

# The Needs of Public & Journalism in Europe

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December 2009

# Three TV-trends since the 1980s:

- **Multiplication** of privately owned television channels
- The **weakening** of programme requirements on commercial broadcasters (`deregulation`)
- **Contraction** in the audience size and in the influence of public broadcasters

Survey:

Media System, Public Knowledge & Democracy  
(Curran/Iyengar/Lund/Salovaara-Moring 2009):

- **Differences in public knowledge:**

Americans are especially uninformed about international public affairs.

e.g. 67 percent of American respondents were unable to identify Nicolas Sarkozy as the president of France

even though they were tipped the correct answer in one of their five responses

## Further results:

- 62 percent of Americans were unable to identify the Kyoto Accords as a treaty on climate change –
- compared with a mere 20 percent in Finland & Denmark &
- 39 percent in Britain

The one area where Americans held their own  
was domestic soft news:

- Thus over 90 percent of Americans were able to identify the celebrities:
  - Mel Gibson
  - Donald Trump
  - Britney Spears

# Media system & social inclusion

- National television in European countries is more successful in reaching disadvantaged groups partly as a consequence of its public service tradition
- By contrast, commercial media tend to be exposed to pressure to prioritize high-spending audiences in order to maximize advertising revenue

# Central objectives of public service & commercial media:

- Public service organizations is to `serve society` in ways that are defined in law & regulation. One of their principal public obligations is to inform the public
- Commercial media's primary goal is to make money

Public broadcasters

„Need money to make program“

Commercial broadcasters

„Need program to make money“

# Journalism as a Human Right:

Universal Declaration of Human Rights

(UDHR),

Article 19;

*Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers*

(United Nations, 1948)

**What is Journalism?**

# Journalism:

Is the most professional & by a certain part autonomous social subsystem that is responsible for research, intermediation & circulation of social relevant information without any mandate within the society.

# Journalism:

is only possible in democracies

because of:

media plurality

&

press freedom

# “Journalism”:

- The word is of French origin  
& shows that actuality is characterizing  
this profession
- You have to be „à jour“ – you have to  
write “up to date”

# Roles, Function & Characteristics of Journalism

- ACTUALITY – is one of the distinguishing attributes
- journalism informs, popularizes & proclaims
- a disperse part of people gets information
- Journalism creates a possibility for follow-up-communication

# That means:

- Journalism is organizing exchange inside a group of people:
  - Discourse
  - Criticism
  - Mobilization
  - Integration
  - Socialization
  - Orientation

# Economic Background:

- on one hand journalism delivers media products that can be sold directly to the customers/recipients
- on the other hand journalism offers contact possibilities for the advertising industry & is selling advertising space

# Dual Economy of Journalism

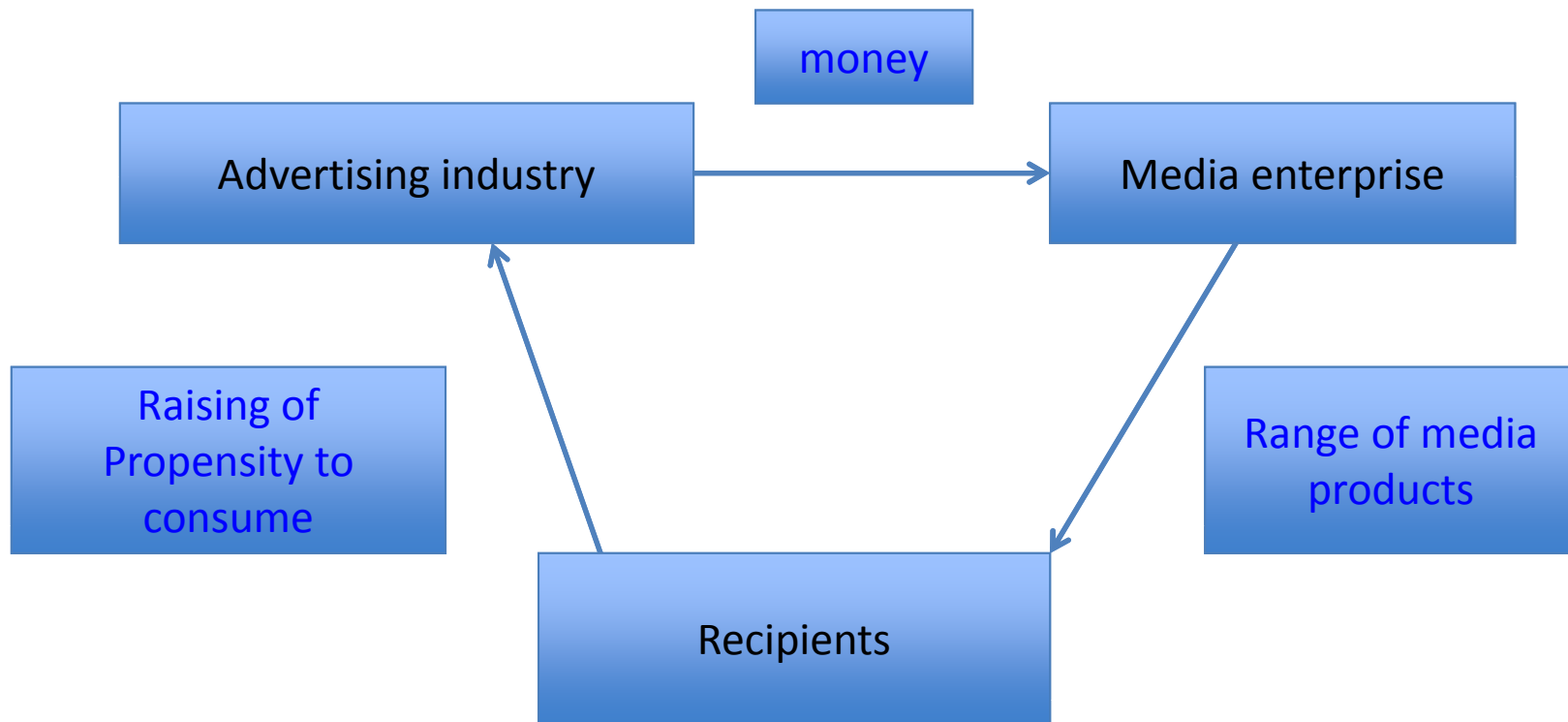


Abb.: Modell des Dreieckstausches. Adaptiert nach Heinrich 1999: 278.  
Quelle: Haas/Wallner 2005

# Journalistic work:

Needs a „*story grammar*“ because:

The more complex a story is the merrier is the importance of the narrative quality.

The processing of the content requests linguistic coherence

(Haas 2004: 56)

# Questions:

- How to represent facts & opinions back to society
- How to tell the truth

# storytelling:

- Every report about the world is always a story
- every news stories are stories about the world

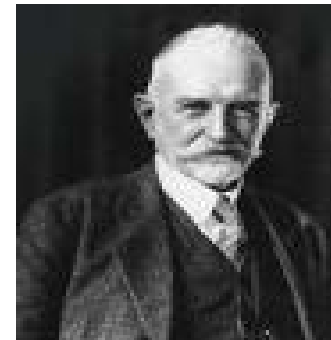
**Casablanca?**

**Casablanca:** is the largest city in Morocco, North Africa, the city of Casablanca is located on the Atlantic Ocean





What the journalist should report  
are stories and not facts



*(George Herbert Mead 1926)*