

THE ROLE OF THE MEDIA

*Higher Media
Question 2*

CREDITS

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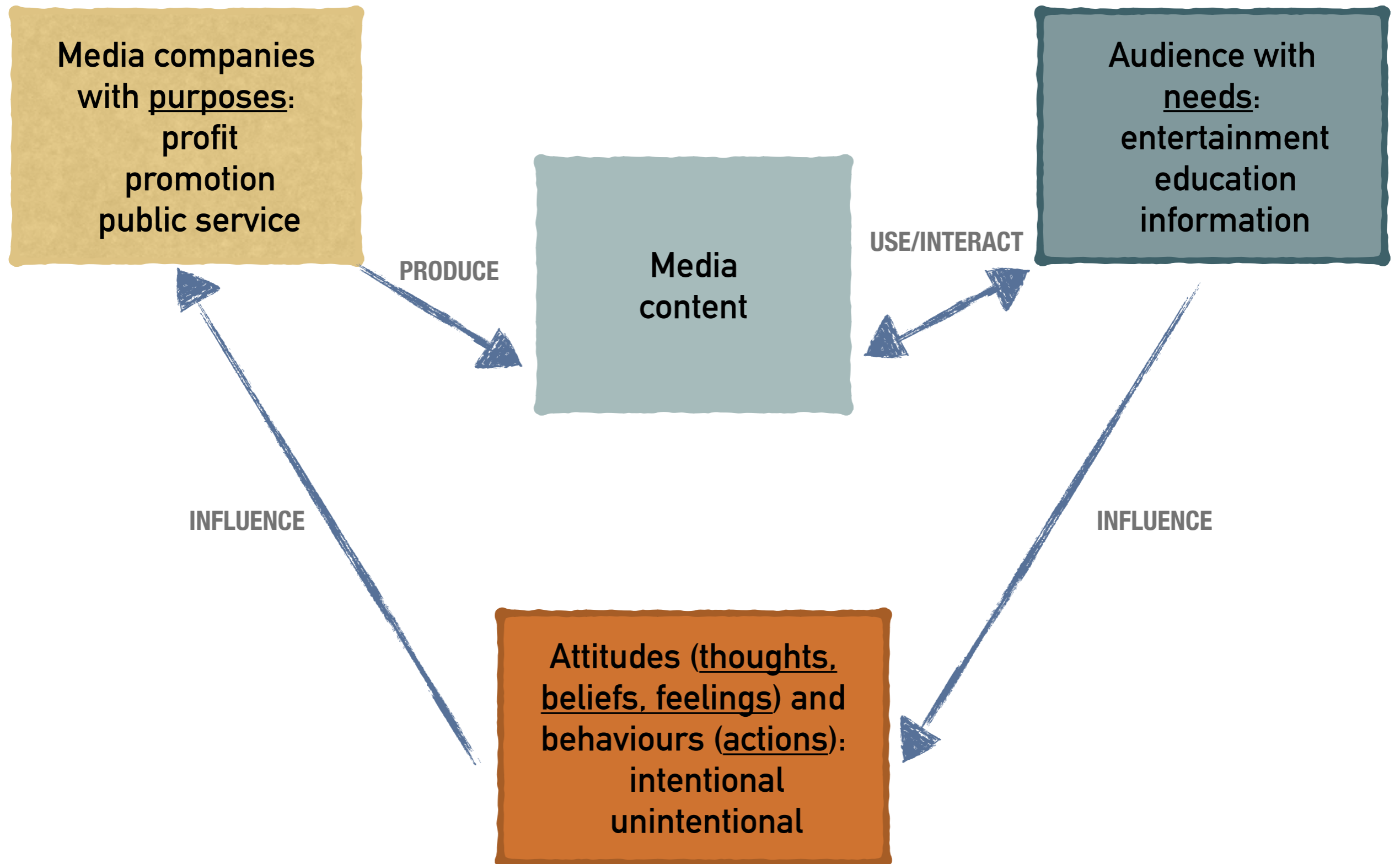


Association for Media Education in Scotland



Adapted and messed about with by Mr W, PHS
All faults, errors and omissions are mine.

