



Public Service Media Policies Working Group

Abstracts of papers submitted for presentation in the Online Conference Papers of the
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In Search of Alternative Public Service Media for Urban Javanese in the City of Yogyakarta, Indonesia: From Street Art to Social Media

Authors

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Abstract

This paper deals with advocacy to create alternative PSM and to strengthen the former state broadcasters align with other kinds of communication right activism.

In particular, this paper examines the use of alternative media in the environmental advocacies within the urban-Javanese and post-autocratic politics of Yogyakarta, Indonesia. One trend in the gentrification of environmental issues following the massive development of hotels and malls in Yogyakarta (the second largest tourism destination in Indonesia) since 2014 has been the use of murals to decorate the corners and walls of the city. These are simultaneously linked with digital media interfaces, such as a special YouTube channel, through which street art which can be consumed by the national and international public. Established and previously autocratic media channels in the city, such as Radio Republik Indonesia (RRI) and Televisi Republik Indonesia (TVRI), have been ignored. This project examines how street art and the linked internet and social media platforms are used as tools for urban communication and vehicles of social advocacy. It will trace the activities and motives behind the street action, as well as the changing platforms for action and the integration of street art and posters with social media.

Focusing on the Anti-Tank Project, and Watch Docs Projects in Yogyakarta in 2014–2019, this study uses qualitative methods, including content analysis of selected street art works. To better understand the link between street art, social media, and the urban public, this study organised semi-structured interviews with street artists and YouTubers whose posted artworks have garnered thousands of likes and drawn the attention of social activists, as well as netizens at large.

Complementing its content analysis and interviews, this study applies an ethnographic approach in which the researcher is closely engaged with Anti-Tank activists during the creation of ideas, production of murals and posters, and placement on social media, as well as its evaluation and reflection on the action.

This study is part of a larger project exploring the potential of public media for urban digital society in Indonesia, particularly its political role as a watchdog. It critically examines how alternative media such as street art and social media platforms serve to connect public interests to policymakers in the city and and create new public spheres.

Submission ID

112

The last decade of children programming on European public television channels

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Abstract

Children programs has been an essential pillar on European general-interest television, specially on public television (Lowe & Bardoel, 2007; Steemers, 2017; Ofcom, 2007, 2018), whose programming policies have been constantly adapting to changes in legislative measures, market, distribution models, and more recently, to the establishment of transnational streaming services, SVOD platforms (Potter, 2017, 2018; Potter & Steemers, 2017) and Social Media Entertainment (Craig & Cunningham, 2017, 2019). This study focuses on how the five main television European markets (Germany, Spain, France, Italy and United Kingdom) face these last changes in the media ecosystem environment. In addition, the comparative approach between public and commercial channels allows to showcase the significant similarities and differences among markets and television ownerships.

This study has been carried out within the framework project “From Hegemony to Competition: Transformations of European Public Channels’ Programming Strategies Over the Last 30 Years (EU5)” of the Spanish National R&D Plan, funded by MICIU-FEDER (reference PGC2018-094863-B-100) developed by GRISS (Research Group on Image, Sound and Synthesis) of the Department of Audiovisual Communication and Advertising at the Universitat Autònoma de Barcelona (Spain). The focus of this project is to explore and explain the evolution of European television schedules during the last 30 years of the DTT general-interest television channels from the main European television markets (France, Germany, Italy, Spain and United Kingdom) which represent 25 channels: 11 public (Das Erste, ZDF, BBC One, BBC Two, France 2, France 3, Rai Uno, Rai Due, Rai Tre, La1 and La2) and 14 commercial (ProSieben, Sat.1, RTL, Channel 4, ITV1, TF1, M6, Canale 5, Italia 1, Rete 4, Antena 3, Cuatro, La Sexta and Telecinco).

In this paper, we have used a comparative content analysis between public and commercial channels to explore and describe the role of children content in the last decade. Among other variables, we analyse the format classification of the program (genre) and the broadcast time slot. The preliminary results highlight that children still an important audience segment for generalist television despite the changes caused by the current media environment; the continuation of strategies of public television regarding children content in order to maintain their social and educational role; the importance of brand image of in-house productions in some territories.

