



**IAMCR
Lyon 23**



**IAMCR
OCP 23**



Media Sector Development Working Group

Abstracts of papers presented at one or both of the 2023 conferences of the
International Association for Media and Communication Research
IAMCR Lyon23 – Lyon, France 9 to 13 July
IAMCR OCP23 – Online 26 June to 12 September

lyon2023.iamcr.org
July 2023

This abstract book includes original abstracts of papers accepted for IAMCR 2023 and included online at OCP23 and/or presented at Lyon23 in France

Version: 27/07/23

Table of Contents

Perceptions of radio among youth and women in the Sahel.....	3
Building Trust in a Fragile Context: Evaluating the Effects of Radio Ndeke Luka in Central African Republic.....	4
Public media in Burkina Faso: coups, instrumentalization and crisis of trust.....	6
In women we trust? Female Journalists in Proximity Radios in Burkina Faso	7
Transplanting in an uneven landscape: How political policies and actors-distance participate in the localization of Chinese data journalism practice community.....	8
A new media business model? The Native digital media in the chilean context (2000-2022).....	10
Fostering social cohesion: Dialogical radio formats in Niger	11
How does Programmatic Advertising System Threaten the Sustainability of News Media ? A Case Study in Taiwan	12
Ecosistemas mediáticos en riesgo: estudio de caso de los desiertos informativos en España	14
D'une conception floue à une représentation plurielle et impliquée : la notion de « publics » dans les médias locaux européens francophones	16
Broadcasting Networks and Streaming: Delivering Trustworthy In-Depth News Essential for a Globalized World.....	18
Public policies, institutional dynamics and the gendered aspects of the battle for public service media.....	20
Simulating support for media freedom: Sudanese and Filipino journalist perspectives on international advocacy campaigns.....	21
Exploring Fact-Checking as a developing journalistic genre: a content analysis informed by Todorov's genre theory	23
Different strokes for different folks? An analysis of working conditions of journalists in urban versus rural media in Ghana	25
Resisting Information Disorder in the Global South: Identifying drivers, developing responses, evaluating strategies	26
Decoloniality and Democratisation of African Media Are Not Strange Bedfellows	27
Solutions Journalism: the impact of solutions and innovation narratives on the ecological transition	28
Regulating Informative Disorders: Lessons from Latin America	29
Illiberal Democracy, Normative Theories of the Press, and the Challenge They Pose to Media Development.....	30

Perceptions of radio among youth and women in the Sahel

Authors

Dr. Emma Heywood - University of Sheffield

Abstract

Gender inequality is extensive in Mali, Niger and Burkina Faso and women have always been the first victims of under-development. There are high child marriage rates, low literacy rates, especially amongst girls, polygamy is common and violence against women is rife, particularly in conflict-affected zones. Radio is the main source of information. To be effective and to reduce obstacles to women and youth's voices being taken into account and ensure the evolution of gender-related problems, radio needs to broadcast relevant subjects in an accessible manner, and must target not only female or youth audiences, but the whole population. Programming must be designed with the participation of listeners and experts.

Drawing on an innovative methodological approach, analyses of radio broadcasts produced by three Fondation Hironnelle studios - Studio Tamani (Mali), Studio Kalangou (Niger) and Studio Yafa (Burkina Faso) - and listener feedback were compared. Radio broadcasts were transcribed and initially coded using NLP and Nvivo allowing large quantities of information to be analysed and listeners were questioned interactively on the programme content and their perceptions of women's rights and empowerment throughout the year-long project using WhatsApp surveys. These enabled significant numbers of individuals to be consulted over large areas, some being conflict-affected and not reachable by researchers, and at low cost, not achievable through individual or group interviews. Such surveys also allowed for questions and responses as voice messages promoting greater inclusivity amongst populations with low literacy rates.

The paper discusses representations of women and women's rights and empowerment represented in the discourse of the three strands of broadcasts and in the three countries; how empowerment is perceived; and the extent to which radio can shape listeners' understanding of and reaction to women's rights and empowerment.