THE ROLE OF THE MEDIA (SQA)



TYPES OF INFLUENCE

- ▶ Influence on knowledge, attitude, behaviour
- ▶ Social or individual
- ▶ Intentional or unintentional
- ▶ Content-relative or content-irrelevant
- ▶ Short-term or long-term
- ▶ Reinforcing or changing knowledge, attitude, behaviour
- ▶ ...

MEDIA EFFECTS

- ▶ Research studies seem to show that media have small or moderate effects
- ▶ Research studies which show no effect are not likely to be published
- ▶ Strongest effects seen in laboratory settings which are unlike the everyday settings in which we use media
- ▶ Other variables such as the social context may be more important
- ▶ ...

INTENTIONAL EFFECTS OF MEDIA

- *Of ads on purchase*
- *Of political campaign on voting*
- *Of public service ads on attitudes and behaviour*
- *Of propaganda on ideology*
- *Of media rituals on social cohesion*
- *Socialization to social norms*
- *Knowledge gain throughout society*
- *Adaptation to social, institutional, technological change*
- *...*

UNINTENTIONAL EFFECTS OF MEDIA

- *Of media content (e.g. violence, sex, drugs) on attitudes and behaviour*
- *Of media images on the social construction of reality*
- *Of media images on self-image*
- *Of media use on learning ability, health and wellbeing*
- *Of media content and use on our culture*
- *...*

Rupert Murdoch says Sun on Sunday 'to launch soon' and lifts suspensions



Support ... Rupert Murdoch reads The Sun on his way to News International HQ this morning
Last Updated: 20th February 2012

RUPERT Murdoch today backed The Sun and revealed he would launch The Sun on Sunday "very soon".
The News Corp chief told staff the paper was a "part of him" and one of his proudest achievements.

Intended reading?

Murdoch is in control and ready to launch his new paper, The Sun on Sunday. The suspended journalists are back at work having been suitably admonished. The wrongs of the NOTW are in the past and a bright new future of ethical and responsible journalism will flourish...

Unintended reading?
Give me the money...



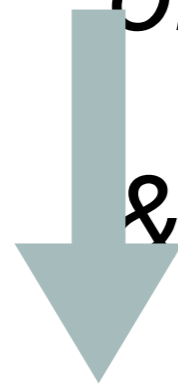
Media Use

by state, corporations,

organisations, groups

& individuals

ISSUES



Content

- 'Effects'
- Offensive or inflammatory content
- Commercialisation
- 'Dumbing down'
- Accuracy/bias
- Spin/propaganda
- Secrecy

User concerns

- Equal access
- Overload
- Online conduct
- Online privacy
- Online safety
- Content quality
- Diversity of content

ISSUES

Conduct

- Invasion of privacy
- Misuse of information
- Source-reporter relationships
- Journalistic ethics
- Concentration of media in a few hands

Media concerns

- Copyright
- Monetisation of content
- Decline of traditional media
- Regulatory/legal compliance
- State/corporate interference

We will be considering three perspectives on the media in particular:

Traditionalist

CAPITALIST

public service

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***TASK:** Quickly note down the values or ideologies you would associate with each of these words.*

eg: How might you describe someone who is a 'traditionalist' or 'capitalist' or 'public servant'?

Traditionalist

- *Media should **uphold** traditional values*
- *Media should **uphold** law and order*
- *Media should **uphold** of ‘family values’*
- *Media should **reflect** traditional views of identity (e.g. gender, ethnicity, sexuality, cultural)*
- *Media **can** have a harmful effect on society*
- *Media **need** to be censored in respect of sex and violence*
- *Media are **responsible** for ‘dumbing down’ society*
- *This viewpoint is supported by older people and some Conservative politicians.*

CAPITALIST

- *Media have **responsibility** to owners and shareholders*
- *Media can use **free market** to deliver global wealth, democracy and diversity to consumers*
- *Public service media should be **privatised** (e.g. universal BBC license should be replaced by subscription)*
- *Media should be **deregulated***
- *There should be **no barriers** to concentrated media ownership*
- *This viewpoint is supported by **neoliberals** and some Conservative politicians.*

