

Big & Zabardast Catch!

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Keep up the Jazba-S & F; both from
Swimming and Fishing (Pg.785-803) the two text books!

New Media:

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What is New Media?

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- Media forms that use digital technology to store transmit and combine information.
- Includes media that evolved from traditional forms (TV, radio) and entirely new forms (internet, social media).
- Distinguished from old media by digitalisation, convergence, compression and interactivity.

examples?!

Digital Revolution & Convergence

Digitalisation

- All forms of information (text, image, sound, video) translated into binary code.
- Enables storage, manipulation and transmission across platforms.

Technological Convergence

- Different media technologies merge into single delivery systems.
- Example: smartphones combine phone, camera, internet, TV, music.
- Old boundaries between media (TV, phone, computer) are blurred.

Economic & Social Convergence

- Media and telecom industries form alliances.
- Shared resources and ideas create multimedia platforms (e.g. 4G phones).
- Convergence affects:
 - Production (corporate driven)
 - Consumption (consumer driven) – Jenkins

Compression & Narrowcasting

- Digital compression allows many signals through the same channel.
- Results in:
 - Explosion of TV and radio channels
 - Narrowcasting: targeting niche audiences instead of mass audiences
- Example: BBC3 targeting younger viewers
- Media focus shifts to personalised experiences

Interactivity

- Users interact in real time (clicking, tapping, selecting).
- Users choose:
 - What to watch/read
 - When and in what order

Participatory Culture (Jenkins)

- Producers and consumers merge into participants.
- Faster feedback and greater accessibility (blogs vs fanzines).

Collective Intelligence

- Knowledge created collaboratively.
- "Each of us knows something" - shared online.
- Seen in Wikipedia, IMDB, forums, gaming communities.

User-Generated Content

- Blogs, vlogs, YouTube, music, films.
- Social networking (Facebook, Twitter).
- Shifts media power away from traditional owners (partly).

Demand-Led Media

- Shift from supply led (fixed TV schedules) to demand led media.
- Viewers control:
 - When they watch
 - What they watch
- Examples:
 - Sky+, Freeview
 - BBC iPlayer, 4oD
 - Pause, rewind, catch-up TV

Who Uses New Media?

Generational Divide

- Young people:
 - Heavier internet use
 - Prefer immediacy ("now media")
 - Use internet for entertainment & social networking
- Ofcom:
 - Children 12–15 spend more time online
 - Multi tasking common
 - High smartphone and social media usage
- BUT divide is exaggerated — adults increasingly similar.

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Adult Media Use

- 76% of adults regularly use the internet.
- Growing use of:
 - Online banking
 - Shopping
 - Social networking
- TV still dominant, but mobile and tablet use rising.

Social Divides in New Media

Class Divide (Digital Divide)

- Poorer groups (DE):
 - Less internet access
 - Less smartphone ownership
- Divide narrowing but still exists.

Gender Divide

- Men:
 - More gaming
 - Higher self confidence online
- Women:
 - Greater use of social networking
- Differences exist but are not absolute.

Global Divide

- Internet access:
 - High in North America & Europe
 - Low in Africa
- Content dominance:
 - Mainly Western
 - Mostly English-language
- Offline inequalities mirrored online.
- Mobile phones more widespread than internet but unevenly distributed.

Debates About New Media

Two Main Perspectives (Curran & Seaton)

1. Neo-Philiacs (Techno-Optimists)

Beliefs

Digital Optimists

Neo-Philips / Digital Optimists

Main Beliefs:

- New media increase:
 - Choice
 - Participation
 - Democracy
- Linked to postmodern society:
 - Media-saturated
 - Identity shaped by media
 - Globalised culture

Main arguments

1. **Increased Choice**
 - Multiple platforms, formats and viewpoints.
2. **E-Commerce Revolution**
 - Online shopping increases competition and lowers prices.
3. **Revitalising Democracy**
 - Internet as a public sphere.
 - Citizen journalism.
 - Activism and social movements.
 - Examples:
 - Arab Spring
 - Burma protests
 - Hacktivism (Anonymous)

How NM has been used to challenge power elites

the occupy movement

2. Cultural / Techno-Pessimists

Criticisms

- New media are not truly new.
- Old technologies still required (TVs, phone lines).
- Interactivity existed before (letters, phone-ins).