Key Words

Mali, Burkina Faso, Niger, Gender, Radio

Building Trust in a Fragile Context: Evaluating the Effects of Radio Ndeke Luka in Central African Republic

Authors

Prof. Jeffrey Conroy-Krutz - Michigan State University

Abstract

In recent years, myriad actors, including some sponsored by Russia, have invested in the media environment in Central African Republic (CAR). CAR is a context ripe for mis-, dis-, and mal-information (MDM) to spread and have serious, negative consequences. State power is very limited and uneven, organized violence is common, formal education rates and literacy are relatively low, and the population is polarized along ethnic, religious, and partisan lines. Media development along at least two dimensions is critical. Citizens need to be able to access relevant, accurate information, but they also need to trust those outlets that invest in gathering and disseminating such information. Radio Ndeke Luka (RNL), which is supported by the Switzerland-based Fondation Hirondelle (FH), has been broadcasting in CAR since 2000. Audience surveys suggest that RNL is the most-accessed radio station in CAR, by a wide margin. However, measuring the impact of RNL programming on outcomes such as citizen knowledge, attitudes about media, and literacy about MDM is complicated. Survey data can demonstrate correlations between RNL listenership and particular outcomes, but since individuals who choose to listen to RNL are likely different in myriad ways from those who do not, identifying causal impact of programming on outcomes from such data is challenging. This paper reports on a quasi-experiment designed to evaluate rigorously the impact of RNL programming on various outcomes of interest, including trust in media and behaviors, attitudes, and knowledge surrounding MDM. We take advantage of the fact that RNL launched several new broadcasting towers in CAR in 2022, which brought its programming to populations that previously had limited or no access. In this paper, we report on the results of household surveys, conducted in one such area (Beloko, near CAR's western border with Cameroon), before (November/December 2021) and after (March 2022) the launch of a new RNL transmitter. Preliminary analyses suggest that increased access to RNL broadcasts was associated with, as expected, large increases in reported listenership, with high levels of trust in the station and perceptions of its partisan neutrality. Similarly, we document significant increases in support for democratic institutions, decreases in support for violence, and increases in media literacy. On the latter, we measure significant increases in perceptions of the dangers of MDM, perceived ability to trust factually correct information and reject MDM (thereby reducing epistemic uncertainty), stated willingness to verify information before sharing, and stated reliance on radio, in particular, to verify information. However, we also uncover significant decreases in reported political participation; this supports other literature suggesting that media availability might increase the amount of time people spend consuming content, and decrease their activities in other realms. FH plans to use a similar strategy surrounding the launch of other transmitters

elsewhere in the country, and the methodology utilized here could be broadly applicable by other actors seeking to measure the impact of new media-based interventions.

Key Words

evaluations, experiments, media, Africa, trust

Public media in Burkina Faso: coups, instrumentalization and crisis of trust

Authors

Dr. Lassané Yaméogo - Centre national de la recherche scientifique et technologique

Abstract

In 62 years of independence (1960-2022), Burkina Faso has experienced nine coups d'état, 50 years of military rule and only 12 years of civilian rule. In each coup, the media (particularly the public media) are key, both for coup plotters and for audiences. Coups give rise to a battle for the control of information, making the media an instrument for seizing or maintaining power. The stakes for the media are such that in Burkina Faso, as in many countries of French-speaking sub-Saharan Africa, military coups are moments of media power struggles. They illustrate tense relations between the media and the coup plotters, or "a relationship of geographical and ideological proximity between the media and political power" (Wable 1997: 143). During the coup that brought Thomas Sankara to power in August 1983, public radio and television, then in a monopoly situation, were placed under heavy military surveillance. This allowed the coup plotters to declare the end of the regime of the doctor-commander Jean-Baptiste Ouédraogo, who had himself come to power following a coup, and the advent of the National Council of the Revolution (1983-1987).

