarvard** *(University of Copenhagen, Denmark)*
'News you can use' - When audience research comes to influence journalists' conception of the public

Ideas of `news you can use´, citizen journalism, and other forms of audience-related news values have gained momentum during the last decades as new ways of conceptualizing the public of news media and journalism's role vis-à-vis its audience. These ideas and to some extent also new ideals about journalism and its public have acquired a strong momentum because they are encouraged by several factors at the same time: increased knowledge about news consumers, commercial pressures, interactive possibilities, and journalists' need to make sense of professional values and ethics under new media conditions.

In this paper I focus on how news production has become increasingly informed by audience research. Due to increasing refinements in research techniques, audience research is able to provide media executives, editorial desks, and individual journalists with still more accurate information about the actual audience behaviour and patterns of

news consumption. At the same time, competitive pressures and the proliferation of interactive media also prompt journalists to reconsider their existing conception of the public and develop new ways to communicate with their audience. Using analytical examples of news production in Denmark, the article discusses the tensions between the professional values of journalism, the demands of the media industry, and the requirements of the political public sphere.

© **Joran Hok** *(Sodertorn University, Sweden)*
Fragile public service in danger: Perspectives for journalism in Afghanistan

Recently, and for the first time in their history, citizens of Afghanistan have had access to free and fair mass media institutions, companies and organizations. This was made possible by international support: financial and educational. But as international involvement decreased, both concerning security and development, there were fewer opportunities for the creation and strengthening of journalism and a public service media. Instead, journalists and mass media companies were usurped by vested interests.

This paper focuses on the future for mass media and journalism in a conflict-ridden state where the international society has intervened. In such states the intervening actors as well as the state leadership offer a massive use of force with a small component of development. This is contrary to the long-term commitment to peace and development which is characterized by the opposite: a massive use of development with a small use of force. My hypothesis is that conflict-ridden and weak states have extraordinary difficulties to advance from the first situation to the latter if international actors make a half-hearted contribution or even withdraws at an early stage. Development includes emphasis on democratic institutions and enhancement of a civil society. Without these it is not possible to create and sustain free mass media institutions and public service media. Without a strong international and national developmental course states can fall in the hands of non-democratic regimes that are hostile to journalism and public service media.

The main source of information used for the paper is interviews with journalists, mass media researchers, politicians and international consultants.

© **Jan Fredrik Hovden** *(Volda University College and University of Bergen, Norway)*
The genesis and anatomy of journalistic taste": An analysis of the structure the Norwegian journalistic field

Using the field sociology of Pierre Bourdieu, this paper studies the empirical variation and distributional logic of a broad spectrum of journalistic-professional preferences among Norwegian journalists, with a particular focus on the role of habitus, which is argued is an under-utilised concept in the study of journalistic practice. First, using a survey data set on journalists and editors from 2005, the social structure of the Norwegian journalistic field is sketched by the use of multiple correspondence analysis, and to this social structure is mapped a corresponding mental structure, a particular journalistic cosmology of the worthy and unworthy, pure and sacred, the forbidden and permitted in the Norwegian journalistic field. Because of the multivariate nature of this field (where differences in habitus are closely correlated to many other differences, like the type of publication working in, age and gender), it is suggested that journalism students offers a privileged research object for a closer study of the relation between habitus and journalistic practice. Analysing a longitudinal data set of three student cohorts (1999-2001), the paper identifies important relations between habitus and journalistic practice, among other things suggesting that the

durability of habitus means that even of the technical skill of journalism students increase greatly during their studies, their basic relations towards journalism changes very little.

© **Fatima L. Issawi** *(Journalist, Asharq al Awsat Arab newspaper and Research Associate, Open University, UK)*
The Arab émigré media and the hosting environment: a difficult cohabitation?

Prestigious Arab media choose to base their headquarters in western capitals, especially London, in order to distance themselves from political local/regional pressures or to flee authoritarian regimes or conflicts in their countries. Those émigré media outlets usually recruit professionals from the Arab diasporas, as recruiting journalists from Arab countries can be conditional to the host country's complex regulations of granting work permits.
Living in the shadow of the mainstream and international media, the Arab émigré media form a unique work environment, which is different from that in mainstream media or even in local media inside the Arab region.
Arab journalists in these émigré outlets usually find themselves in a fragile situation classified as emigrants in the host society and yet isolated from the mainstream journalistic culture. They typically work according to the standards adapted in their country of origins. In addition, freedom of expression which they presumably enjoy due to the geographical distance may just be an illusion: Journalists are usually aware of certain red lines imposed by their employers.
This paper will explore the working conditions of Arab émigré journalists and its implication on their media practices. It will aim to analyse whether those media adapt to the mainstream culture or conversely encourage further isolation from it.

© **Susan Jacobson** *(Temple University, USA)*
Emerging models of multimedia journalism: A content analysis of multimedia packages published on nytimes.com

Conventional wisdom dictates that the future of newspaper journalism is online. However, the course of the transition is uncertain: "While journalists are becoming more serious about the Web, no clear models of how to do journalism online really exist yet…" (Project for Excellence in Journalism, 2007) Studies have shown that online does not necessarily mean multimedia, (Deuze, 2004; Quandt, 2008) but what are the emerging narrative and formal qualities of multimedia stories published on the Web? Using the Web site of *The New York Times* (nytimes.com) as a case study, the author conducted a content analysis of more than 400 multimedia news packages published between 2001 and 2008, examining the formal qualities of narrative structure, media format and news values in an effort to begin to understand the emerging characteristics of multimedia Web journalism. A subgroup of these packages, categorized as "interactive features," was evaluated for hypertextual qualities as outlined by hypertext scholars, including: multi-linearity and multi-vocality (Landow, 1997); non-sequential writing (Nelson, 1992); database narratives (Manovich, 2001); and procedural, encyclopedic, participatory and spatial storytelling techniques (Murray, 1999).
In an earlier pilot study, first-person narrative was the most common perspective present in multimedia stories. The packages in the pilot study demonstrated few of the hypertextual structures as defined by the theorists of the Web, perhaps reflecting the fact that this is a transitional period for traditional news organizations publishing online. Early analysis of the data in this newer and more comprehensive study indicates that first-

person analysis is not as prevalent, but that more sophisticated hypertextual structures have emerged on nytimes.com, particularly in recent months.

© **Jan Jirák and Barbara Köpplová** *(Charles University, Prague, Czech Republic)*
Journalists in the post-transition period: Czech journalists and their perceptions of their professional roles

The independence and freedom of media and journalism were one of the most important aspects of the transition period after the fall of Soviet block in late 1989. As a part of the process of democratization, journalists were supposed to adopt liberal democratic values of their profession as developed in "Western" democracies and start to act as "watch-dogs of democracy", independent and socially responsible. Did the journalists succeed to adopt the democratic values of "Western" media and their "professional ideology"? The authors examine how Czech journalists perceive their social and professional role at the end of the first decade of 21st century. Based on two surveys done in 2002 and 2008, the text offers main trends in the development of the "professional ideology" of Czech journalists. Both surveys combined quantitative polls and qualitative in-depth interview and focused on journalists working in various media (print, broadcasting and Internet, nationalwide and regional/local). According to the results, the dominant approach of Czech journalists to their profession is a pragmatic one. The "watch-dog role" has been replaced by pragmatic loyalty to their employers. The social responsibility has never become reality and has been replaced by pragmatic "private responsibility" more interested in the needs of family members then in the public service. The transition of Czech journalism seemed to be the transition from state controlled media to "consumerism-driven" media.

© **Laura Juntunen** *(University of Helsinki, Finland)*
Explaining the need for speed: Increasing competition and new ethical dilemmas in journalism

The paper observes the changing nature of journalism from the perspective of media ethics. The focus is on the processes in which journalistic values, ideals and norms are being negotiated in connection with recent changes in the media environment. In particular, the study aims to shed light on the new (and old) ethical challenges faced by journalists in the contemporary 24/7 multimedia environment. Of specific interest is how increased online competition affects the journalistic process as a whole. Furthermore, the paper seeks to explain why the ever-growing time pressure and the "need for speed" often seem to be regarded as self-evident among journalists.

The especially web-related new ethical and ideological dilemmas are examined through two specific cases, namely, the press reporting of the Finnish school killings, which took place in 2007 and 2008. The analysis is based on 35 interviews with Finnish news journalists and editors. From the perspective of journalism ethics the case of school killings is relevant because it led to a public debate over proper journalistic behavior and consequently forced journalists to defend their actions to the general public and to discuss ethical issues in their amidst. Consideration is given to how concrete ethical choices – or lack thereof – were being justified. In addition, the study examines how journalists re-negotiate their professional self-perceptions, give meaning to their work and seek to self-legitimize the journalist position in society, when faced with public criticism.

© **Michael Karlsson** *(Karlstad University, Sweden)*

'Rituals of transparency': Evaluating online news outlets use of transparency rituals in the US, UK and Sweden

Today there is no doubt that journalism has moved online and this movement has significant importance for journalisms core function – to gather, select and verify information in order to provide people with the information they need to be informed and self-governing.

In this context, the notion of journalistic objectivity has been central in the western hemisphere during the 20th century. Although an abstract concept, it has been made operational by news professionals performing what Tuchman labels 'rituals of objectivity'. Through various 'rituals of objectivity', journalism was supposed to be able to carry out its informative function and simultaneously win legitimacy.

In an online environment, the traditional understandings of journalism have however been challenged and a competing strategy for truth telling and garnering of legitimacy has been proposed, namely transparency.

Similar to the notion of 'journalistic objectivity', 'transparency' is however an abstract phenomenon. To be useful as a concept and to have an impact upon the actual news production, transparency thus needs to be translated into useful, everyday 'rituals of transparency'.

Although the notion of transparency has received much attention, there is however only few empirical studies that have attempted to capture the use of transparency in everyday news production – particularly in a comparative setting.

Against this background, the purpose of this paper is to investigate major online news outlets in the US, UK and Sweden, and their use of different 'rituals of transparency'. Using explorative content analysis as methodology, the study will result in an inventory of different 'rituals of transparency' used by major online news outlets in the US, UK and Sweden.

© **Christopher D. Karadjov** *(California State University Long Beach, USA)*
Bridging the gap or making it larger? Form and function of online discussions in Bulgarian media

This paper provides content analysis of online discussion forums of several Bulgarian newspapers and web-only publications, supplemented with in-depth interviews with web-masters and forum participants. These forums effectively bridge the divide between local readers of newspapers and a global diaspora, enabling both groups to engage in a lively discussion of current topics.

The purpose of the research was to establish the main frames used by contributors in the discussion in three broad areas: Bulgaria's communist past, current economic/political situation, and EU membership. The topics were chosen after a preliminary study of a subsample taken from the online discussions determined them as dominant. Also, the paper gauged the problems web-masters have in moderating discussions, as well as the motivations of most active participants to maintain their presence in this virtual borderless community.