Main argument (Cornford & Robins)

- New media mainly refine and speed up old media.
- The real novelty is real-time access, not structure.
- Example: live 9/11 coverage.

Cultural Pessimist Views on New Media

Domination by Media Conglomerates

- Cultural pessimists reject the idea that new media democratise society.
- They argue new media are controlled by powerful transnational media corporations, not ordinary users.

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Media Concentration & Convergence

- Jenkins:
 - Digitalisation made convergence possible.
 - Corporate conglomerates made convergence inevitable.
 - *Cross-media ownership (since the 1980s) = first phase of media concentration.*
- Big corporations own:
 - Content ✓
 - Platforms
 - Delivery systems

Internet Control

- Dominated by a few major corporations:
 - Software (e.g. Microsoft)
 - ISPs (e.g. AT&T, Comcast, AOL/Time Warner)
- ISPs:
 - Enable access
 - Direct users to commercial services
 - Control advertising flows
- Over 75% of top websites are linked to major media corporations (Curran, 2003).

Corporate Advantages

- Financial resources
- Technical expertise
- Brand recognition
- Advertising links ✓
- Cross-promotion opportunities
- Example: Time Warner's ownership across film, TV, music, games, publishing, toys.

Commercialisation of the Internet

Shift in Internet Use

- Move from:
 - Educational and informational use
 - To commercial and consumer-focused use
- Growth of:
 - Online banking
 - E-commerce
 - Bill payments ✓
 - Insurance and retail

Consumer Surveillance

- Use of cookies and data tracking.
- Users' behaviour monitored and analysed.
- Enables:
 - Market segmentation
 - Targeted advertising
 - Profit maximisation

Marxist Perspective

- Commercialisation promotes:
 - Consumerism
 - Materialism
 - False needs
- Reinforces capitalist domination and ideological control.

Reinforcing Elite Power

Political and Corporate Elites

- Cornford & Robins:
 - New media do not create a new democratic order.
 - Corporations monopolise strategic links via:
 - Mergers
 - Takeovers
 - Licensing
 - Patents
 - Copyright laws
- Jenkins:
 - Not all participants are equal.
 - Corporations retain far more power than users.

Any latest/contemporary example?!

Political Power Online

- Governments, political parties, and security services:
 - Use sophisticated websites
 - Promote dominant worldviews
- New media strengthen elite power rather than challenge it.

Digital Divide

- Those most politically marginalised are least likely to have internet access.
- Reinforces inequality rather than reducing it.

Limits of Online Political Participation

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Evidence against Cyber Democracy

- Hill & Hughes:
 - Only 6% of websites were political.
 - 78% of political opinions online were mainstream.
- Seaton:
 - Online political activity mirrors offline engagement.
 - Early counter-cultural potential of the internet has faded.
- Anti globalisation protests:
 - Internet was only one tool among many.
 - Traditional methods still crucial.

Marginalisation of Alternative Voices

- As corporations colonised the internet:
 - Minority political views pushed to the margins.
 - Civic discourse weakened.

Decline in the Quality of Popular Culture

“Dumbing Down”

- Harvey:
 - Digital TV increased channels but reduced quality.
 - Channels filled with:
 - Reality TV
 - Repeats
 - Imported content
 - Gambling
- Leads to a “candy floss culture”:
 - Light, disposable, lacking depth.

Illusion of Choice

- Barnett & Weymour:
 - More channels do not mean more real choice.
 - Content increasingly repetitive.
- Even public service broadcasters (BBC) affected by commercial pressures.

Globalisation & “Disneyfication” of Culture

Cultural Homogenisation

- Global media culture dominated by:
 - American entertainment values
 - Consumerism

- Celebrity culture
- Kellner:
 - Global culture promotes sameness.
 - Erases difference and individuality.

Cultural Imperialism

- Schiller:
 - Local cultures replaced by Westernised media.
 - Example: Brazilian TV copying Western lifestyles.

Civic Disengagement

- Putnam:
 - Media consumption replaces community involvement.
 - People "bowl alone" rather than participate civically.

Lack of Regulation

Arguments for Regulation

- Easy access to:
 - Pornography
 - Racist and extremist material
 - Terrorism-promoting content
- Internet largely beyond state control due to global ISPs.

