

Newspaper publishing industry: subsector study

Academic viewpoint

Dr. María Lamuedra Graván
Universidad de Sevilla

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- ▶ PhD: Glasgow Caledonian University (Glasgow, UK). 2004
- ▶ Investigadora Ramón y Cajal, Universidad de Sevilla
- ▶ Lecturer in Media Theory: at GCU, Universidad Carlos III de Madrid and Universidad de Sevilla
- ▶ Currently researching about:
 - ▶ Public Service Broadcasting: TVE and BBC
 - ▶ Democracy and journalism
 - ▶ NTICS and Digital Citizenship: telecentres



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- **Strengths:**

- ▶ Comparative data on press advertising revenue, readership, news consumption and other relevant variables.
- ▶ Among EU countries, USA and other “global players”
- ▶ Interesting approach to “participative journalism” business models and ideas: legacy newspapers innovation as regards to NTICS, sponsorship, crowd sourcing, pro-am journalism
- ▶ Relevant and thought provoking case studies
- ▶ Data provides hints to make hypothesis – explain issues which are not explicitly dealt with in the report. For instance:
 - ▶ “success” despite crisis ≈ low dependency on advertisement + low pressure from stakeholders + newsrooms with an adequate number of journalists



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EXECUTIVE SUMMARY

- ▶ **Media, journalism and the press role in democracy, in the Public Sphere** (more than “the market of ideas”, p.26)
 - ▶ Why is the competitiveness of the European Media Content Industries , and the press so important?
 - ▶ How important is the role played by the press?
 - ▶ How important is the democratic role of the press
 - ▶ How important is the Public Sphere health?
- ▶ **Suggestions:**
 - ▶ Explain why competitiveness and market’s health is important to EU and its citizens.
 - ▶ Consider in the study framework the performance of the press as regards its democratic role. For this purpose the Habermasian concept of the Public Sphere, backed by solid scholarship tradition, is very useful.



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Less

- **Revenue for advertising**
- **Newspapers readership**
- **Willingness to pay except for a few global newspapers, specially related to business**

More

- **Demand of news**
- **Willingness to take part in media conversations**

Why?

- Press legitimacy crisis? (Kovack and Rosenstiel, T. Glasser, Public Journalism)
 - Press deteriorating quality: less journalists, less time to elaborate information, more reliance on PR releases (International Federation of journalists)
 - Concentration process and deep relations among media companies, political elites and transnational companies (Almirón, Castells...)
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Media Theories, news agenda and public opinion

According to Noelle Newman most people (80%) silence their true opinions and accept what they perceive to be the wide consensus



The news is about:

- The elites points of view institutional sources
- Orientation toward conflicts, and events
- Increasingly entertainment and the company agenda (Fishman, Gans, Tuchman and also Harcup and O'Neill, 2002)

The news set the media agenda, and readers frame of reference



Why “people” are not willing to pay for the news?

- ▶ One variable, among others: loss of trust and credibility

Issues to be taken into account:

- ▶ Concentration/media structure/stakeholders pressure
- ▶ Advertisements/PR-Press releases influence in newsrooms
- ▶ Journalists' working conditions/ decline in newspapers employees
- ▶ Journalists, newsrooms and newspapers' ethics

-Indicators of “quality journalism”?

Are “people” aware of these markers for quality? Are they aware of the consequences of losing investigative journalism?



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▶ Suggestions:

- ▶ Include at the beginning of the article the idea that the democratic, social and economic functions which newspapers fulfill should be saved (now, in p. 8), and the extent to which it is also advisable to protect EU press industry, in its current form.
- ▶ Introduce the question of the press legitimacy/credibility crisis, readers' increasing distrust in the media (Kovack and Rosenstiel in USA, Public Journalism Theory)
- ▶ Press deteriorating quality: less journalists, less time to elaborate information, more reliance on PR releases (International Federation of Journalists)
- ▶ Concentration process and deep relations among media companies, political elites and transnational companies (Almirón, Castells)



COMPARATIVE TABLES / CASE STUDIES

GERMANY	SPAIN
3% DECREASE IN TITLES 2005-2009	
VERY CONCENTRATED	ALMOST NO LAWS
28% SHARE OF VALUE ADDED	8% OF VALUE ADDED. 1995-2007 VALUE ADDED INCREASED
-10% DECLINE IN CIRCULATION	-16 DECLINE IN CIRCULATION
+13% ADVERTISING INCOME	-7% ADVERTISING INCOME
CITIZENS SPEND 33 MINUTES READING NEWS	CITIZENS SPEND 17.7 MINUTES READING THE NEWS
LOW RELIANCE OF ADVERTISING	
LOW PRESSURE FROM STAKEHOLDERS	
NO GERMAN TITLE AMONG 20 TOP FREE NEWSPAPERS	FREE NEWS PAPERS. 3 TITLES IN TOP TWENTY. 4 TITLES, 3.5 COPIES
DECLINE IN EMPLOYEES?	DECLINE IN EMPLOYEED
Press releases influence, working conditions, application of ethic codes	

JOURNALISM, DEMOCRACY AND THE DEMAND FOR MORE PARTICIPATION

“Journalism and politics can not be thought of as two separate domain of activities (...). In fact, every conception and practice of politics is simultaneously a conception of journalism” (Carey, 2000, 51)

Suggestion:

- Public Journalism concerns and reflection about democracy and the press/ “legitimation crisis”

And

- Demands for more citizen participation / direct democracy articulated in the Theory of Deliberative Democracy or in recent protests in Spain, EU capitals or the USA.

ARE also the context in which citizens are demanding more participation in media, the press and The Public Sphere. In this framework pro-am journalism, concerns about investigative journalism, crowd sourcing and sponsoring business models, or social networks impact can be better understood.



Key References

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 - ▶ Castells, M. (2010) *Communication Power*. Oxford: Oxford University Press.
 - ▶ Glasser, T.L.(ed)(1999) *The idea of Public Journalism*. The Guildford Press, New York.
 - ▶ Habermas, J (1989): *The Structural transformation of the Public Sphere*. Cambridge: Polity.
 - ▶ Kovach, B. and T. Rosenstiel. (2007). *The elements of journalism*. Three Rivers Press.
 - ▶ International Federation of Journalists: *The changing Nature of Work. A global survey and case study of atypical work in the media industry, 2006*.
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Further References

About Newsmaking

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- ▶ Harcup T. y O'Neill D. (2001) “What is news? *Galtung and Ruge revisited*”, in *Journalism Studies*, vol 2, n 2. Routledge. Londres.

About Agenda Setting

- ▶ Wolf, M. (1987) : *La investigación en comunicación de masas*. Barcelona: Paidós. (just a book chapter)

About the Spiral of Silence

- ▶ Elisabeth Noelle-Neumann (1993) *The spiral of silence: public opinion, our social skin*. University of Chicago Press

About participatory journalism

- ▶ Gillmor, D. (2006) *We the media*. Grassroots journalism by the people, for the people. O'Reilly Media.
- ▶ Couldry, N (2005) “The Extended Audience”, in Gillespie, M. (Ed) *Media Audiences*. London: Open University Press, 184-196 and 210-220