Web forums started to appear as a consistent part of the online newspapers in Bulgaria in the late 1990s, but truly flourished after 2001. Every article published in the pioneering daily Sega (Now) had the option to post comments, and then comments to others' comments. Several other newspapers and the first web-only Bulgarian publication, Mediapool.bg, copied this successful model within a few years. The first versions were already technically sophisticated, since the relevant technology had been already developed.

In the very beginning, online forums became the domain of expatriates, who lived predominantly in Western Europe and the United States. Not the least, they were also more likely to possess the technical means required to be regular participants, such as personal computers and Internet connection at home. With time, Bulgarians living in Bulgaria also joined these discussions and became a distinct group. The online forums allowed expatriates to participate actively in the life of their country, albeit virtually, and Bulgarian residents had a means for instant reaction to the media content, which they had never had before.

At the same time, however, online discussions sometimes crossed the boundaries of good taste, lapsing into misinformed, racist, obscene, and even prankish mode. The web masters faced a problem of controlling the *bon ton* of discussions, without undercutting their inherent liveliness and freedom of thought. Some of the most active participants rebelled both against non-productive and offensive postings, and against censorship. As a result, quite a few regular participants developed distinct online "personalities" and some recognizable groups formed in this virtual community.

The framing of the main discussion topics was analyzed and several frames were identified, using Entman's (1993) definition of framing. The in-depth interviews captured aspects of the dynamic relationships between web-masters and forum participants on one hand, and among forum participants themselves, on the other. The study concludes that online discussion forums serve an important social purpose, because they allow expatriates living in a different environment to debate with other Bulgarians on issues of great importance to the country. Eventually, this form of "hybrid" communication bridges distances and provides for the enrichment of a country's cultural life. It has also challenged the "traditional" media in the ways they collect and present news and opinion stories.

© **Susan Keith** *(Ruttgers University, USA)*
Sinking subs and collapsing copy desks? The future of front-line editing at newspapers and their Web sites

Sub-editing (or copy editing, as it is known in the U.S.) has been a crucial part of newspaper journalism for about 100 years. Recently, however, rapidly declining circulation and revenues and the move from print to the Internet have threatened to radically alter - if not eliminate - the jobs of sub-editors/copy editors. Several newspapers in the UK have attempted to dramatically reduce their sub-editing staffs, and copy editors in the United States have been among the many journalists laid off and given buyouts. Some U.S. chains are consolidating copy-editing functions at a single newspaper. In addition, many U.S. newspapers have subs edit stories that will appear in print editions read by, at most, a few hundred thousand people while posting non-copy-edited content to Web sites potentially available to billions. These changes and their implications for print and online news quality have been noted anecdotally in trade publications and recorded systematically in a single survey of U.S. journalists (Russial, 2008) that was conducted before the global economic crisis of fall 2008 lowered newspaper profits further. This paper - based on interviews with sub-editors in English-speaking countries - offers a more up-to-date picture of how the jobs of sub-editors have are changing. It will also discuss the implications of those changes for journalistic quality.

© **Victor Khroul** *(Moscow State University, Russia)*
Covering religious life: Discovering the truth or following stereotypes? A trace-study of the story about "seven new mortal sins declared by TheVatican"

The research conducted in the field of Russian media clarifies some professional and ethics aspects of journalism in Russia.

We used a complex methodic which we called "trace-study", focused on spreading one news, but very visible with easily recognized trace. It could be applied for easily homed in on from the moment of their birth or creation "comets" of media reality which "trajectory" researchers could follow. We analyzed 233 texts about "seven new mortal sins declared by Vatican", published in Russian media one week after the event (10-16 March 2008).

The main conclusions:

- Authentic sense and reliability seem to be secondary criteria for spreading the information on religious topics through mass media. The primary one - sensational character of the news, its correspondence with mass myths and stereotypes.
- Quite often mass media invite as the experts in diverse problems the people who are not competent experts.
- Very often journalists do not have critical attitude to the religious news from abroad. They are not intended to check the information looking for independent information sources.
- Having the Internet as a powerful tool for obtaining of the information and checking it, Russian journalists instead of this use it for further spreading of unproved facts and opinions.

© **Nete Nørgaard Kristensen** *(University of Copenhagen, Denmark)*
Uncritical cultural journalism – or cultural journalism in change?

Cultural journalists are often criticised by both other journalists and the limited research on the subject of running the errands of the cultural industry (e.g. Bech-Karlsen, 1991; Wright Lund, 2005). The main-argument is that the coverage of culture in the press has changed for the worse – by uncritically focusing on popular culture and consume, celebrities and pre-announcements of pseudo-events instead of giving priority to art, high culture and a nuanced debate.

This paper does not contest that the press increasingly covers e.g. popular culture. It rather argues for a broader theoretical approach to the analysis of cultural journalism compared to the somewhat narrow and hierarchical understanding of culture that seems to underlie the critical voices. The implication of such a broadened theoretical perspective is a more inclusive empirical focus, indicating the reporting of consume, pre-announcements, entertainment etc. as a, historically, supplementary track within an expanding cultural journalism.

The hypothesis is, thus, that is not so much a question of an in- or decreasing coverage of, for example, art and high culture, but rather of a changing journalistic presentation and interpretation of culture – as to topics, genres, aesthetics, news values etc. Changes, which can be explained in the light of socio-cultural transformations of society such as culturalisation (Jansson, 2002) and mediatisation (Schulz, 2004; Hjarvard, 2008).

This hypothesis will be elucidated by findings from a content analysis of the coverage of culture, lifestyle and consume in the Danish press during the 20th century, more specifically two national morning papers (*Politiken* – radical/social liberal, *Jyllands-Posten* – liberal/conservative) and a tabloid news paper (*Ekstra Bladet*) in 1890, 1920, 1935, 1960, 1970, 1995, 2008 with focus on subjects, form etc. Though the empirical perspective is Danish, the discussions and results seem of transnational relevance, precisely by identifying more general changes within cultural journalism, historically and pointing to the future, brought about by changes within the cultural industry and the media landscape.

© **Samantha Lay and Deirdre O'Neill** *(University of Salford and Leeds Trinity and All Saints College, UK)*
Informing the regions or news by numbers? A comparative analysis of regional television news outputs, its audiences and producers in the North and South of England

This paper reports on findings of a study of regional television news and its audiences. It seeks to contribute to debates on the future of regional news journalism in the UK. The study explores the ways in which regional news outputs are configured by producers in the regions and utilised by audiences in those regions.

The comparative nature of the research contributes to ongoing debates and developments in the delivery of regional news - especially the BBC's rolling out of news production into the regions. In addition, we are interested in continuities and discontinuities in regional television news outputs from region to region.

The research project uses a range of methods applied to three component areas – outputs, audiences, and producers. The paper seeks to pull together and present the findings of this inquiry in two parts.

Part one delivers the findings of content analyses of BBC regional television news programmes in Yorkshire, the North West, and the South East of England. Issues examined include form, structure, and content of news bulletins, order and flow, use of experts/high profile local figures, and public input and interaction.

Part two compares and contrasts the views and expectations of audiences with those of news producers, drawing on the findings of focus groups with viewers of regional television news, and interviews with news producers. A brief conclusion underlines the key findings of the study and some of the problems and challenges facing regional news journalism, raised by this research, now and in the future.

© **Geoff Lealand** *(University of Waikato, New Zealand)*
Will Media Studies be the salvation of journalism?

Many journalists and journalism educators have an uneasy relationship with the academic discipline of Media Studies; they sometimes encounter it in their university studies and frequently call on its insights for informed commentary, but also often damn it as a 'Mickey Mouse subject', or argue that it does not fit with the 'real' experiences of journalism.

The central argument in this presentation is that such prejudices and perceptions need to be confronted and interrogated, in order to better acknowledge the significant role Media Studies plays in educating future practitioners who are familiar with both older and newer technology, but also as a vital agency in shaping informed and engaged readers, listeners and viewers.   The argument will draw on information gathered through national surveys of New Zealand journalists, and the direct experiences of teaching Media Studies in an environment where it is a nationally-mandated school subject (within the National Certificate of Educational Achievement), and a popular tertiary subject.

Observations will also be made about the relationship between Media Studies and journalism training in other countries or circumstances, in order to identify those factors will ensure a future for the practice of journalism.

© **Lisa Lynch** *(Concordia University, Canada)*
Dangerous pranks or digital sunshine? Wikileaks and the future of investigative reporting

This paper looks at what the emergence and tenacious survival of the "Wikileaks" site might have to tell us -- not only about the about how digital encryption can change the relationship between journalists and anonymously sourced documents, but also about the future of investigative journalism in an imperiled media landscape. I begin by exploring the rhetorical self-construction of the site itself, drawing on documents concerning the founding of Wikileaks that were leaked (perhaps unsurprisingly) by a disgruntled founding member. Then, I turn to some of the more noteworthy leaks Wikileaks has published, including material concerning Guantanamo, Bank Julius Baer, and the radio-frequency jammers the U.S. military has been using in its Iraq operations. All three of these leaks drew the attention of the mainstream press; however, this attention stemmed less from the fact that the leaks were deemed newsworthy than because of the ethical and legal issues engendered in each instance. Media discussion of these issues often drew attention to the clash between the values systems of "new media" leakers and "old media" journalists, showing that each group had quite different ideas about what was appropriate leaking practice. I conclude by looking at whether the fact that those who are trying to foster the practice of investigative journalism in the are increasingly turning to computational solutions - endowing a chair at Duke in data-mining studies, establishing organizations like Pro Publica and sites like Spot.US - might mean that the distance between these two camps might indeed narrow in the future.

© **David Machin and Sarah Niblock** *(Cardiff University, UK and Brunel University, UK)*
The new breed of business journalism for niche global news: the case of Bloomberg

Journalism scholars and commentators have expressed fears about the rise of global media conglomerates and the impact of corporate business priorities on local content and the public sphere for some time. But in the context of negative concerns about market-driven news, what are we to make of the rise of journalism targeted at global niche audiences?

News providers such as Bloomberg's multiplatform service and innumerable business-to-business magazines are flourishing despite the hugely challenging economic climate for journalism. They are catering for a new type of global audience which demands a different editorial strategy.

Rather than thinking about how global stories are made local, this market is looking for how local events impact upon global concerns. This paper will critically interrogate the way these providers are adapting reporting practices in order to target these distinct markets.

It will employ reflexive techniques of newsroom observations and interviews to analyse the production of global news stories from inception to production, and in the context of a global newsroom structure with specific editorial priorities. There has so far been little interrogation of the impact shifting contexts have on actual news writing or news selection criteria. By illuminating emerging and shifting practices, the paper will consider some of the implications for journalism and for wider society, and it will raise important questions about the continued efficacy of 'traditional' models of journalism practice and notions of audience.