UK Government Response

- Focus on:
 - Paedophilia
 - Discussions with ISPs on hate and terrorism (from 2008).
- Tension between:
 - Free speech
 - Social responsibility

The Cult of the Amateur (Keen)

- Keen is strongly critical of user-generated culture.
- Believes the internet damages:
 - Culture
 - Knowledge
 - Democracy

Criticisms

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1. Digital Narcissism

- Social media = self promotion.
- Users become the content.
- Blogs and social media focus on personal trivialities.

Influencer Monsoon Chaudhry!

2. Decline of Expertise

- Wikipedia undermines authority and accuracy.
- Encourages plagiarism and disrespect for intellectual property.
- Produces "cut-and-paste" learners.

Dakoo-ism of intellectual property?!

3. Undermining Journalism

- Blogs and tweets:
 - Spread rumours
 - Replace analysis with opinion
- Truth becomes relative.
- Echo chambers reinforce bias.

4. Decline in Cultural Literacy

- Digital literacy increases, cultural literacy declines.
- Bauerlein: "The dumbest generation".
- Carr:
 - Internet reduces attention span.
 - Encourages skimming, not deep reading.

Keen's Conclusion

- Internet is:
 - Chaotic
 - Unreliable
 - Morally unregulated
- Results in:
 - Less culture
 - Less reliable news
 - Information overload without understanding

Explain the implications of the interactive nature of the New Media. (10)

The Selection and Presentation of News

Why News Matters for Democracy

- Lloyd: Free media are essential to a free society.
- Fenton: News is the "life-blood of democracy".

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- Provides information
- Enables debate
- Holds power to account
- **Williams:** Journalism allows citizens to make informed political choices.
- **Cathcart:** Journalism informs, scrutinises authority, entertains, and enlightens.

Ideal role of news:

Public interest, accountability, debate, critique

Pluralist Views of the News Media

Assumptions

- News media are:
 - Fair
 - Neutral
 - Balanced
- Journalists present truth, not ideology.
- Media provide:
 1. Accountability of power
 2. A platform for diverse views

Jones

- News reporting (especially radio) is impartial.
- Apparent bias reflects success or failure of groups in gaining publicity.
- Industrial disputes are "battles for media approval".

Evidence Used by Pluralists

- **Investigative journalism:**
 - Watergate scandal → Nixon resigns
 - UK parliamentary expenses scandal (2009)

News in the 21st Century

Expansion of News Platforms

- Traditional: newspapers, radio, TV
- New media:
 - 24-hour rolling news
 - Online news sites
 - Social media
 - Blogs

Citizen Journalism

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- Rosen:
 - "People formerly known as the audience" now produce news.

Despite New Media

- TV remains the main news source:
 - 65% rely primarily on TV (Ofcom)
- Newspapers declining but still influential through online editions.

The Press: Decline or Transformation?

Declining Print Circulation

- National and local newspaper readership falling.
- Young people especially less likely to read print news.

Important Counterpoint

- Decline pre-dates the internet.
- Online news consumption often uses traditional newspaper websites.
- Benson:
 - Traditional journalism still dominates online news.
 - Newspapers remain profitable.

Television News

Dominance

- Main providers:
 - BBC (most trusted)
 - ITN
 - Sky News
- TV seen as:
 - Impartial
 - Reliable
 - Objective

Why TV News Is Trusted (Chandler)

- Neutral newsreaders
- Controlled body language
- Authority of studio setting
- Calm, reassuring tone ("newsreader as friend" – Peace)

Challenges

- Declining youth audiences.
- Growth of alternative online news (e.g. Reddit).

The Social Manufacture of News

- News is not objective.
- It is a socially manufactured product.

McQuail

- News is:
 - Selective
 - Loaded with values
 - Shaped by powerful interests
- Gatekeepers (editors, journalists, owners) decide:
 - What becomes news
 - How it is framed

Criticism of Pluralism

- Lloyd: journalism undermined by:
 - Phone hacking
 - Reliance on PR and spin
- Peppiatt: journalism reduced to storytelling.

Three Key Influences on News Production (Williams)

1. News values
2. Organisational/bureaucratic constraints
3. Ownership and ideology

1. News Values (Galtung&Ruge)

What Makes News "Newsworthy"

- **Extraordinariness** – rare, shocking events
- **Threshold** – size/scale of event
- **Unambiguity** – simple, easy to understand
- **Elite persons** – celebrities, powerful figures
- **Elite nations** – culturally similar countries
- **Personalisation** – focus on individuals
- **Frequency** – fits news cycle
- **Negativity** – bad news preferred

Bad news is cheaper, faster, and more dramatic.