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551

Outside of America: do Black Lives Matter? The media picture of George Floyd's death as an example of media polarization in Poland

Authors

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Abstract

Floyd's death triggered an unprecedented worldwide reaction. The Minnesota events and the ensuing social uproar have initiated a discussion on racism and intolerance. The media played an essential role in its globalisation. It must be stressed, however, that their involvement remained ambivalent. Naturally, they reported on the events and presented the arguments coming from "both sides of the barricade", thus fulfilling their informative/opinion-forming functions. On the other hand, they were embedded in their editorial policies, which emanate the editors' worldviews expressed through gatekeeping and agenda-setting mechanisms.

Considering this, every media event – including Floyd's death – can be subjectivised, and in extreme cases, politicised, especially where journalistic culture is weakened, as it is in Poland now. The country, which was the leader of peaceful political changes in 1989, now witnesses a “deep divide between liberal, pro-European parties and those purporting to defend national interests and *traditional* Polish Catholic values” (Freedom House, 2020). Therefore, it should be underlined that remote Poland is polarised in politics, society (Górska, 2019) and media (Anonymous, 2020).

The author focuses on the last perspective, aiming at characterising the media image of Floyd's death, created in Polish evening TV news, broadcasted between May 25th-June 10th June 2020. The research sample for content analysis method consists of purposefully selected programs from broadcasters of different ownerships and worldviews: the public (currently regarded as the propaganda tube of the right-wing government, with Polish capital); the religious (right-wing and pro-government, with Polish capital) and liberal (anti-government, with American capital). The centre of the analysis is the public media, while the other media are the starting point for a comparative study to discuss the coverage of Minnesota events.

The overriding research goal is to characterise the media image of Floyd's death in the context of media polarisation. The following research questions are formulated: 1) what is the number, length and hierarchy of news devoted to the topic?; 2) are there any differences in the quantitative/qualitative exposure of the topic?; 3) are there any links between the media narration and their ideological bias in the context of media polarisation?; 4) Is the portrayal of Floyd's death, presented by the public media narrative, consistent with the ethics and ethos of public media?

No hypothesis has been proposed due to the exploratory nature of the research.

This presentation relates to the conference theme: it presents local (Polish) perspective on the worldwide event. It refers to the trends in global media ecosystems (media polarization), populism discourses (right-wing media propaganda), social justice movements (BLM) and identity issues (ethnicity). It also offers, through the lense of Floyd's death, the look at PSM from the Polish perspective (Polish public tv - due it is extremely politicisation - now strengthens the populist discourses and deepens the political, social, and media polarization (Głowacki & Kuś, 2019).

Submission ID

598

The Visual Construction of Social Roles of Aged People in Public Service Advertisements in contemporary China——A Representation Study Used CCTV Public Service Advertisements database

Authors

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Abstract

With the aging population of China, public service advertisements focus on the elderly and convey the mainstream value of respect and care, the social roles of the elderly are also strengthened in that process. By representation, media construct many image groups and let the typification schemes form our stereotypes of Chinese old people.

Our study **sorts out the public service advertisements in the CCTV Public Service Advertisements database in the past five years.** We aimed to find how do public service advertisements construct images of aged people in contemporary China.

By adopting **semiotic analysis and using NVivo to code**, we found the advertisements product symbols of the elderly's physical and mental weakness and used visual rhetoric methods to create a slow and bleak atmosphere. Besides, the narrative theme of these advertisements is limited to family spaces rather than other social activities. Then, we select the three most relevant topics of aged people public service advertisements, they are **urban-rural, disease and family**, and think about how the images finished the legalization and popularization of ideology in the process of mediated and shared context in contemporary China.

In conclusion, we think that **“Showing weakness” in public service advertisements is used as measure, but that doesn’t mean it is reasonable for its legitimate purpose to “pass love and care”.** This type of love discourse is essentially a repetitive discourse of "the old man is the one who needs help." public service advertisements deviated from their initial goal of empowerment for vulnerable

groups. As a result, the elderly were actually in a passive position in the advertisements. **The visual production ignores the diverse lifestyle of the elderly. They only focus on the role conflicts that the elderly experienced, but lose sight of the possibility of their role transformation to enter a new social life.**

Our study looks forward to optimizing public service advertisements and achieve better public services and social welfare, we hope to achieve empowerment and advocate a more positive way for aged people to enjoy a retirement time.

Submission ID

910

Key dilemmas and collaborative opportunities for PSM policies: Analysis of the InnoPSM project

Authors

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Abstract

The current debate on public service media (PSM) seems a paradox. The policy backlash against profit-driven digital platforms and exacerbating forms of market failure in media provision, and of 'quality' journalism, in particular, have weakened long-standing arguments grounded in neo-liberal thinking about the supremacy of free-market forces in the delivery of media services.