© **Brian McNair** *(University of Strathclyde, UK)*
The future of journalism in Scotland

Journalistic information has never been in greater demand, nor more plentiful in its supply, than in the globalised, networked, decentralised media environment of the twenty

first century. Journalism has a future, undoubtedly, although the institutional, financial and technological contexts within which it will be provided are still unclear. This paper will draw on research undertaken for the forthcoming New and Journalism In the UK (5th edition, Routledge, 2009), and new research on current trends in newspaper, audiovisual and online use, to assess what those contexts might be in one particular information market - Scotland.

Scotland's news media are currently, like those of many other countries, perceived to be in a state of crisis, engenderd by technological change and the emergence of the Internet as a mass medium. In Scotland this structural challege is complicated by political devolution and pressure from nationalissts for independence from the UK. This paper will use interview and other to exploure issues raised under themes 2-5 of the CFP: the impact of technological change on the business models faced by news organisations in Scotland, and the impact of these new models (and models as yet unforeseen) on journalistic form and content (thus on journalistic practice).

This will be a reflective, analytical paper. As such, its main conclusions are not yet apparent, and will become so only in the course of writing, based on interview and other data.

© **Stephanie Marriott** *(Bangor University, UK)*
Positive non-commitment: Foregrounding the personal in live breaking news coverage

This paper discusses changes in the form and content of breaking news coverage on television through an analysis of a number of live broadcasts. It examines the use of expressions of evidentiality and stance in the coverage of breaking news events such as the assassination of Kennedy in 1963, the attack on the World Trade Centre in 2001, the shooting of Jean Charles de Menezes in 2005 and the attack on Glasgow Airport in 2007. It characterises the Kennedy coverage in terms of a notion of *positive non-commitment* (Lyons, 1977), which is displayed through the use of disclaimers which permit the speakers to mark the absence of attitude or commitment on their part towards the material they are discussing. This contrasts with more recent breaking news coverage, which is characterised by a frequent use of expressions which indicate speakers' attitudes to the material they are discussing, together with an appeal to the veridicality of the live image and an increasing reliance on eyewitness reports as a source of testimony. Taken together, these transformations are indicative of a shift towards a more subjective style of news presentation which foregrounds evaluative commentary, personal opinion and the narration of personal experience.

© **Peter H. Martyn** *(Instructor in Journalism at the University of Guelph-Humber and Humber College, Toronto.)*
Mojos, platypuses and news work: Multimedia reporters in the eye of an economic and technological storm

North American newsrooms are operating in the worst economic environment in living memory: newspapers are suffering audience erosion, falling advertising revenue, and in many cases, crushing debt burdens. For newsroom managers trying to migrate their output from newsprint to online delivery amid this grim reality, mobile journalists – able to produce video for the web as well as words for print editions – are seen as a cost-effective way to cover news. Through case studies, the author makes a critical examination of multimedia reporters at two groundbreaking Florida newspapers and a similarly sized Canadian one, finding that the real-world working conditions of such "mojos" (mobile

journalists reporting in various media) and "platypuses" (video-capable reporters who began their careers as photojournalists) differ in important ways from those hitherto described in the literature. Differences include pragmatic supervisors who realize that copy editing cannot be scrapped without damaging a news outlet's credibility; management's awareness that producing quality video consumes significant resources, particularly staff time; a culture of innovation that encourages contribution of ideas by workers, not just managers and consultants; and awareness that staff reductions targeting older reporters and editors risk loss of the experience, contacts and "institutional memory" vital to newsgathering and news judgment. The case studies also find that new technologies, such as the ability to monitor online readership of individual stories in real time, may be used by some managers to give them continuous oversight of perceived employee productivity – often with negative implications for newsworkers' futures, and for in-depth reporting.

© **Klaus Meier** *(University of Applied Sciences, Dieburg, Germany)*
Transparency in journalism: Credibility and trustworthiness in the digital future

Trust in and respect for journalism have been on the decline for decades. Nowadays only 33 percent of the people in Western Europe and 43 percent in the United States think that journalists are a trustworthy professional group (GfK, 2007). Credibility and trustworthiness have always been crucial for journalism (Meier, 2007; Kohring and Matthes, 2007) – and they are becoming essential for the survival of journalism in a digital age (Hayes, Singer and Ceppos, 2007). For journalism has lost its sacred aura: The audiences are provided with more diversity, can look themselves for the journalists' sources and check the journalists' versions. "Now, the public asks the journalist for an explanation for the way he fulfils his job." (Metykova, 2008, p. 55) The new buzzwords illustrating the challenges for journalism are "transparency" and "news as conversation" (Meier, 2008). But it is the blogosphere – far more than journalists – that has understood how transparency begets trust (Lasica, 2004). In journalism there are only some editorial initiatives adopting the new digital opportunities.

This paper aims to analyse, on the bases of case studies, old and new models of editorial departments becoming more transparent. The traditional Ombudsman, for instance, is confronted with the potential of the "transparent newsroom" on the Internet. Some editorial departments have installed blog projects, in which they explain and discuss editorial decisions (like the German newscast "ARD Tagesschau"). Others publish video-webcasts of their daily news meetings and of the editorial decision-making processes (like the US-newspaper "The Spokesman Review", the Swedish newscast "svt aktuellt" or the German newspaper "Bild").

A critical analysis of the case studies reveals the pros and cons of "transparent newsrooms": On the one hand journalists become more interactive and the public gains a better understanding of the news machinery, which definitely is an improvement on media ethics. On the other hand serious attempts to foster credibility through transparency could degenerate into mere publicity stunts if the "transparent newsroom" is not accompanied by an increasing level of accountability in the editorial department.

© **Noha Mellor** *(Kingston University, UK)*
Arab journalists define their role

There has been a recent call to increase studies that see journalists not only as a group of cultural producers but also as a "community" with shared definitions of their

practice and with shared history or past. Examining these definitions will necessitate looking at the journalists' statements about their profession and the discursive strategies they draw on – particularly among journalists in post-colonial nations, e.g. the Arab region, where media practitioners play an important role in shaping the image of their nations.

This paper will present some of the results of a recent empirical study among a large sample of Arab journalists in pan-Arab media located in London, Dubai and Doha. The findings centre on the journalists' definition of their role in society and how they define good journalism vis-à-vis western (particularly Anglo-American) journalistic practices. The study shows how those journalists rank their regional institutions higher than local media outlets and that they persist on working in regional rather than local outlets. This regional approach, for them, is regarded as part of their autonomy from local constraints and fulfilment of their aspiration to be more 'international' in a field that has become more globalised and cosmopolitan than ever before - thanks to the recent technological leap.

© **Donica Mensing** (University of Nevada, Reno, USA)
Rethinking the future of journalism education

For many of the last 100 years the role of a journalist was to find information, shape it into a story and then transmit it as accurately and quickly as possible to a mass audience via a mass medium. Today, information is no longer scarce, breaking news is no longer the province of professional journalists, mass media are declining in influence and digital media are providing infinite opportunities for personalization. Like many news organizations, journalism education programs are distinctly unprepared to respond to such deeply structural changes in the environment. How can journalism programs transform their mission, orientation and practices to help "build and sustain the professional self-organization of journalism" (Deuze, 2006) and provide the initiative and drive necessary to aid in the successful transition to new forms of journalism? Preliminary research indicates that the response to date has been primarily to expand technology training and reorient sequence and media emphasis tracks. The present study identifies and analyzes the structural barriers that make it difficult for journalism programs to respond more fully to fundamental changes in the environment, including hiring practices, curricular traditions, research priorities and historic relationships between industry and academia. It then uses a case study of five U.S. journalism programs to seek evidence for changes in response to these fundamental shifts and outlines opportunities for re-engaging journalism education in a more productive and vital role in the future of journalism.

© **Marcus Messner and Asriel Eford** (Virginia Commonwealth University, USA)
Twittering the news: How U.S. traditional media adopt microblogging for their news dissemination

The microblogging website Twitter was founded three years ago and has since then gained increasing popularity in social networks and the traditional media in the United States. In contrast to blogs, microblogs like Twitter only allow their users to write brief messages of 140 characters. This changes the characteristics of blogging to a faster, on-the-go, more condensed communication. Microblogs also function as social networks as Twitter members can follow each other's messages.

While the body of research on blogging and social networking is constantly growing, only few researchers have turned their attention to the concept of micoblogging and its diffusion throughout mainstream media. The objective of this study, therefore, was to analyze the adoption rate of Twitter by traditional media outlets in the United States. A

subsequent qualitative analysis of Twitter content analyzed how these traditional media utilize microblogging in their news dissemination and whether they posted original content or merely shuffled previously published print and online content on the microblog.

As the consumption of news content via print has recently been surpassed by online channels, the adoption of these new channels by traditional media is essential to their future. However, the adoption of Web 2.0 tools also requires an adaptation of the news content to them, which many traditional media still lack.

© **Dimitra L. Milioni** *(Cyprus University of Technology, Cyprus)*
Protest news in the mainstream press and alternative online media in Greece

In December 2008 the killing of a teenager by a Greek policeman set off the fiercest uprising the country has witnessed in recent decades. For several days, thousands of angry youths participated in mass demonstrations, which in many cases resulted in riots and violent clashes. Protests spread fast to all major Greek cities and several European capitals.

Protest coverage in mainstream media has been criticized for its tendency towards trivialization, polarization, emphasis on violence, oversimplification and underrepresentation of activists' perspectives, in favor of official and authoritative sources and interpretations. Yet, nowadays, new media offer a vast array of easily available resources for journalists; throughout the Greek clashes, protesters made extensive use of text messages and the Internet to coordinate their actions, publish real-time breaking news and first-hand reports and circulate their viewpoints about the causes of this uprising and the crisis of Greek society. Indymedia Athens served as a central hub and communication platform for alternative news dissemination.

This paper will explore the relationship between mainstream press and alternative online media in coverage of the dramatic events of December 2008 in Greece. To what extent and in what ways did alternative media content differ from mainstream press coverage? To what extent mainstream media used alternative media as sources? What were the differences and similarities between mainstream and alternative media in terms of agenda-setting and framing of the protests? By means of media content analysis, this paper aims to shed light on functions of alternative online media in contemporary public spheres.

© **Seamogano Mosanako** *(University of Botswana, Botswana)*
Journalism challenges and opportunities in Botswana in the 21st century

Differing viewpoints have been offered to explain the changing media landscape by scholars. And the changes in journalism practice though global also possess peculiar national characteristics. The overarching aim of this paper was to critically analyze journalism practice in Botswana using the PESTLE - political, economic, social, technological, legal, economic and environmental - approach. Findings indicated that these factors facilitate and, in some instances, hinder journalists' in the performance of their duties. Peculiar features of journalism practice such as news commercialization through pictorials amongst others are also highlighted.