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Criticism

- **Boyd-Barrett:**

- News values are shaped by structural constraints
- Not just journalistic choice
- Reflect economic and ideological power.

2. Organisational & Bureaucratic Constraints

Bureaucratic Factors

- Time limits (bulletins)
- Space limits (columns)
- Deadlines
- Need for visuals and soundbites
- Target audience assumptions

Economic Constraints

- Declining advertising revenue.
- Cost-cutting → fewer journalists.
- Increased reliance on:
 - News agencies
 - Press releases
 - PR material

3. Decline in News Quality & Churnalism

Churnalism (Davies)

- Journalists recycle unchecked material.
- Over-reliance on:
 - PR
 - Government spin
 - News agencies

Evidence

- 80% of stories based on agency or PR material.
- Only 12% generated by journalists.
- 70% of factual claims unchecked.

Consequences

- Decline in investigative journalism.
- Journalism colonised by PR industry (Williams).

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Spin Doctors & Political Control

Growth of Political Spin

- Expansion of press officers under New Labour.
- Centralised control of information.
- Managed news timing and appearances.

I, myself, am a well paid Spin-Doctor!

Blumler & Gurevitch

- Journalists and politicians share a culture.
- Mutual dependence undermines democracy. ✓

Journalistic Ethics & Phone-Hacking

Ethical Problems

- Sensationalism
- Privacy invasion
- Chequebook journalism
- Paparazzi culture

Phone-Hacking Scandal

- News of the World illegally hacked phones.
- Milly Dowler case shocked public.
- Revealed systematic unethical practices.

The Leveson Inquiry

Findings

- Phone hacking widespread and editor-endorsed.
- Press culture unethical and reckless.
- Serious disregard for accuracy and privacy.

Recommendations

- Independent regulator
- Power to fine
- Statutory backing

Outcome

- Royal Charter instead of legislation.

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Decline of Investigative Journalism

- Economic cutbacks reduce serious investigations.
- Focus shifts to:
 - Celebrity scandals
 - Private lives
- Corporate ownership limits scrutiny of powerful interests.
- TV investigative journalism replaced by factual entertainment.

Infotainment

Franklin

- Entertainment replaces information.
- Trivial stories dominate.
- Celebrity > global issues.

Peppiatt

- News appeals to emotion, not reason.
- Fact and opinion blurred.
- Journalism becomes storytelling.

Consequences

- Audiences treated as consumers, not citizens.
- Democracy weakened.
- Truth devalued.

Have New Media Transformed News?

Optimistic Claim

- New media (internet, blogs, social media) have:
 - Transformed news gathering
 - Replaced traditional media
 - Increased participation and democracy

Evidence Against This View

- Only 6% cite the internet as their main news source.
- Only 5% of online news users use blogs (Williams).
- Most online news users rely on BBC and mainstream outlets (Curran & Witschge).
- Internet mainly used for:
 - Entertainment

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- Consumerism
- Davis:
 - Most citizens do not want to engage politically online.

New media supplements, not replaces, traditional news. ✓

Citizen Journalism

Optimistic View

- Drudge:
 - Citizen journalism gives everyone an equal voice.
 - Challenges elite dominance.

Criticisms (Keen)

- Citizen journalists:
 - Lack training and expertise
 - Confuse opinion with fact
 - Spread rumours
- Undermines professional journalism.

Couldry's Research on Citizen Journalism

UK vs USA

- UK:
 - Citizen journalism = sending photos, videos, texts to mainstream news (e.g. BBC).
 - Example: 7/7 London bombings.
- USA:
 - Greater influence (e.g. Wikileaks, Huffington Post).

Writer-Gatherers

- Between bloggers and full news organisations.
- Examples:
 - Mumsnet
 - Pharmagossip
 - Tescopoly
- Often run by professionals (doctors, magistrates).

Findings

- Limited impact on democracy. ✓
- BUT:

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- Raise awareness of local issues
- Act as whistle-blowers
- Monitor public services

Twitter and News (Murthy)

Against Cultural Pessimists

- Twitter does NOT:
 - Dumb down society
 - Destroy communication
- Useful for:
 - Breaking news
 - Social movements

Examples

- 2011 Japanese earthquake
- Occupy movement
- Arab Spring (esp. Egypt)

Egypt

- Twitter:
 - Helped mobilise protesters
 - Spread information globally
- Government shut down internet → shows perceived threat.