This seems like good news for PSM institutions. The role they can play in promoting the public interest is being reappraised. However, the dominant narrative still represents 'public service broadcasters' in a state of near-irreversible decline. The argument is not new: since at least the 1980s public service broadcasting has been framed as experiencing a crisis. Yet, it seems that never before has the scale of challenges facing PSM institutions been so great, both commercial and political ones, and both in mature and 'emerging' PSM contexts.

The situation calls for rethinking policies and strategies of PSM institutions themselves, as well as public policies that influence PSM. Many policy dilemmas, while national, are replicated in today's global media ecosystem in a similar form elsewhere. Public service media need to collaborate, with a multitude of stakeholders to find novel and sustainable solutions. Researchers working in the field need to rethink their research agenda and become engaged scholars, ready to listen and dive deep in the spectrum of challenges faced by PSM.

The AHRC-funded Research Network on Innovation in Public Service Media Policies (InnoPSM, <https://innopsm.net/>) is an European research network that was built to facilitate exchange between academic experts and key PSM stakeholders and develop a research agenda across national and disciplinary boundaries with a view to advancing our thinking about innovative policy solutions and

strategies to respond to the major digital challenges confronting PSM. A collaboration between the University of Westminster and the University of Helsinki, the network has surveyed best practices for scholar-practitioner collaborations for policy innovation in terms of organizational PSM strategies, public policies, and academic research agendas. The themes discussed in the network event focus on the digital ecosystem, public service media ethos, and democracy: in relation to informational, cultural – distinctive – the role of public media.

This conference paper will summarise some of the key findings resulting from the range activities of the InnoPSM network undertaken during 2019-2021, including two academia-stakeholder workshops and one expert online discussion forum, in relation to: (1) novel research agendas and innovative multi-stakeholder collaborations; (2) content development and innovation for and with young audiences; (3) visions for the future of public service media/Internet.

It will highlight novel policy issues identified by stakeholders, including old dilemmas in the digital context as well as new questions arising in today's digital environment.

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1120

Public Service Media in the crosshairs: National policy-making process, the EU competition regulation, and the case of Yle

Authors

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Abstract

This contribution focuses on the much-debated role of public service media (PSM) in Europe, with the case of the *Finnish Broadcasting Company* (Yle). While PSM have been under commercial and political pressure in many European countries for a while, Finland has been a markedly strong and mature PSM country, with high audience reach and trust and political support among the main parliamentary parties.

Yle has still been targeted with claims of unfair competitive advantage, with different foci at stake. In 2016, the *Finnish Media Federation*, an advocacy organization for private companies in the media and

printing industries, failed in its campaign to cut Yle funding as a parliamentary working group was able to find a compromise. The Federation had also called for an inquiry about the appropriateness of personalization services for PSB, the result of which did not find a conflict between Yle's practices and its remit.

In 2017, the Federation filed a complaint with the EU Commission, claiming that Yle's textual online content is in conflict with EU state aid rules. Three years thereafter the Government, following unpublished discussions with the Commission Competition Department, considered amending the *Act on Yleisradio*, to limit its text-based web content mainly to support its audio and video content. In practice, this might mean less competition for commercial online news. A public online consultation was held in summer 2020, with strong arguments against the proposal from an array of stakeholders. In the majority of statements, the concern was expressed that the amendment would limit freedom of speech disproportionately and widen inequalities related to access to news – developments that contradict the traditional role of media in the Nordic welfare states. Nevertheless, at the time of submitting this abstract, the proposal has moved to a parliamentary hearing.

In Europe, text-based news by PSM organizations has come increasingly under scrutiny as a result of the introduction of the so-called ex-ante test, according to which significant new services should be analyzed based partly on their public value but also on their potential market impact. In practice, the question of online news has mostly been left for the Member States, the only requirement being that the public service remit is sufficiently well defined. This approach has been assessed to be the most “market-driven” of the EU stance regarding PSM, and also one that has been used by some member states to narrow the remit of PSM. The Finnish case is unusual because it appears that the Commission's Competition Department has been more involved in defining the scope of acceptable online services than what has usually been the case.

At the national level, the case exemplifies opaque communications policy decision-making, something observed also in earlier processes. The case also reflects a broader danger of curbing the scope of public service media through the back door, by means of inaccessible and technocratic processes instead of open public debate. Finally, it may indicate a more fundamental transition in Finland from the so-called media welfare state to the competition state.