© **François P. Nel** *(University of Central Lancashire, UK)*
Where else is the money? A study of innovation in online business models at newspapers in Britain's 66 cities.

Much like their counterparts in the US and elsewhere, British newspaper publishers have seen a sharp decline in revenues from traditional sources – print advertising and copy sales – and many are intensifying efforts to generate new income by expanding their online offerings.

A study conducted in summer 2008 of the largest-circulation newspapers in the 66 cities in England, Scotland, Wales and Northern Ireland showed that while that only a small minority (5 newspapers or 7.5%) did not have companion websites, many of the publishers who do have an online presence have transferred familiar revenue models online (88% of the sites carried advertising and 18% offered subscriptions to online versions of their papers). It has also been recognised that income from these sources are not enough and innovative publishers have diversified into six additional broad categories of Web business models, which are described as: brokerage, infomediary, merchant, manufacturer (direct), affiliate, utility and community.

Significantly, this study did not only compare the approaches of various news publishers with each other, but it also considered how active newspaper publishers were in taking advantage of the variety of business models generally being employed on the Web – and which categories were ignored.

© **Christoph Neuberger and Christian Nuernbergk** (*University of Muenster, Germany)*
Competition, complementarity or integration? The relationship between professional and participatory media

Our paper discusses the issue how the relationship between professional and participatory media could be described in a changing media environment. It presents key findings of a two-year research project which explored online journalism in Germany. The research design examines the relation between professional media and citizen media from a multidimensional perspective. The findings draw a multilayered picture of the latest developments concerning professional online newsrooms and their counterparts in participatory media. The data consists primarily of standardized interviews with editors-in-chief of online newsrooms, which daily produce a supra-regional and topical unlimited news offer on their websites.

At a first glance, three different relations can be identified between professional and citizen media: competition, complementarity and integration. We found little evidence that Weblogs or other forms of participatory media are developing to replace traditional forms of journalism. It seems to be more likely that they complement each other. Besides this, we observed that the integration of audience participation platforms into news Web sites is expanding. The study also analyses the following questions: How do newsrooms manage user contributions on their sites? What are their motivations and rationales? What kinds of rules and features have already been implemented?

183 newsrooms participated in the survey, which took place in 2007 (response rate: 44%). In order to define the basic population, we used a new methodological approach to identify journalism on the Web. A content analysis of 1.242 websites (including Weblogs and other participatory media) was conducted to select and identify journalistic news websites.

© **An Nguyen** (*University of Stirling, Scotland)*
Citizen journalism in Vietnam: New technology, democracy and the still powerful role of the nation-state in a globalised news environment

While there is a prolific literature on the rise of citizen journalism in the developed world, little has been written about this phenomenon in developing countries. Where these countries are concerned, the Western media tend to celebrate citizen media as an autonomous counterweight to state censorship. This paper looks at citizen journalism in Vietnam to show that this kind of celebratory coverage, often based on cursory anecdotal evidence from a technological determinist perspective, might be naive and unhelpful in providing a comprehensive understanding of the true power of citizen media in the developing world. To assess the extent to which citizen journalism transforms socio-political processes in Vietnam, I will take a systematic look at how and why it rises and operates both in the global and local socio-political context. In general, Vietnam is a good case for the author to argue that with the aid of decentralised and globalised online technologies, citizen journalism might be able to move out of the margin, inspiring people to debate and to act in a way that can threaten the authority of the state. At the same time, however, we need to go beyond technological determinism to recognise, as Brian McNair (2006, p. 168) argued, that "the Internet does not create a climate for progressive democratic change where none exists, nor can it by itself force reform on an unwilling regime prepared to use violence and repression as tools". Thus while technological advances allow citizen journalism to develop beyond the control of the nation state in some aspects, its shape and fate remain largely up to the tolerance of the state's political elite.

© **Hillel Nossek** *(College of Management, Israel)*
Global terrorism as a case study of global journalism and global news

Apart from a few isolated and exceptional cases, twentieth century terrorism has been defined as anti-state insurgent terrorism. International terrorism is defined as terrorism occurring in a particular country and directed against a different country. Therefore the coverage of such terrorism is also defined as either local coverage or foreign news. The national framework of the country attacked is a suitable framework for analyzing and understanding the actions of journalists and for analyzing news content (Nossek, 2004).* The more recent phenomenon of trans-national or global terrorism raises the question of whether the news coverage of its activities has the characteristics of a new type of journalism, namely global journalism and of a new media content which does not recognize national boundaries as its frame of reference, and which eliminates the boundaries within the media between domestic-local news and foreign news and suggests a new frame of reference: global news. The paper intends to advance empirical research for examining a proposed theoretical concept - namely that of a global journalism and/or global news, which can point to the existence or non-existence of such a news category, at least with regard to a well-known and defined phenomenon - global terrorism. Assuming there is indeed a new form of terrorism, namely global terrorism, the following questions will *inter alia* be interrogated for establishing whether categories such as global journalism and global news actually exist:
- Is there a global community of journalistic that serves as a common interpretive community?
- Are there media organizations which produce and distribute news with no national / regional / cultural / linguistic frame of reference?
- Do professional norms of journalistic reporting exist which are common to journalists who identify themselves as journalists belonging to a professional global community?

© **Gunnar Nygren** *(Södertörn University, Sweden)*
Passing through journalism? Journalists leaving the union or the profession – why and in what direction?

Much research has been done on young people becoming journalists. Less has been done on those leaving the profession, why and to what kind of work. In Sweden the turnover among journalists has been increasing, and surveys show that one third of the journalists between 40-50 are thinking about leaving the profession. The Swedish Union of Journalist is loosing members more than ever.

Is the increasing turnover a sign on weaker professional values among journalists, or is it maybe the opposite – a result of a bigger gap between professional values and the conditions in the daily work? How many goes to PR and information? What are the consequences if the professional institutions like the union are declining?

In a survey to 800 Swedish journalists under the age of 60 leaving the Union for Journalists during 2007, some results can be used for a discussion about the future for the profession. Many are leaving the profession unsatisfied with the work and the future perspectives. Others are only leaving the union, and continues to work as journalists – many of them freelancers and journalists working in the growing "border areas" of journalism. The Swedish Union of Journalists used to organize 90 percent of all journalists.

Now the part of the media landscape covered by the union is declining – and we need to question what this means for the journalistic profession, for the professional roles and values.

© **K. Mandy Oakham and Renee Barnes** *(RMIT University, Australia)*
Britney Spears ate my crocodile: an analysis of online content Down Under

By monitoring online sites of two major broadsheet mastheads and two tabloid mastheads in Australia for a period of one month, this paper will set out to explore the current news values operating in the Australian digital news market. The Australian online media differs from other markets, particularly the US and UK, with an increased focus on celebrity and entertainment stories, and high levels of moderation for reader interactivity. While Sparks (2003) finds that material found in 'quality' newspapers is enhanced in the new media, making the online sites of 'quality' newspapers more successful, Australia's 'quality' masthead online sites are increasingly tabloid focused. At the same time reader interaction is influenced by heavy editorial moderation. These charges come at a time when quality journalism in Australia would appear to be under siege, with major staffing cutbacks at the two major news organisations of Fairfax and News Limited. If online is now the driver of modern news production, then this paper will explore the implications of a tabloid and heavy moderation trend in online content for the broader terrain of news gathering and news production in Australia.

© **Henrik Örnebring** *(University of Oxford, UK)*
Newswork across Europe: Some preliminary research findings

This paper presents the first findings of the Axess Programme in Comparative European Journalism. It is based on semi-structured interviews with journalists in the UK, Sweden, Germany, Italy, Poland and Estonia. The project places journalism within the wider context of occupational change in the new economy: many if not most of the changes facing journalism (technologization, casualization, outsourcing, etc.) are not unique to the profession but affect the world of occupations in general.

The paper compares and analyses journalistic work practices and occupational change in six European countries using the model of two different forms of professionalism introduced by Evetts (2003, 2006): *organizational* professionalism being a discourse of control used increasingly by managers in work organization, incorporating (among other things) hierarchical structures of authority and the standardization of work practices, whereas *occupational* professionalism is the more traditional, historical form, involving collegial authority and occupational control work based on trust in the practitioner by both clients and employers.

Preliminary results indicate that wholesale "homogenization" (as suggested by for example Hallin & Mancini, 2004) is still far away as nation-specific organizational structures and employment conditions act as a significant intervening factor. For example, in Sweden it is much more common to share editorial and managerial responsibilities among a pool of journalists, which seems to create less of a "professionalism gap" than in the UK.

© **Rune Ottosen and Arne H. Krumsvik** *(Oslo University College and University of Oslo, Norway)*
Digitalisation and editorial change in Norwegian media: findings from a Norwegian research project

This paper will summaries selected findings from a research project on digitalisation of Norwegian newsrooms. The paper will describe important trends in the Norwegian news industry, included increased competition in the industry for advertisements parallel to changes in the user- habits among the readers.

Among the findings presented is a survey among 715 journalists regarding the working environment as a result of demand for multimedia publication. Findings suggest that most journalists are positive to the digitalisation of the newsroom but fear that cut backs in staff will prevent them for using the potential in the new technology. They also fear that too much focus on technical skills will leave less space for critical journalism. Findings from the project also suggest that measuring of hits on articles create a new atmosphere of competition in the newsroom.

The paper will also present surveys among readers, journalists and executives of online newspapers, on their strategic positioning in the new digital market and changes in user behaviour. There are two different justifications to use resources on the online edition among newspaper executives. Some leaders hope to use the online edition to recruit new readers to the paper edition and another group hope to reach new readers and advertisers through their online edition. Findings suggest a correlation between resources used to develop the online edition and the perceived ethical standards of the content. More online journalism leads to a higher degree of scepticism among the readers.

Ethics are also an issue related to user-generated content. In a controversy on the revision of the Code of Ethics of the Norwegian Press, the Norwegian Union of Journalists demand all content to be pre-edited before publication, while the Association of Norwegian Editors are in favour of the contemporary practice of post moderation.

