

The media, L2 – EEP, Oct. 12th-26th 2023



Mass media definitions & context

Media Include radio stations, television stations, and **newspapers** through which information is communicated to the public

Newspaper: publication usually issued daily, weekly, or at other regular times that provides news, views, features, and other information of public interest and that often carries **advertising**

Source : <https://www.britannica.com/dictionary/mass-media>

See last year (L1) :

Introduction to the media with a Ted talk given by Rickey Bevington, former local TV news producer (New England, US), Oct. 2017:

https://www.ted.com/talks/rickey_bevington_the_future_of_news_media_is_in_our_hands

Interesting aspects in this talk:

1. The responsibility of the journalists / reporters AND the responsibility of the public / the citizens (« *Let's restore our **trust** in the news* »)
2. Importance of **advertising** (see definition of « newspapers ») . The attention economy (« *We've got to bring the news out of the **attention economy*** » 14 min.)

Definition:**The attention economy** is an approach to **the management of information** that treats human attention as a scarce commodity and applies economic theory to solve various information management problems. **It consists in targeting our attention to make money.** It's a market war.

Role of the media?

To communicate

To give information about current news / what's happening in the world

To produce knowledge

To influence people

To educate people

To make money

See also how the production of news is organised

Remember what we said about the news agencies throughout the world

News agencies: Reuters, AFP, AP etc.



Definition: News agency, also called **press agency**, **press association**, **wire service**, or **news service**, organization that gathers, writes, and distributes news from around a nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies, and other users. It does not generally publish news itself but supplies news to its subscribers, who, by sharing costs, obtain services they could not otherwise afford. All the mass media depend upon the agencies for the bulk of the news, even including those few that have extensive news-gathering resources of their own.

Xavier Damman (Ted talk : « How social media is changing the world ») introduces us to the importance of social media and its impact on society.

https://www.youtube.com/watch?v=Puro_L7O4eY, (from 0:1 to 5:00 min.)

« Thanks to the social media you can have a different perspective on a given event / you can get closer on what's happening and connect with the people who live there »

News agencies – journalists- reporters- eye witness – citizens (anybody)

Watch from **3:50 to 8:00** and explain the following elements :

Facts vs feelings / the media as a watchdog or counter-power/ we are the media/ Storify / free exchange of information

What's your opinion?

Do you think X. Damman is convincing?

Why ? Why not ?

Last week: Oct. 18th 2022

Six questions that will tell you what media to trust (paper document)

Source : [https://www.americanpressinstitute.org/publications/six-critical-questions-can-use-evaluate-media-content /](https://www.americanpressinstitute.org/publications/six-critical-questions-can-use-evaluate-media-content/)

See the conclusion of the article:

« In the age when we are all both editors and consumers, we all need to know them [the news given by different media] ».

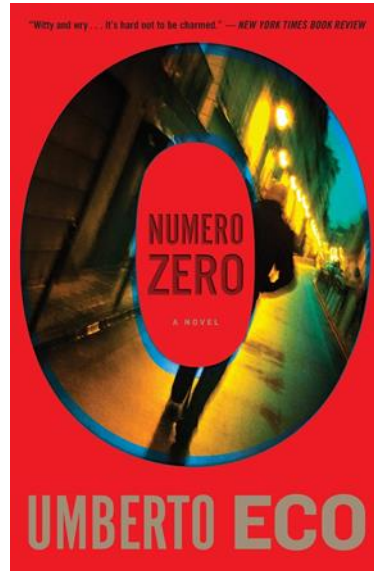
What about you ?

Re-read question n. 6 of this article and answer the following questions (Pairwork)

Think about what media you consumed yesterday. What did you learn about? What did you read about?

[Do you often] look at top stories on a website or a newspaper front page? How many of them are you familiar with? Do you think you should understand them? ...

Additional contextual elements



Umberto Eco's fiction published in 2015

&

Interview published in *Les Echos*, 20 Feb. 2016

Extract from the interview:

Dans votre roman «Numero Zero» sur le journalisme, vous faites dire à un personnage que «les journaux ne sont pas faits pour divulguer les informations mais pour les couvrir». Pourquoi tant de sévérité ?

[...] J'écris sur les journaux : je crois que les médias ont le droit de critiquer les médias. Toutes mes critiques au journalisme sont faites de l'intérieur. Cela fait 30 ans que je fais des essais sur les limites du journalisme. Je suis assez féroce vis-à-vis des médias. Force est de reconnaître qu'il y a une falsification permanente de l'information, même quand on a les meilleures intentions. Quelqu'un a dit que ce livre devrait être adopté dans les écoles de journalisme pour signaler tout ce qu'il ne faut pas faire. Cela dit, la phrase que vous citez est dite par un journaliste "vendu" assez misérable. Il ne faut pas généraliser. Mon roman se termine par un bel exemple de journalisme honnête de la BBC. Il ne faut jamais prendre les affirmations des personnages comme celles de l'auteur

Independent media

In France,

Blast : <https://www.blast-info.fr>

Le media : <https://www.lemediatv.fr>

Brut : <https://www.but.media.fr>

In the USA ,

Truthout : <https://truthout.org>, Fearless Independent News Analysis

The American Independent : <https://americanindependent.com>

In the UK

- The Independent Media news: <https://www.imncontent.com/>
- Bywire news: <https://bywire.news>
- Etc. (add other media)

Some researchers have determined that there are 4 distinct groups of news consumers among the millennials (people born after 1980) : (see oral explanation)

1. The 'unattached group' (age group 18-24)
2. The 'Explorers' (age group 18-24)
3. The 'Distracted' (age group 25-34)
4. The 'Activists' (age group 25-34)

Other researchers mention 3 distinct groups:

- News chasers
- News connectors
- Opinion seekers

Source:

<https://whatsnewinpublishing.com/diverse-habits-of-news-consumers-from-bloomberg-research/>

As a conclusion on the role of the media, I encourage you to read this interesting opinion given by Keshini Navaratnam in Sept. 2022 on the blog of the Institute of Commonwealth studies

<https://commonwealth.sas.ac.uk/blog/fake-news-mistrust-and-global-media>

About the author: <https://www.linkedin.com/in/keshini-navaratnam-a6a0a830/?originalSubdomain=uk>



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"This just in. All the things previously thought to be good for us are in fact harmful to our health."

The end