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1261

AI Strategies in European Public Service Media: Diverse Solutions for Common Challenges

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Abstract

Introduction

This paper aims to describe, analyze and compare the uses of Artificial Intelligence in 18 of the main European Public Service Media (RTÉ in Ireland, RTVE in Spain, RTP in Portugal, BBC in the United Kingdom, ZDF and BR in Germany, DR in Denmark, SVT in Sweden, RTBF and VRT in Belgium, NPO in the Netherlands, RTS in Switzerland, ORF in Austria, YLE in Finland, France TV in France, RAI in Italy, UA:PBC in Ukraine and TVP in Poland) identifying the departments and actions in which these technologies are gaining importance, and projecting the relevance of AI within the structures of these corporations in the future. Through a series of semi-structured interviews and grey literature analysis we will elaborate a cross-corporate depiction on the applications of AI in relation to content, governance, innovation and emerging professional roles.

Theoretical Framework & Objectives

Literature on AI and media corporations has become a relevant topic in academia throughout the last 5 years, for its potential to automate and enable technological solutions that facilitate content consumption and bring more efficient personalizations for the users [1]. On this matter, scholars have studied the use of algorithms and automation for news [2][3] and the implications of AI for journalistic corporations [4], among other subjects. Researchers have also delved in the case of Public Service Media, where the application of AI is committed to public service values, analyzing its consequences for universality [5], diversity [6], ethics [7] and also in terms of UX [8]. The EBU, having treated the impact of AI on journalism [9] has also made a move forward to a more overarching assessment with its AI and Data Initiative, exploring opportunities and challenges for Public Service Media within this technological framework [10]. With this article, our aim is to further the research on AI and PSM beyond the realm of content through a holistic analysis of AI in the structures of the corporations. Our main objective is to describe the state of AI across Public Service Media organizations, analyzing its current uses, its projected applications and forecasting its transformative potential in terms of content creation, platform design, data storage, governance, innovation frameworks, inner workflows and professional profiles.

Methodology

For the purpose of elaborating this article, we will start by reviewing existing literature on AI and media corporations, fundamentally on the application of technological solutions for content creation, storage and distribution. Moreover, we will connect literature engaging the strategic use of AI for inner workflow solutions, the consequences for governance structures and new innovation frameworks. This will be complemented by the analysis of annual reports and other relevant documents of the corporations. On the qualitative side, a series of 30 semi-structured interviews with the heads of innovation, strategy, content and AI departments will be made in order to draw a concise map of AI applications in European PSM.

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2069

Ombudspersons and Citizens Boards in Public Media: Two New Political Actors in Mexican Democracy

Authors

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Abstract

This paper aims to analyze the new accountability instruments for public media and communication in Mexico, such as the ombudsperson figure and the programming citizen-boards. These two instruments are recent in the institutional media spectrum in the country (2010's) and emanate from the Constitutional Media Reform in 2013. Both figures have rapidly evolved and become popular around the country, especially among public media outlets. Ombudspersons and Citizens Boards have helped the stations strengthen their programming policies; avoid discretionary decision-making, oversee production practices, among other aspects. Therefore, these figures have even gradually become political actors, by contributing to the institutionalization of public service media in Mexico.

We examine how these accountability instruments have also become successful in some emerging democracies in Latin America and Eastern Europe. So, both figures are not only found anymore in traditional European democracies.

To assemble this proposal, we depart from the comparison of international experiences, such as Argentina and Brazil, as well as some Eastern European countries. We consider that these instruments have gradually become mechanisms, which guarantee the Right of Access to Information; specifically, because they promote citizen participation and influence decision-making processes in the stations. For example, these mechanisms have been implemented for ten years in countries such as Argentina and Brazil, and they have been related to the enactment of regulatory measures. In some countries, they have shown some progress as civil-society tools; whilst in others, they have lacked governmental support, particularly in authoritarian regimes.

Therefore, we intend to provide evidence on the fact that:

- Media regulation is a necessary condition, but it is not enough to guarantee the success of accountability mechanisms.
- When Ombudspersons and Citizen Boards fail, it seems to be related to the fact that these figures become more centralized or dependent on the Executive power. On the contrary, when they succeed, it is because they belong to independent civil-society bodies and become political actors, which counterbalance the political power.

Keywords: public media, accountability, right of Access to information

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