© **Julian Petley** *(Brunel University, UK)*
Rules and filters: Nick Davies and the Propaganda Model

Nick Davies' *Flat Earth News* (2008) painted a bleak future for journalism if present trends towards its transformation into 'churnalism' continue. According to Davies: 'What has been created is a vortex of concentric forces, reducing reality to a small cluster of

reports, flowing through a handful of monopoly providers who, in turn, channel each other's stories into their own streams. Frequently unchecked, commonly created by PR, this consensus account of the world is inherently inadequate in its selection of stories, inherently unreliable in its reporting, daily generating the mass production of ignorance'. This actually sounds remarkably like Edward Herman and Noam Chomsky in *Manufacturing Consent* (1988), and this paper will examine the extent to which Davies' 'rules of production' both resemble and differ from the five 'filters' which constitute the famous 'propaganda model'. It will argue that the most obvious common factor is the stress on journalists' reliance on a narrow range of official sources, but that, compared to Herman and Chomsky, Davies considerably underplays the effects of media owners and advertisers on journalistic content. The paper will conclude that whilst there is no particular incompatibility between the 'rules' and the 'filters', Davies' account of the processes which produce 'churnalism' would have benefitted from greater attention to the questions of political economy addressed by Herman and Chomsky.

© **Angela Phillips** *(Goldsmiths College, UK)*
Transparency and the new ethics of journalism

This paper addresses the spread and the implications of news "cannibalization" on the future of reporting. Research into source relationships for the "Spaces of the News" project at Goldsmiths' University of London found that a high proportion of story ideas were taken, not from news agencies (which provide a legitimate paid service), but lifted from other news outlets. The number varied across the newspapers examined but in no case was the source of the original story actually credited. "Lifting" from cuttings is not new in journalism. What is new is the ability to lift material within minutes of its publication and the growing practice of lifting exclusive material such as quotes and case histories. This paper addresses the spread and the implications of this form of "cannibalization" on the future of reporting. It asks what value there is in original reporting if news companies are unable to maintain exclusivity for more than a few minutes and how the loss of exclusivity might impact on the practice of reporting. It considers also the implications of this for the ethics of "accuracy" and "sincerity" (Williams 2002) which professional journalists rate as setting them apart from amateur journalists and bloggers (Fenton and Witschge 2008). Finally it suggests that establishing new standards of transparency could help protect professional reporting in the new networked era as well as improving ethical standards in journalism.

© **Thomas Poell** *(University of Amsterdam,The Netherlands)*
Activist media and the mainstream press in daily practice: Covering protests in The Netherlands (2004-2009)

In theory, activist online media can fulfill a crucial role in our contemporary public sphere, as communication platforms for marginal groups (Bennett 2004; Dahlgren 2001; Downey & Fenton 2003; Jenkins 2006). Although the online media function in this scenario as alternative public arena's, their impact on the public sphere at large still hinges very much on their relationship with the mainstream press, which determines the general public debate. However, apart from a few spectacular examples, we still now relatively little about the relationships between activist online media and the mass press in daily practice.
        This paper explores these relationships by closely examining how the reporting of Indymedia NL on social and political protests in the Netherlands, over the past five years, has influenced the Dutch national newspaper coverage of the same events, and vice

versa. To what extent did the newspapers and Indymedia use each other as sources? And what were the differences and similarities between the reporting in the newspapers and on Indymedia in terms of agenda-setting and framing of the protests?

To address these questions, two research strategies are used. First, through a media content analysis the protest reporting by Indymedia and five national newspapers is systematically compared. Second, building on the work of Platon and Deuze (2003), semi-structured interviews will be done with the relevant (citizen) journalists from Indymedia and the five newspapers, to gain insight in how information and opinions are exchanged between the two.

© **Colin Porlezza** (*Università della Svizzera italiana, Switzerland*)
'Bridges over the Chinese wall': The consequences of advertising pressure on the journalistic content of free newspapers

This proposal aims to shed light on the relationship between advertising and journalism. Advertising plays a crucial role within business models of newspapers, as it is their most important source of revenue, in particular for the free press. A fierce competition between media conglomerates and a declining newspaper circulation have aggravated the struggle for advertising. This structural dependency on advertising investments may lead to a greater external control and to more economic-oriented decisions. The result might be an increased emphasis on commercial issues within media firms and a commercialization of the entire media system. These economic pressures may well affect newsrooms, tearing down the "Chinese Wall" that usually separates the editorial from the commercial part. The goal is to answer the following questions: how can we model the relationship between advertising and journalism with regard to the growing economic influence? And what are the effects on the journalistic content? The arguments of the proposal are based on reflections about the concept of interpenetration that explains the relationship between different but in some way linked systems as well as on the findings of two content analysis conducted on Swiss free newspapers. The first analysis seeks to identify hybrid advertising formats and how they are embedded into the context of the editorial content. The second analysis examines the journalistic coverage of advertisers in proportion to their commercial relevance for the newspaper, in order to determine if, how and to what extent journalistic content is biased by economic interests and advertising pressure.

© **Manuel Puppis** (*University of Zurich, Switzerland*)
Self-regulation by European press councils: Structures, procedures and the management of legitimacy

In many countries press councils are a cornerstone of media self-regulation: They set ethical standards for journalism and deal with complaints. In times of changing working environments for journalists, self-regulation is all the more important. Yet press councils are mostly treated as black boxes: Their structures and procedures as well as their relationship to environments mark a largely unexplored subject. Conceptualizing press councils as self-regulatory organizations adds to our knowledge about the way media self-regulation and media ethics work. Not only do the organizational characteristics of press councils affect regulatory outcomes. Additionally, changing environments impact on both media organizations and regulatory organizations. Drawing on new institutionalism in organization theory, this paper examines the way press councils are organized and how they respond to their institutional environments. First, the structures and procedures of all press councils in member states of the EU and the EFTA are compared. Subsequently,

the responses of four European press councils (UK, Ireland, Germany, Switzerland) to their institutional environments are examined by performing a qualitative analysis of internal documents and qualitative interviews. As results indicate, press councils are not determined by their institutional environments. Rather, they are able to strategically respond to environments and thus to manage their legitimacy. While press councils conform to the cultural-cognitive pillar of institutions, they respond with a broad range of strategies to regulative pressures and normative expectations. This active legitimacy management bears important implications for journalism ethics.

© **Elena Raviola** *(Jönköping International Business School, Sweden)*
Web meets the paper: Just about technologies and organization of newswork?

Newspaper companies are characterized for having two strong and sometimes conflicting logics: Business, on the one side, and journalism, on the other. Business people are in charge of providing the organization with sustainable and profitable revenue streams. Journalists, or yet better newworkers are in charge of providing the organization – and society – with news that are accurate and relevant to the public.

Traditionally, the revenues of newspapers came from advertising and readers and this per se raises the challenge of producing a product for two different markets.

The so called new technologies, which are referred to as the Internet or the web, have been appointed by both researchers and practitioners as a challenge to traditional media business models, which are based on a double revenue streams from the two markets they serve. Discussions about free or paid-for online content, about pay-per-click or pay-per-view online advertising, about web and paper subscription packages have heated up the business rooms of many European newspapers since the mid '90s.

Over the last couple of years, organizational issues regarding the relationship between online and printed news production processes has reached the top of agenda in the newspaper. Both in newsrooms and in the business rooms. And between newsrooms and the business rooms. Many European newspapers have opted for integration between online and printed news production. The Telegraph in the UK and De Volkskrant in the Netherlands are just two examples of the integration model. Other newspapers have worked out a own business and organizational model towards integration.

What implications does the evolution of business models in newspapers have for the journalistic professional norms? What implications does the organizational structure and processes of newswork have on the professional norms? What does it imply for professional norms to work for products (online and offline) that are financed differently? What do the different audience measurements mean for the professional norms?
Such issues will be at the centre of the discussion as concerning the crucial question of the relationship between business and journalistic profession in newspapers.

© **Zvi Reich** *(Ben Gurion University of the Negev, Israel)*
The journalistic shield and its fissures: Studying source credibility in the context of newswork

One of the major survival strategies of news organizations is to preserve their credibility as a news source. This in turn depends, among other things, on the ability of their journalists to discriminate between more credible and less credible news sources and minimize reliance on the latter. However, most studies focus on perceived credibility among publics. Even studies who do focus on journalists ask them to rate the credibility of generic and faceless sources, while in real-life, credibility is judged by journalists in

specific contexts, where specific people suggest specific information. This paper analyzes the role of credibility in newsmaking, using a sample of more than 2000 news sources, according to the Israeli reporters who had relied on them. Among the major findings: the ultimate degree of credibility is allocated by reporters to…themselves as firsthand witnesses in the initial stage of newswork, to be followed by a preference for documents. Yet, news reporters surround themselves by a firm ring of human sources perceive as credible and highly credible. The credibility of these sources is highly correlated with the frequency in which they are contacted. While sources from political sector score the lowest on the credibility scale, with public relations practitioners and non senior sources not much higher, senior sources and government sources are considered as most credible. Credibility has a clear and measurable impact on news content, as more credible sources receive more space in the published items. Findings show considerable fissures in the journalistic shield of source credibility: the very low correlation between credibility and cross checking as well as cases where reporters rated their sources as highly credible, although this was their first time to rely on these people.

© **Rick Rockwell** *(American University, USA)*
The future of journalism: The Venezuelan template

This paper will examine the effects of Hugo Chavez and his media policies on journalism in both Venezuelan and in Latin America. This paper will take an empirical approach guided by the tenants of the Frankfurt School of communication research to first examine the historical and societal context of what brought about Chavez' approach to shaping the media. The paper will chart the rise of *Chavista* media and how the battles with the Venezuelan state have changed the approach of other key media outlets in Venezuela. Importantly, the paper will also show how Chavez and the Venezuelan state's success at changing the media environment have now been exported to various allies of Venezuela, including Bolivia, Ecuador, Nicaragua, and others. As part of this exportation of the Venezuelan media template, the paper will also chart the rise of TeleSUR, the satellite media cooperative meant to create an alternative television outlet for South America. As part of the discussion of the theoretical origins of this emerging media alternative, the paper will explore issues of media hegemony and how the Venezuelan template is seen as a counter-hegemonic force. The works of Antonio Gramsci, Noam Chomsky and Edward Herman will underscore this theoretical portion of the paper.

© **Omar Rosas** *(University of Namur, Belgium)*
Online journalism and computer ethics: Disclosing value-sensitive issues in computer-mediated journalistic practices

Research in Computer Ethics has demonstrated that social practices mediated by Information and Communication Technology (ICT) are far from being morally neutral. Issues in non-neutrality mostly concern value-sensitive dimensions implied in ICT design and practices as well as the growing need for disclosing ethically translucent patterns of action among ICT users. In this spirit, the aim of this paper is to examine, from a perspective combining both value-sensitive and disclosive ethics, the ways in which using ICT applications in Online Journalism impinges upon journalists' and audiences' communicational and ethical practices.