- Media have a **democratic responsibility** towards society
 - Media **must fulfil social functions** of transmission of information, equal access and creation of a public forum for different viewpoints
 - Media collectively **should represent diverse social groups** and reflect diversity through a range of viewpoints
 - Media should **allow access** to diverse social groups
 - Media should be **independent from interference** from business and government
- # public service

public service

- Media markets should be **regulated** to prevent domination by a single or a few large corporations
- Media should **set and meet standards** with regards to conduct and the **truth, accuracy, objectivity and balance** of their reporting
- Media should **avoid publicising** content that can offend or lead to disorder
- **Society entitled to high standards** and intervention justifiable if the media fail to meet these standards
- This viewpoint is supported by those with left/liberal



MEDIA AS PUBLIC SERVICE



- Genuine democracy consists of the sovereignty of the people and thus government by, for, and of, the people.
- A democratic social order requires:
 - ◆ a **separation of powers** so that no one institution or social force dominates the society and polity
 - ◆ an **informed electorate** that can participate in public debate, elections, and political activity
 - ◆ **freedom of the press/broadcast media** to ensure they would be free from domination by any political force so that it could criticize the government and promote vigorous debate on issues of public concern
- Broadcasting is seen as a **public utility** subject to regulation to ensure that broadcasting serves democracy
- These ideals are expressed in the ***NUJ code of conduct***, TV News regulation and the aims of some commercial media companies e.g. ***The Guardian***

The ***National Union of Journalists*** has a code of ethics which expresses this idea of media freedom.

A journalist:

1. At all times upholds and defends the principle of media freedom, the right of freedom of expression and the right of the public to be informed.
2. Strives to ensure that information disseminated is honestly conveyed, accurate and fair.
3. Does her/his utmost to correct harmful inaccuracies.
4. Differentiates between fact and opinion.
5. Obtains material by honest, straightforward and open means, with the exception of investigations that are both overwhelmingly in the public interest and which involve evidence that cannot be obtained by straightforward means.
6. Does nothing to intrude into anybody's private life, grief or distress unless justified by overriding consideration of the public interest.

A journalist:

7. Protects the identity of sources who supply information in confidence and material gathered in the course of her/his work.
8. Resists threats or any other inducements to influence, distort or suppress information, and takes no unfair personal advantage of information gained in the course of her/his duties before the information is public knowledge.
9. Produces no material likely to lead to hatred or discrimination on the grounds of a person's age, gender, race, colour, creed, legal status, disability, marital status, or sexual orientation.
10. Does not by way of statement, voice or appearance endorse by advertisement any commercial product or service save for the promotion of her/his own work or of the medium by which she/he is employed.
11. Shall normally seek the consent of an appropriate adult when interviewing or photographing a child for a story about her/his welfare.
12. Avoids plagiarism.

- **BBC News** is regulated by the **BBC Trust** to ensure that “controversial subjects are treated with due accuracy and impartiality” (*editorial guidelines*)
- Broadcast news is regulated by **Ofcom** (*broadcasting codes*). Regulation covers commercial media (ITV, C4, Five, Sky and commercial radio)
- **Ofcom** requires that news, in whatever form, is reported “with due accuracy and presented with due impartiality”
- TV news journalists:
 1. should ensure that fact and opinion are distinguished
 2. should not editorialize i.e. offer own opinion

- From 1995-2014 press and magazines were regulated by the **Press Complaints Commission (PCC)**
- **Self-regulation** by the industry
- **Leveson inquiry** heavily critical of **PCC**
- Government has not yet intervened to impose more independent regulation
- Since **September 2014** PCC replaced by **Independent Press Standards Organisation (IPSO)**
- **IPSO** is **PCC** with same code of practice except that it has a few retired judges and civil servants on the board to give an **impression** of greater independence



PCC:

- Is a self-regulatory system run for the benefit of the press not of the public
- Is aligned with the interests of the press and has a profound lack of independence from the industry
- Its appointment process appears to be neither transparent nor impartial
- Is restricted by the limited resources which the industry supplied
- Is in reality a complaints handling body and not actually a regulator at all
- Is at the mercy of what it is newspaper editors tell them in response to a complaint
- Has not properly monitored press compliance with the Code
- Code Committee which sets the rules is wholly made up of serving editors allowing them to protect each others' interests
- Treats privacy cases as complaints, thereby preventing them from going before the courts.
- Has sought to mediate far too many complaints rather than reach simple findings, so allowing newspapers to wear down members of the public