


Refreshing knowledge from previous lecture

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Media systems and its research

- All media in the country (McQuail, 1994)
- Media system research
 - **Normative theories** – four theories of the press, McQuail and others, inductive approach
 - - **McQuail (1994)** – based on basic communication values – freedom, equality, diversity, information quality (objectivity), solidarity, cultural order□
 - **Empirical theories**□
 - **Hallin and Mancini (2004)** – but just political dimension□

Comparing media systems

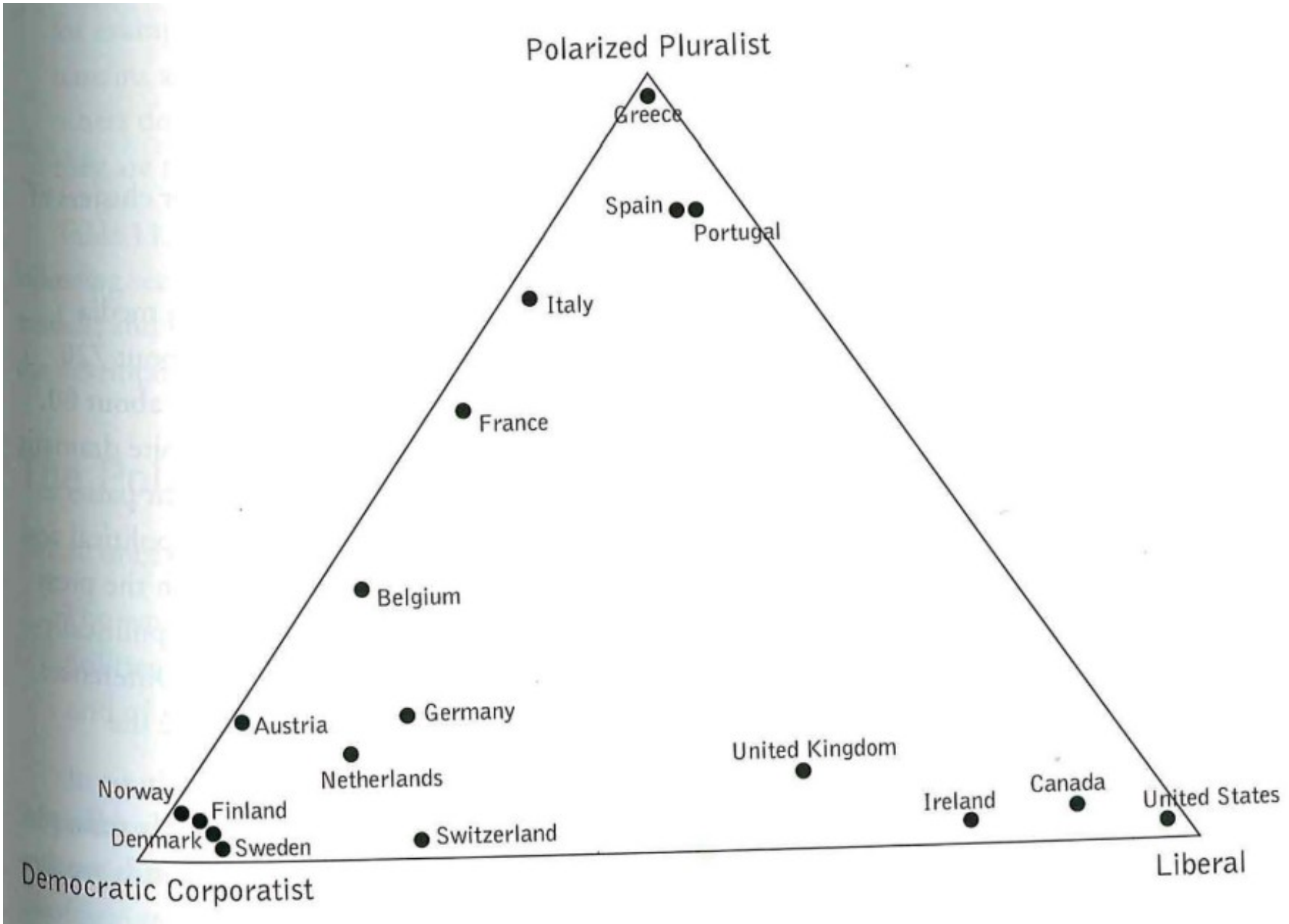
- Hallin and Mancini, 2004
 - arguing that media research from 50's shifted to media effects research, neglecting media systems
 - follow-up on Four theories of the Press from 50's
- But
- based on empirical evidence
- stayed away from normative approach

Why comparative approach?