Recent research in online journalism mostly focuses on issues concerning truthfulness, accuracy, credibility, source-verification, professional standards, and epistemic responsibility (i.e., building public knowledge), among others. What is often

marginalized in the discussion, or left out entirely, is the moral role of the technology that is being used. That is, the design features of ICT applications (e.g. websites, podcasts, weblogs, wikis, etc.) are often taken as a given in online journalism ethics. The technology is taken as a neutral tool with which both moral and immoral actions can be performed, and the focus rests solely on these actions. However, ICTs are capable of coercing individuals to behave in certain ways, may provide affordances and constraints, and may affect cultural belief and value systems. Such affordances, constraints, and effects of ICTs, it will be argued here, will influence how online journalism is actually performed.

By critically examining three major issues in current online journalism (including both mainstream online journalism and citizen journalism), namely interactivity, gatewatching, and self-broadcasting, the paper provides a further ethical analysis of core values such as privacy, democracy, distributive justice, trust, and autonomy implied in online journalistic practices, and sets the agenda for future research.

© **Stephan Russ-Mohl** (*Università della Svizzera italiana, Switzerland*)
Creative destruction? In search for new business models: How quality journalism might survive the decline of newspapers

Nowhere else in the world, newspapers and newspaper journalism are caught in a similar economic downward spiral as in the U.S.. Present trends are not only threatening traditional print media, but professional quality journalism itself. Recent trends in advertising, but also the long term losses in readership show clearly that the traditional business model to finance such quality journalism does no longer work – which, in the U.S., has traditionally been provided by newspapers and is now also offered, mostly for free, in the Internet.

The purpose of the paper is to provide evidence of the described trends, to take a closer look at the economic assumptions and decisions which led to the present crisis, and to discuss systematically the different "business models"/options, including state subsidies, philanthropic initiatives (like ProPublica), and other means which have been suggested so far.

The presentation will be based on materials gathered during a research sabbatical at Stanford University in 2008, and will be a condensed version of a chapter of a new book which hopefully will get in print in German language before the symposion takes place. The underlying theoretical approach is Rational Choice Theory, which so far has been rarely adopted to journalism research.

© **Anya Schiffrin** (*Columbia University, USA*)
Journalism training in sub-Saharan Africa

The media in sub-Saharan Africa is severely constrained by several factors: lack of resources, government pressure, the influence of media ownership and the declining quality of secondary education and professional education. In many countries, newspapers are unable to perform the role of watchdog or of educating the public in part because of the difficulties faced by the journalists in their employ. Into the breach has stepped a plethora of foreign organizations which provide journalism training. Some of these are non-governmental organizations with a development agenda which seek to promote education about their causes. Others are the training arms of professional media groups (Thomsonreuters, BBC Trust) or are organizations which work on journalism education (the Berlin-based International Institute for Journalism and the International Center for Journalism in Washington DC). Using a study done by the author which includes content

analysis and interviews with journalists who have had training, this paper looks at these training efforts to see how effective they have been and argues that given the challenges faced by the African media, donor-driven training programs will have only a limited effect on the larger media climate.

© **Kim Christian Schrøder and Bent Steeg Larsen** *(Roskilde University, Denmark and Manager, Politiken newspaper, Denmark)*
The shifting cross-media news landscape: challenges for journalism practice

The paper offers new insights for journalism practice by mapping the use and users of today's news media landscape, as the everyday consumption of news across the range of available news media and formats is shifting as a result of transformations of technology, culture and lifestyles. The map of cross-media news consumption is shaped by the variety of needs and functions filled by the available news media and genres, from the provision of vital democratic prerequisites, to the supply of lifestyle, celebrity and entertainment materials that serve as an input to the conversations of social networks. Theoretically the study is anchored in Habermas's notion of the public sphere, and its recent reconceptualizations in theories of 'cultural citizenship', 'civic agency' and 'public connection'. The project operationalizes these theories through the concept of users' *perceived worthwhileness* of news media, a concept which incorporates the different functionalities of the situational cross-media use of journalism by citizen/consumers in everyday life. Empirically - corroborating Costera Meijer's notion of the young generations' "snacking" use of news media - the paper presents the findings of a large-scale survey (December 2008) that clarifies the imminent challenges facing journalism practice, as a consequence of accelerating divisions between 'overview' and 'depth' news media (across print, broadcasting and the Internet), and ambivalent audience perceptions of the opportunities for UGC. The project is carried out in a partnership of university-based researchers and analysts from one of the major newspaper publishers in Denmark.

© **Carol Schwalbe and Bill Silcock** *(Arizona State University, USA)*
Toward a theory of visual gatekeeping

As journalism teachers and communications scholars grapple with the future of global news, there is much merit in re-examining one of our discipline's fundamental theories—gatekeeping. In a complex digital world of instant communication and journalistic decision-making, a deeper understanding of the role visuals play in helping gatekeepers determine what is news has utility for journalism researchers and teachers, as does the role of non-journalists who have become their own gatekeepers via blogs, social networking, Flickr, YouTube, and other means.

Traditional gatekeeping theory, however, has focused on journalists, beginning with pioneering sociological studies in the 1950s of newspaper wire editors. These early studies found that a distinctive culture, separate from ownership and apart from the unseen audience, exists within a print newsroom. Television news scholars expanded on these constructs in gatekeeping research. Today, in an era when traditional print and broadcast and emerging Web platforms are increasingly visual, it is important to define the variables that comprise visual gatekeeping.

The purpose of this article is threefold. 1) It will synthesize more than 50 years of major gatekeeping studies, especially research on the visual aspects of news judgment and decision-making. 2) It will formulate a comprehensive theory of visual gatekeeping that emerges from these milestone studies. 3) It will look to the future to see how visual

gatekeeping will affect editorial decision-making in converged newsrooms, the teaching of journalism by educators, and the practice of journalism by non-journalists as they participate in the news process.

© **Lynette Sheridan Burns** *(University of Western Sydney, Australia)*
Journalism in the era of convergence

It is not an exaggeration to say that global communication is going through a transformation of a magnitude not seen since the Industrial Revolution ushered in the modern age.

The late 20th century saw the introductions of personal computers and satellite technology which changed the *way* we use media but the changes happening now are transforming the nature and purpose of communication itself. In brief, we are moving from an era of transmission to one of conversation. Media audiences are no longer content to simply *receive* information - they want to interact with it in real time using mobile technology. For the current generation of under-30 year olds in Australia, a mobile phone is not only their primary means of communication, it is probably the only communication device they *own.* As they grow up, they will never own a landline and probably not a watch. Already they don't need a telephone line to connect to the Internet at home. For the connected of any age, interactive social networks are the preferred means of communication and media is a gateway, not a gatekeeper.

So where does this leave journalism's historical role as information gatekeeper? Meeting the demands and interests of the digital native generation will require different approaches that those currently used if journalism if as we know it is to survive.
This paper considers changes and responses to change in Australia as media proprietors, journalism organisations and universities grapple with the future of journalism.

© **Jane B. Singer** *(University of Central Lancashire, UK and University of Iowa, USA)*
Separation within a shared space: Perceived effects of user-generated content on newsroom norms, values and routines

Newspaper journalists who once controlled the space containing their work now share that space with website users. This paper focuses on three aspects of entrenched newsroom culture – professional norms, news values and work routines – to explore the boundaries that journalists see as distinguishing themselves from outside contributors. Norms, values and routines each form a prism through which journalists view user contributions; together, they offer insights into how journalists think about themselves and their work within an open network.

The paper draws on results of an online questionnaire completed by hundreds of journalists at Johnston Press newspapers in the UK and Ireland, most of which are small, local publications. Their attitudes toward user-generated content (UGC) are informative not only because local journalists are a relatively understudied group but also because of their traditional proximity to their communities: Readers have always both reacted and contributed to these papers. What has changed is that the newsroom no longer controls publication of those reactions and contributions, and journalists are wrestling with the implications. The findings suggest they view UGC from a traditional professional perspective and weigh its benefits in terms of its contribution to the journalism they produce. While most are open to its inclusion on newspaper websites, particularly as a traffic builder and supplemental source of hyperlocal information, they believe UGC has the potential to undermine journalistic norms and values unless carefully monitored – a

gatekeeping task they fear cannot fit within newsroom routines threatened by resource constraints of increasing severity.

© **Elanie Steyn** *(University of Oklahoma, USA)*
Changed business models and trends in the post-apartheid South African media – efforts towards effective and efficient media transformation

The South African media industry post-1994 (when the country had its first democratic election) witness transformation in a number of areas. Changed legislation, increased focus on employment equity, increased media coverage of local and international news as a result of globalization and needs and expectations of a diverse local and international audience have all called for the media to adapt (and in some cases implement completely different) business models.

Whereas media organizations during apartheid was characterized by state control (e.g. the electronic media), monopoly ownership (e.g. the English press) and the majority of the Afrikaans language press favouring the then ruling National Party government, liberalization of media ownership was inevitable in a post-apartheid society. Towards the start of the twenty first century various (new) national and international role players gained ownership of the South African media.

This implied the implementation of new business models. Some media organizations (such as local, independent radio stations) benefited from alternative business models on various levels (increased audience numbers, more loyal staff members). However, others (such as large corporations) were criticized that their media interests were limited to maximizing profit and that their lack of experience in and understanding of the media industry negatively affected their success.

This discussion will elaborate on the successes and challenges new business models present South African media organizations in a country characterized by change and transition on a number of levels.

© **TFJ (Derik) Steyn** *(Cameron University, Oklahoma, USA)*
How business trends and developments affect media organizations' management models and practices

At the turn of the century, the media industry is at a crossroads (see Sylvie & Huang, 2008:61; Gade, 2008:371; Sylvie & Chyi, 2007:562; Albarran, 2006:3-4) - not only in the developed world, but also in developing countries.

As such, the media in developed societies are faced with identifying and implementing business models and practices that successfully address their ability to stay successful within an increasingly competitive market characterized by (amongst others) digitalization, lower profit margins and concentration of ownership (see Bell, 2009; Bradshaw, 2009; Anon., 2002).

In the developing world, on the other hand, the media's search for effective business models occurs in an environment often characterized by inequality, government interference, and religious and cultural challenges (e.g. see Center for International Media Assistance, 2007; also see Yu, 2009 with reference to government and non-government actors in China's current media transformation; Jyoti, 2008; Khan, 1997 with reference to media transformation challenges in Bangladesh; and International Press Freedom and Freedom of Expression Mission to Nepal, 2008 with regard to the situation in Nepal).

Though the objective of any successful organization (also the media) is to effectively and efficiently reach its organizational goals and objectives, societal realities call for a focus on

different business and management approaches. However, as Weisberg (2009:51) argues, "top media institutions have never adhered to a single business model. They are even less likely to follow one in the future … (and) won't find the grail of a new economic model for journalism, because there wasn't an old one".