Recently, the public media have been taken hostage during popular uprisings (October 2014) and military coups (September 2015; January 2022; September 2022). At the same time, these media do not enjoy a good image among some citizens who accuse them of being at the exclusive service of the government and the party in power (Yaméogo, 2022). During coups d'état and street demonstrations, the media give space for the expression of contrasting opinions. They are criticized (sometimes ransacked) by ordinary citizens for their loyalty and complacency towards the dominant and governing political order. They are also used possessively and with armed forces by the coup plotters to assert or make official their seizure of power. How then do coups reveal the existence of a triangular relationship of trust and distrust between audiences, media and military authorities in Burkina Faso? To answer this question, we will draw on two categories of data: a press corpus and semi-structured interviews with journalists, editors, politicians and academics. The collected material will be subject to a thematic analysis.

References

WABLE, Corinne (1997). *Burkinabe national television: from revolution to popular democracy*. *Journal des africanistes*, vol. 67, no 1, p. 143-155.

YAMÉOGO, Lassané (2022). *Médias publics au Burkina Faso: entre journalisme d'État et nouveau médiatique*. Paris: Éditions L'Harmattan.

Key Words

Public media, Burkina Faso, coups, instrumentalization, crisis of trust

In women we trust? Female Journalists in Proximity Radios in Burkina Faso

Authors

Mrs. Viviane Schönbachler - Ruhr University Bochum & University of Hamburg

Abstract

The socio-political, economic, and security-related situation has changed extremely over the past years in Burkina Faso. While the security situation deteriorated generally, the situation remains very dynamic and volatile on the level of towns and villages. Such a complex and dynamic situation needs a very flexible approach from the part of the local media, but also the intervening actors, such as media development organizations. There are different approaches to support content production and media outlets, that need to be adapted to the ever-changing situation. However, the experience of these challenges is different for different people and shaped by intersectional power dynamics. Decision making processes are not always transparent and often exclude less privileged people due to intersectional constraints, linked to training, education, resources, location, and gender. How can then trust be established if decisions are made excluding those affected? This paper is based on a feminist methodology focusing on women journalists' perspectives in proximity radios. Data stems mainly from audio diaries and interviews with female journalists in different proximity radios in northern Burkina Faso. The findings highlight complex and sometimes contradictory tendencies that might affect trust between listeners, female journalists, and media development organizations. Particularly vertical and horizontal segregation play a role in explaining and sustaining gendered dynamics and trust. However, despite major challenges, journalists, radio stations, and media development organizations can find ways to negotiate these tensions and to balance voice and protection in such volatile and complicated conditions.

Key Words

Intersectionality, Media Development, Women Journalists, Burkina Faso, (in)security, proximity radio,

Transplanting in an uneven landscape: How political policies and actors-distance participate in the localization of Chinese data journalism practice community

Authors

Prof. Wenjing Tao - Tongji University

Mr. Yuzhao Zhang - Sun Yat-sen University

Abstract

Background. Once described as "the future", data journalism has been seen as an important practice in the digital transformation of journalism. Adequate technical skills are fundamental to its unique epistemology and literacy. For which, some western data journalists initiated frequent trans-organizations/occupations co-learning and mutual assistance (with the skills-sharing about the *Avalanche* as a milestone), that gave birth to a "practice community" (center on skills learning, Meltzer & Martik, 2017). Inspired by this, some earlier transnational pioneers trained in the US/UK transplanted it to China by running non-profit websites, workshops, and school projects, not only joining but also constructing local practice community.

Methods. Depending on semi-structured interviews with 16 typical actors in various positions of this Chinese practice community and a 7-month participatory observation of key institutional actors, this study takes a historical approach to assess the transplantation of such a data journalism practice community in China and tries to chart its special developing trajectory as well as the broader dynamics shaping it, thereby responds to the calls for further studies of data journalism in non-western contexts.