Evaluation

- Twitter didn't *cause* revolution.
- But helped coordination and global awareness.
- Hadar: calls this "ineffectual laptop revolution".

Ownership and Ideology (Marxist Perspective)

- News is not neutral.
- It is socially manufactured to benefit powerful groups.

McChesney

- Professionalism is an ideological myth.
- Masks corporate monopoly and profit motives.

How Owners Influence News (Couldry et al.)

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1. Direct editorial control.
2. Control over:
 - Resources
 - Which stories are funded.
3. Ideological influence:
 - Editors internalise owner expectations.

Rupert Murdoch as a Case Study (Curran)

- Direct involvement:
 - Reads proofs
 - Writes leaders
 - Appoints compliant editors
- Results:
 - Overt censorship
 - Self-censorship
- Example:
 - Miners' strike (1984–5)
 - Iraq War (2003): 274/275 News Corp editors supported invasion.

Andrew Marr

- Editors are "hirelings".
- Proprietors ultimately control content.

The Power Elite (Bagdikian)

- Media owners part of a corporate–political elite.
- News promotes:
 - Corporate values
 - Free-market ideology

Consequences

- Business leaders glorified.
- Inequality ignored.
- Journalists treated like factory workers.
- Growth of:
 - Privacy invasion
 - *Chequebook journalism*
- News becomes:
 - Bland
 - Establishment-friendly.

The Propaganda Model (Herman & Chomsky)

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Five Key Filters

1. Media ownership
2. Advertising dependence
3. Reliance on official sources
4. Flak (pressure, complaints, sanctions)
5. Dominant ideology (pro-capitalist)

Effects

- Elite viewpoints legitimised.
- Radical voices marginalised.
- Official sources treated as "neutral".

Edwards & Cromwell

- Western crimes downplayed.
- Enemy states demonised.

Hierarchy of Credibility (Stuart Hall)

- Powerful groups = primary definers.
- Their views dominate news.
- Less powerful groups:
 - Ignored
 - Portrayed negatively
- Manning:
 - Radical messages must be softened to gain coverage.

Glasgow University Media Group (GUMG)

Claim

- Bias is structural, not conspiratorial.
- Journalists:
 - White
 - Male
 - Middle-class
- Share values of elites.

Findings

- News is ideologically loaded:
 - Language ("demand" vs "offer")
 - Labels ("scroungers", "terrorists")
- Visual bias:

the Donald-Trump (fake) news

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- Police shots vs chaotic protesters.
- Agenda setting:
 - Effects of strikes > causes.

Cultural Hegemony

- News reinforces ruling-class ideology.
- Creates illusion of consensus.

Audiences & the Circuit of Communication

GUMG Later Work

- Audiences are not passive.
- Meaning shaped by:
 - Experience
 - Knowledge
 - Culture

Circuit of Communication (Philo & Miller)

1. Institutions & PR
 2. Media content
 3. Audiences
 4. Decision-makers
- Communication is unequal but interactive.

Moral Panics

Definition (Cohen)

- Media exaggeration of a threat.
- Creation of folk devils.
- Leads to calls for control and punishment.

Example

- Mods and Rockers.
- the "Folk-Devils"**
Moral Panic Cycle

1. Sensational media coverage.
2. Moral entrepreneurs respond.
3. Demonisation of group.
4. Heavy policing / new laws.

✓ Our local examples!
the knife-guy of
Jauhar-mor!

★ Exp the role of the new (20) media in creating moral panic. [10]

5. Increased reporting and arrests.
6. Media confirms its own prophecy.
7. Deviance may escalate or go underground.

Why Moral Panics Occur

Social Change (Furedi)

- Anxiety about loss of control.
- Especially over youth.

Profit Motive

- Moral panics sell newspapers.

Ruling-Class Ideology (Hall)

- Divide and rule.
- Distract from capitalism's failures.
- Justify repression.

Risk Society (Beck)

- Heightened fear and uncertainty.
- Moral panics reflect risk consciousness.

Criticisms of Moral Panic Theory

Jewkes

- Deviance is vague.
- Not all folk devils are innocent.
- Audiences are not naive.
- Culture absorbs deviance quickly.

Critcher

- Concept too abstract.
- Disproportionality subjective.

Left Realists

- Moral panics often based on real harm.
- Crime affects real communities.

Wow!

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