This necessitates media organizations to (most likely) apply a hybrid business model in attempts to successfully align themselves with their changing environments (Chan-Olmsted, 2006:161). Subsequently, this paper outlines potential advantages and challenges media organizations face in the process of pursuing (see Weisberg, 2009:51; Saad, 2009):

- For-profit models, underwritten by owners or other successful businesses;
- Not-for-profit, entrepreneurial models;
- Cooperative models; and/or
- Government-subsidized models.

© **Lucinda Strahan** *(RMIT University, Australia)*
Sources of arts journalism: who's writing the arts pages?

This paper will present the results of a content analysis that examines the level of publicity-sourced content in the arts pages of both daily metropolitan newspapers in Melbourne, Australia. Following Turner et al (2000) and Zawawi (1994) the paper will argue that very high levels of publicity sourced content in these pages point to a model of production that places publicists rather than arts journalists at the centre of the arts news process. This paper will be an important addition to the very slim body of research published on the specialist area of arts journalism, and following Harries and Wahl-Jorgensen (2007) will discuss these findings in the context of arts journalism's "instability" as a category of news and the implications of this for the future of arts journalism in these metropolitan daily newspapers.

© **Leslie-Jean Thornton** *(Arizona State University, USA)*
The changing role of internships as newsrooms shrink and evolve

U.S. journalists are losing jobs at an unprecedented rate; those who have traditionally guided interns with experience and expertise are often among the first to go or are long gone. Many of the skills newsrooms seek to develop (such as use of social networks) are not skills held by their still-employed journalists. Jobs long associated with mainstream media – foreign, state and investigative reporting; political coverage; analysis; opinion; and even local coverage (especially micro-local) – are now also done by new media publications, such as MinnPost, ProPublica, iBrattleboro, or GlobalPost, and often by journalists previously employed by mainstream media. For decades, internships have been based on apprentice models: untried and eager students learning from tried, learned and perhaps still eager masters. Now, not only are many students masters of more skills – crucial skills – than many of the "masters" from whom they learn, they are offered learning experiences in environments that are unstable and technologically complex. In some cases, news organizations look to them to lead the way in areas such as "reaching" younger demographics or producing multimedia.

Internships with traditional newsrooms may no longer offer the optimal intern experiences, professionally or intellectually, that were once envisioned. They could, however, offer a collaborative approach that infuses existing news models with energy and opportunity for growth. This has implications for the profession, the industry, educational

institutions and the public. This study explores how traditional internships have changed in scope and, perhaps, purpose.

© **Rodney Tiffen** (University of Sydney, Australia)
Changes in Australian newspapers – 1956-2006, and beyond

In the 50 years following the advent of television in Australia in 1956, Australian newspapers expanded their size very substantially, while the proportion devoted to advertising remained broadly constant. Although slow to change in the first decades, they gradually became much more visual, with a large increase in the use of photos, and to a lesser extent other visual aids. There has also been an increasing segmentation of the papers, with more specialized sections, many of them with distinctive advertising appeals. To the extent that basic indicators can indicate news quality, they show a deepening of coverage in the quality papers, although with more mixed indicators elsewhere.
A content analysis of seven daily Australian newspapers at decade intervals between 1956 and 2006 showed that while in many ways the changes were linear for the first four decades under study, in recent years, some changes have been in the opposite direction, most dramatically the decline in classified advertising, due to its migration to the Internet. While in some ways it is likely that changes can be extrapolated into the future, such as the continuing segmentation of the papers, others are likely to plateau or even reduce, including the overall size and editorial space available.

© **George Tsourvakas and Mike Friedrichsen** *(Aristotle University of Thessaloniki, Greece and Stuttgart Media University, Germany)*
Advertisers and how they select newspapers

The present research aims at analyzing the criteria that advertisers use when selecting newspapers, instead of other media, why they select specific newspapers or a newspaper name on which they place their ads, as well as, how they decide on the precise space and the frequency that their ads will appear. According to the research results, which were based on interviews that took place in 200 advertisers in Greece and Germany, nowadays advertisers use additional criteria when selecting a newspaper and are not restricted only to the advertisement cost in relation to the newspaper circulation and the space and time editors dispose. Such additional criteria include the subject matter of the covered stories, the readers' profile, the newspaper's prestige, who else is been advertised and if the specific newspaper is related to other media. Getting to know these new criteria can help editors to reconstruct their strategies so as to attract advertisers.

© **Debra Reddin van Tuyll** *(Augusta State University, USA)*
The past is prologue, or: How 19th century journalism might just save 21st century newspapers

One need listen only briefly to the conversation of either professional or academic journalists to hear a multitude of reasons for why newspapers will soon be extinct. The concern – glee in some quarters – is so profound that even a website has been set up to chronicle the demise of the industry (www.newspaperdeathwatch.com), and one author has gone so far as to announce a date of death: the first quarter of 2043. Some attribute the bleak future of the news industry – newspapers in particular – to the lack of a viable business model, and they are right, up to a point. The business model employed by the

types of newspapers that are having the worst troubles, large metropolitan dailies, is not working. That does not mean, however, that newspapers are doomed; there are business models that might work quite well. One model with some potential for American newspapers in the 21st century is the personal and partisan model that dominated in the early-to-mid-19th century. Newspapers in 19th century America operated in a political, social, and economic climate that was similar in many ways to that of 21st century America. Vicious partisan politics factionalized citizens; widespread illiteracy kept potential newspaper audiences small; and owning a newspaper was a quick and easy way to go broke. Through it all, one author has claimed, a vibrant "carnival" of print flourished as political newspapers, religious newspapers, literary newspapers, sensational newspapers, and staid and conservative commercial newspapers, catered to a variety of audiences. This paper will point out some of the social, political and economic similarities between 19th and 21st century America, and some of the remedies the media models of that earlier period might have to offer the contemporary press.

© **Maria Isabel Villa Montoya and Rosa Franquet i Calvet** *(Unversitat Autònoma de Barcelona, Spain)*
Spanish evolution of online photojournalism

This paper presents the results of a study on the evolution of photography in the established informative network of Spain between 2004 and 2008. The newspapers are: La Vanguardia, El País, El Mundo; the radio broadcasters: Cadena Ser, Onda Cero, COPE; and television broadcaster Antena3 y Telecinco.
To obtain the information there were captured the front pages of this online editions during two periods, one from the 7th to 11th of June 2004, and the second from the 9th to 13th of June 2008. In total, 925 images were collected, which were analyzed by thirteen different criteria.
This research helps deepen the knowledge about the transformations of the journalistic image in the digital realm. One of the main conclusions is the increase by the number of images and sizes and the change of the storytelling photojournalism due to the abundance of video inside the web pages.

© **Marina Vujnovic, Jane B. Singer, Steve Paulussen, Ari Heinonen, Zvi Reich, Thorsten Quandt, Alfred Hermida and David Domingo** *(Monmouth University, USA; University of Central Lancashire, UK/University of Iowa, USA; Ghent University, Belgium; University of Tampere, Finland; Ben Gurion University of the Negev, Israel; Free University of Berlin, Germany; University of British Columbia, Canada and Universitat Rovira i Virgili, Spain)*
Exploring the political-economic factors of participatory journalism: A first look into self-reports by online journalists and editors in ten countries

Based on a comparative study of user-generated content in ten countries, this article will explore the developmental features of citizen participation in online media with special emphasis on political economic issues regarding the phenomena. We will deal with the emerging practices for audience participation management and their relationship to news production routines, as well as the larger epistemological and ontological questions regarding the redefinitions of the traditional roles of professional journalism in the light of the developments of user generated content (UGC) in online media. The arguments will be constructed from the theoretical discussions based on our own research and research of others as well as empirical data. The data will be derived from the interviews conducted with over 60 journalists and editors of online newspapers in ten European and North-

American countries: United States, United Kingdom, France, Germany, Belgium, Canada, Croatia, Finland, Israel and Spain.

UGC has become one of the most dominant features of online news media development. Research has so far shown that numerous forces drive the phenomena, including the technological, cultural and social. It is possible to assume that political and economic forces significantly influence changes within the traditional media and changes in online media development. While some argue that the number of jobs in online newsrooms is increasing, while the traditional journalism positions are disappearing, others argue that large newspaper corporations see ways of downsizing newsrooms and increasing user-generated content as a way to work up more profit for the corporation. In other words users may become a source for free content with lesser costs for the corporate media industry. Hence, this paper will use self-evaluations by interviewees and their self-reported perception on the UGC with particular emphasis on the perceived political-economic influence on the transformation of the traditional media and the development of UGC content.

© **Claire Wardle, Andrew Williams** and **Karin Wahl-Jorgensen** *(Cardiff University, UK)*
'UGC' @ the BBC: Audience revolution or business as usual?

This paper presents findings from an AHRB/BBC Knowledge Exchange research project on the BBC's use of user generated content (UGC). It is based on newsroom observations at the BBC (across geographical locations and media platforms) and 115 interviews with BBC journalists and editors.

We found five different types of Audience Material at the BBC:

- Audience Content (including eyewitness footage or photos, accounts of experiences, and story tip-offs);
- Audience Comment (e.g. SMS, emails, bulletin board posts);
- Collaborative Content (collaborations between journalists and audience members such as web diaries or video nation);
- Networked Journalism (collaborative initiatives which tap into online communities within the audience to improve journalistic output); and
- Non-news Content (e.g. photos of nature, the weather, etc).

Of all of these the corporation has most wholeheartedly embraced Audience Content. Indeed, when the term 'UGC' is used at the BBC it usually denotes only this kind of material. On the whole journalists frame their use of 'UGC' as one news source among many. Most of the uses of UGC we observed are similarly rooted in long-established reporting practices such as ensuring accuracy, checking authenticity, and considering impartiality. 'UGC' is often described by commentators and practitioners as having revolutionised journalism by disrupting the traditional relationships between producers and consumers of the news. This research suggests that, with the exception of some marginal collaborative projects, rather than changing the way most journalists at the BBC work Audience Material is firmly embedded within the routines of traditional journalism practice.

© **Herman Wasserman** *(University of Sheffield, UK)*
The meanings of freedom: On practising journalism in post-apartheid South Africa

The South African media have undergone major shifts as a result of the demise of apartheid. Changes in ownership and editorial representation have impacted significantly on the media landscape. The most important change was the move from an environment of strict legalistic control during the apartheid regime to one of voluntary self-regulation

with the establishment of complaints mechanisms and press codes. At the same time the end of the country's isolation subjected the media industry to forces of globalisation in new and challenging ways. The spread of global infotainment impacted on existing news formats and led to the establishing of new platforms like tabloid newspapers. These tectonic shifts in the media and political landscapes posed difficult questions to politicians and journalists alike regarding the role of journalism in a newly democratic, developmental society. It soon became clear that politicians and journalists do not necessarily shared the same view on the media's role and responsibility in the new democracy, nor do all journalists agree on their roles, responsibilities and value systems in post-apartheid South Africa. Interpretations of the core value framework for the media and assessments of the media's ability to adhere to these values seem to differ across the media and political spectrum.