- It sensitizes us to variation and to similarity
- Important aspects of different aspects of media systems assumed to be natural
- Comparison forces us to conceptualize individual aspects more clearly
- Protect us from generalization

Comparing media systems: characteristics






- 18 countries in Europe and North America
- 3 types of media systems, based on 4 dimensions of comparison
- Take in the account political and media history – co-evolution
- Beyond 18 countries – not apply to the rest of the world without modification



Dimensions of comparison

- Development of the mass press
 - Press circulation, mass vs. elite oriented
- Political paralelism
 - Newspapers have a clear political identification, also manifested in news content
- Journalistic proffessionalism
 - Autonomy, shared norms and standards, serving the public as a whole
- The role of the state
 - Public service media, press subsidies

	Mediterranean or Polarized Pluralist Model (France, Greece, Italy, Portugal, Spain)	Northern European or Democratic Corporatist Model (Austria, Germany, Belgium, the Netherlands, Denmark, Finland, Norway, Sweden, Switzerland)	North Atlantic or Liberal Model (Britain, U.S., Canada, Ireland)
Newspaper Industry	Low newspaper circulation, elite politically-oriented press	High newspaper circulation, mass press	Medium newspaper circulation, early mass press
Political Parallelism	High political parallelism, external pluralism, commentary oriented journalism, parliamentary or government model of broadcast governance	External pluralism especially in press, historically strong party press, shift toward neutral commercial press, politics in broadcasting system with substantial autonomy	Neutral commercial press, information-oriented journalism, professional model of broadcast governance – formally autonomous
Professionalization	Weaker professionalization, instrumentalization	Strong professionalization, institutionalized self-regulation	Strong professionalization, non-institutionalized self-regulation
Role of the state	Strong state intervention, press subsidies, periods of censorship	Strong state intervention but with protection of freedom, strong PSB	Market dominated (except PSB in Britain and Ireland)

Newspaper ↕	Logo ↕	Founded ↕	Circulation ↕	Chief editor ↕	Ideology ↕	Political position ↕
<i>La Croix</i>		15 June 1883	87,682 (2019)	Jérôme Chapuis, Anne-Bénédicte Hoffner	Christian democracy	Centre-right
<i>Les Échos</i>		1908	132,210 (2019)		Neo-liberalism, liberalism	Centre-right
<i>Le Figaro</i>		15 January 1826	350,397 (2021)	Robert Mergui	Liberal conservatism, Gaullism, conservatism	Centre-right
<i>L'Humanité</i>		18 April 1904	36,347 (2019)	Fabien Gay	Socialism, communism	Left-wing
<i>Libération</i>		18 April 1973	91,833 (2021)	Don Alfon	Socialism, social democracy	Left-wing
<i>Le Monde</i>		1944	323,565 (2019)	Jérôme Fenoglio	Social liberalism, social democracy	Centre-left

Shortcomings and disadvantages of this approach

- It is not going beyond western world
- Didn't take in the account new media and digital media environment
- Didn't take in the account globalization

Shortcomings and disadvantages of this approach

- Qualitative analysis
- Didn't go beyond the western world
- Didn't take in the account development of online media environment
- Didn't take in the account globalization

Media systems beyond western world

□ <https://jamboard.google.com/d/1jalAOderLowivgNTVqfZBkeXuwuTHCy-ymswciePYEk/edit?usp=sharing>

Comparing media systems 12 years later

- Hallin and Mancini's classification caused a revolution - a huge increase in publications and articles responding to their analysis
- Development of approach focusing on **quantitative operationalization**
- **Political parallelism** manifested in four types of phenomena: structural ties between media and political organizations, political affiliations of journalists, owners and media managers, media content, news consumption patterns
- Downey and Stanyer – **fuzzy-set approach**

Table 4. Causal conditions for membership of fuzzy set ‘democracies with personalized political communication’

Country	Personalized	Presidential system	Low party identification	Professionalization	Tabloid media	Weak PSB
Argentina	0.7	1	0.7	0.7	0.7	0.7
Australia	0.3	0	0.7	1	0.3	0
France	0.7	1	0.7	1	0	0
Germany	0.3	0	0.3	1	0.7	0
Greece	0.3	0	0.3	0.7	1	1
Hungary	0	0	0.7	0.7	0	0.7
India	0	0	0.3	0	0	0
Italy	0.7	0	0.3	0.7	0.3	0
Mexico	0.7	1	1	0.7	1	1
New Zealand	0.3	0	0.7	1	0.3	0
Philippines	0.7	1	0.7	0.3	0.7	1
Poland	0.7	1	1	0.3	0.7	0.7
Russia	0.7	1	1	0.3	0.3	0.3
South Africa	0	0	0.3	0	0	0
Spain	0.3	0	0.3	0.7	0.7	0.3
Sweden	0.3	0	0.3	1	1	0
Taiwan	0.7	1	0.7	0.7	0.7	0.3
UK	0.7	0	0.7	1	1	0
USA	1	1	0.7	1	1	1
Venezuela	0.7	1	0.7	0.3	0.7	0.7

Downey, J., & Stanyer, J. (2010). Comparative media analysis: Why some fuzzy thinking might help. Applying fuzzy set qualitative comparative analysis to the personalization of mediated political communication. *European Journal of Communication*, 25(4), 331-347. <https://doi.org/10.1177/0267323110384256>

New testing – 4 types of media systems

- **Southern** (Spain, France, Greece, Italy) → Polarized Pluralist Model
- **Nordic** (nordic countries + the Netherlands, Belgium) → Democratic Corporatist Model
 - Strong press subsidies, little ownership regulation
- **Central** (Germany and United Kingdom)
 - Weak press subsidies, big ownership regulation
- **Western** (U.S., Ireland, Portugal)

Changes in media environment

- **Globalization** – convergence to liberal model and commercialization
- **Online media development**
 - Two hypotheses:
 - Blurring national differences
 - Continuity – online media development would reflect offline media environment
- **Systems are not reducible to their component part**

Main take aways

- Neutral press is not existing anymore
- Diversification in european media
- Western focused