Drawing on approximately thirty semi-structured interviews with journalists, politicians and political intermediaries in South Africa, this paper wants to explore how values like freedom of speech, media responsibility and the democratic role of the media are understood by these various roleplayers. The aim is to gain a better understanding of how these interpretations inform the sometimes strained relationship between media and politicians in this emerging democracy.

© **Charlotte Wien** *(University of Southern Denmark, Denmark)*
Developing a model for the course of media hypes

Media hypes are a well-known phenomenon. They occur on a regular basis and attract much media attention, but very little knowledge exists about them. This paper supplements Vasterman's (2005) analysis of media hypes and presents new empirical evidence: Through a case study of five Danish media hypes occurring in 2000-2005, the paper concludes that not every event has the potential for becoming a trigger event of a media hype: It must, of course, satisfy the general news values, but should also contain some violation of norms, be suitable for public debate involving several well known standpoints in the public debate and, finally, it must be possible for the media to cover the event from a variety of perspectives. Concerning the structure and dynamics of the media hype the article concludes that the course of media hypes are strikingly similar: The begin with a trigger event, they last approximately three weeks, and they come in several, usually three, waves of decreasing intensity.

© **Wendy Weinhold** *(Southern Illinois University Carbondale, USA)*
Letters from the editors: American newspapers, the Internet, and the future of journalism

Evolving notions of journalism's missions, routines and audiences are deeply intertwined with opportunities and challenges professional journalists face as they work to adjust to and incorporate new media into their labor and products. Technological change via the Internet has afforded a cacophony of voices access to publication methods traditionally reserved for members of the commercial print media; as a result, journalism's institutional dynamics are shifting significantly. In this paper I ask whether professional American journalists posit technology, and Internet publishing specifically, as the leading force redefining journalism as an institution and a product. The future of journalism is not just a timely topic for this conference; it is the basis for frequent conversations in letters to editors of leading American journalism trade magazines. Political economy serves as the theoretical lens for my rhetorical analysis of letters to editors of *American Journalism Review, Columbia Journalism Review* and *Editor & Publisher*. This examination of

professional journalists' opinions on the role of technology in shaping the future of our industry seeks an answer to one of the key questions regarding the future of journalism: How will journalism change as technology changes? Conclusions are drawn about the potential structural changes journalists face as they renew and revise their work in the new media landscape.

© **Martin Welker** *(Macromedia University of Applied Science, Munich, Germany)*
Frequency and type of online sources in quality media: Does the Internet really matter?

The presentation is based on a content analysis which was conducted by the author in 2008. It covers a time-span of nearly 5 years (2002 – 2007). The sample is made up by 30 days (12 days in 2002, 12 days in 2004, 6 days in 2007). 4 media were included: 2 newspapers (Frankfurter Allgemeine Zeitung, Frankfurt, and Südddeutsche Zeitung, München) as well as 2 TV-Programms (ARD, public, and RTL, private). In total we analyzed 4.243 articles. We studied the news sections in the newspapers and the news shows in TV (ARD Tagesschau -> eight a clock news, and RTL evening news).
The research question was: How often do articles in quality media cite online sources? If there was an online source, of which type was it?
Because nearly every empirical survey in the last years show that journalist do their reporting a lot online (nearly 50% of the research-time [German: Recherchezeit] is spent online, see Weischenberg et al.: 2006), the underlying proposition here was that when journalists do online reporting and online research this must be mirrored in their texts.
But the analysis shows a weak however increasing usage of online sources. Online sources were relatively often used in foreign news (mainly in Middle East topics). Here unofficial sites of Islamic groups dominated.

© **Debora Wenger, Lynn C. Owens, Michael Charbonneau and Kristine Trever** *(University of Mississippi, USA and Peace College, USA)*
Help wanted: An examination of new media skills required by top U.S. news companies

Journalism around the globe is in the middle of a major paradigm shift as new media technologies rapidly force changes in the day-to-day practice of journalism, as well as the economic model that has sustained the profession for decades. Against this backdrop, this paper explores the impact of these changes on the hiring practices of American news media organizations. A content analysis was conducted over a period of three months in 2008 for all the employment opportunities posted by the top ten newspaper and broadcast journalism companies in the United States. Though newsroom layoffs were a factor during this period, most of the largest companies continued to hire new staff. The analysis focused on the types of new media skills these positions listed as requirements. This mixed method research project also relied on interviews with recruiters for several major media outlets to determine if there was a disconnect between the language in the job postings and the work emphasis within those newsrooms that were hiring.

© **Lee Wilkins and Seth Ashley** *(University of Missouri, USA)*
Negotiating privacy in the 21st century: The conversation between the public and professional journalists

Using the legal concept of contested commodities (Radin 1982), as well as philosophical theory and US constitutional law, this study explores how US citizens understand the concept of privacy across a variety of situations. Empirical data includes a national telephone survey of 600 persons, convenience surveys of about 200 freshmen at a large, midwestern university, and results from a snowball-design survey instrument housed in the "cause" section of Facebook. The goal of this portion of the empirical data collection is to document whether there are areas of life where individuals are willing to trade private information for some goods while other areas remain more closely held. In addition, members of three professional organizations—Investigative Reporters and Editors, the Society of Business Writers, and the national US organization of health reporters/writers, will be surveyed on these same issues. This paper will compare the views of the public to view of news professionals, and to connect these understandings with a thick theory of the self in a philosophical sense and a robust conceptualization of the professional journalistic community as outlined by, among others, Borden (2008) and Gardner et al (2001). Analysis will focus on whether there are generational differences in the responses, the impact of technology use and professional experience, and how professionals' views coincide with and contradict with these public understandings. The philosophical implications, particularly in light of feminist ethics and the impact of proto-norms (Christians 2008), will be explored.

© **Marion C. Wrenn** (New York University, USA)
Making the world safe for autonomy? The US initiative to reorient "foreign journalists" 1945-1970

How might a rich but little-known story of America's post-World War II initiative to reorient international journalists help us re-see the future of journalism? Part of a larger post-war reconstruction effort, Columbia University, the American Press Institute, the US Army, State Department, along with the Ford and Rockefeller foundations, designed and administered a series of state-side "foreign journalist" reorientation programs. What began in 1946 extended through 1970 and, I argue, helped reconfigure American journalism.
Though intended to shape the media cultures of America's World War II-era enemies, the seminars helped construct seemingly commonsense mid-century ideals about American journalism—from the peculiarly American sense of press autonomy to the professional model of journalism. The seminars reveal a delicious irony: during an era when American journalists devoutly espoused the separation of the press from state or government intervention, American journalism found itself tightly bound to the state. Thus the seminars reveal a kaleidoscopic overlay of motives—from humanitarianism to anti-totalitarianism; from postwar reconstruction to cold war propaganda prophylaxis. American philanthropies and American journalists came to view the professional model of journalism as a legitimate measure in the paradoxical effort to spread democracy and thwart the global spread of totalitarianism.
The history of these seminars raises crucial questions about journalism education, training, media ethics, and the future. Current debates about the profession, policy, and funding fracture around what has been called a "knee-jerk libertarianism." The case study I offer simultaneously proves this ideal of autonomy is both an enduring myth and a possible source of the rigid sense of American press autonomy.

© **Xin Xin** (University of Westminster, UK)
Web 2.0, grassroots journalism and social justice in China

This paper examines the political implications of the rise of 'grassroots journalism' (GJ) in China. Based on four case studies, this paper argues that the 'revolutionary role' of Web 2.0 technologies in empowering grassroots-citizens to fight against the current political, economic and ideological control in an authoritarian society is exaggerated. At best, GJ is used by grassroots-citizens for attracting media or official attention to cases social injustice or human rights violations, particularly when the mainstream media are absent because of political or/and economic constraints. In such cases, GJ has become a supplementary news source for mainstream journalism (MJ). Alternatively, GJ is used by mainstream journalists as an alternative channel to disseminate 'politically sensitive information', when such information is blocked by mainstream media channels because of self-censorship. In such cases, GJ functions as a supplementary news distribution channel of MJ. At worst, GJ is used for delivering 'hate speeches' or 'extreme nationalistic views', in which case GJ coverage can be either similar or completely different from the official agenda. Another circumstance is when official and commercial censorship work together in the name of 'national interests' to silence both GJ and MJ. In such circumstances, GJ fails to empower grassroots to fight for social justice. By exploiting new communication technologies, GJ does have positive impact on transparency of public information and communication. However, to what extent GJ can break the Great Firewall in China remains an open question, which needs to take account of a range of hindering factors.

© **Sally Young** *(University of Melbourne, Australia)*
The 'crisis' in journalism: Is Australia immune?

Australia is facing many of the same trends in journalism that are occurring in several other countries with mature media industries including declining numbers of journalists, fragmenting audiences, a loss of advertising revenue for media organisations and other challenges to their traditional business models including shifting patterns of news consumption, new competitors for old media and new technologies that demand more time from audiences. However, Australia is also in a unique position. It has a small population and unusually concentrated media ownership; recent newspaper circulation declines have not been as large as in the US or UK; and Australia's major media organisations have 'colonised the web' to a larger degree than in many other countries. This has led to suggestions that Australian journalism will be immune from many of the most damaging international trends. Yet other evidence suggests Australia is already in the midst of an economic and professional crisis in journalism and that this is perhaps more advanced than in other countries such as the US and UK. This paper tests these competing propositions.

© **Sonja Merljak Zdovc** *(University of Ljubljana, Slovenia)*
Journalists as activists in newspapers

In the flood of information that we are witnessing in the 21st century the true challenge for readers as well as journalists might be the access to and presentation of relevant and trustworthy news items. What is the role of journalists at the time of social networks such as Facebook, Myspace and Twitter? Should they become a chorus of wise men/women who tell readers what they ought to now instead of what they would like to know? Can newspaper journalists add meaning to the news items that readers chose to read the day before on the Internet or heard on television, and how? Is there a difference of opinion between journalists and their editors regarding the quality of newspaper contents? Do the latter follow the demands of the publishers for profit too obediently?

Should journalists stand up against the editors and publishers who are turning serious newspapers into yellow journalism; should they actively strive for more serious news or local coverage in the newspapers instead of crime news and celebrity fluff or should they quietly obey their superiors? The aim of this paper is to produce a qualitative survey of journalists sorted into groups by age and experience and ask them about the future role of journalism as a profession in Slovenia. Some obvious questions are: Is education directly linked with professionalism? What can journalists as professionals do to secure readership (in print, online)? Should they more actively get involved in the newspapers' editorial process?

Revised 21 August 2009