Conclusion & Discussion. Our findings suggest, functionally, Chinese data journalism practice community mirrors their western origins and counterparts, with a wide range of participants such as legacy media, start-ups, J-schools, and freelancers, to whom this practice community is widely perceived substantially helpful as a cross-institution ancillary structure for both individuals and the whole industry. While existing studies focus on the differences in skills requirements for mobile-first reception, more contextual factors have contributed to its localization, especially in its structures and tendencies.

While both were initiated by non-profits, most actors of Chinese data journalism practice community are institutional, with freelancers or individual scattering and withering. Several data/news-related political policies (media integration strategy, state license, etc.) encouraged, facilitated, or limited Chinese data journalism in different directions but unevenly. Legacy media (most are Party-owned) have gained more resources and authority, in turn, increased their investments. While Commercial media are transformed into technology or consulting services. In contrast to this departure, they maintain frequent interactions in their skills-learning practice community.

We suggest the concept of "actors-distance" helps to explain such asynchrony. It comprised established cooperative relationships and the "power-distance" (referring to Hofstede in transcultural studies) which are more embedded locally. The results indicated that the differences in actors-distance, such as established acquaintanceships among senior actors, the desire for lending authority from established, and perceived power-distance, interconnected with the ways in which they were combined, could dialectically explain why some actors choose dependency rather than challenge this emerging center-periphery, herein influence the sustainability and utilities of their practice community.

Theoretical contribution. The study would like to make a probe, for western studies care more about skill upgrading in the practice community but often ignore the powers. It also calls for more contextualized studies, especially in an uneven landscape.

Key Words

data journalism practice community, actors-distance, localization, contextual factors

A new media business model? The Native digital media in the Chilean context (2000-2022)

Authors

Dr. René Jara - University of Santiago de Chile

Abstract

This paper seeks to understand the undergoing digital transformations of the Chilean media system, based on the gaps, challenges and opportunities that are currently facing the industrial and commercial organization of native digital media in Chile. We propose to examine this topic - known as media business model for the Chilean case, focusing on an emerging experience: the formation of a sub-field of digital media. In a context of digitalization that blurs the boundaries of journalism and the very definition of media, we propose to focus on digital media. Although many of the initiatives in this field are known as native digital media experiences, the frontiers between these experiences and others that are very close to them - such as traditional media in their digital version - or regional and/or hyperlocal media, which have had a first life on paper but which, over the years, have made digital as their main format. Focusing on these projects and based on media sociology and studies of the journalistic field, the project aims to answer the general question: What is the place that digital media assume in the micro digital media within the national journalistic microcosm (2000-2021)? In order to answer these questions, we propose a descriptive-exploratory study focusing on a sample composed of six paradigmatic Chilean native digital media, which are legally registered in the relevant national information system in the Chilean public sphere (Reuters, 2021). We collected the information data about these six cases based on a campaign of semi-structured interviews (12) and a website biography (6) together with information on the structures, dynamics and evolution of business models in the journalistic sites of these digital native media. Semi-structured interviews with founders/owners (FD) and monetization managers (MM), allow us to understand the reasons and objectives that underpin these transformations. Our sample is composed of six Chilean native digital media, which are legally registered in the relevant national information system in the Chilean public sphere (Reuters, 2021). The results of this analytical exercise show the tensions that occur in the business model's five key dimensions: sustainability, journalistic added value, innovation, associativity and community building, and journalistic added value. Towards the end, we list the study's limitations and the understanding of the development of digital native media in Chile.

Key Words

Media Business- Native Digital Media-Chile- Journalistic added Value- Sustainability

Fostering social cohesion: Dialogical radio formats in Niger

Authors

Dr. Ines Drefs - DW Akademie

Abstract

Within media development, promoting dialogue has become a common response to growing polarization and the erosion of social cohesion. The assumption is that dialogue formats give vulnerable populations a voice in public discourse, thus, allowing them to actively contribute to finding solutions to complex social problems. The concept of dialogue involves several key features such as relevance, civility, argumentation, or diversity. This contribution will present the methodological approach and findings of a study on the effectiveness of dialogical radio formats supported by Deutsche Welle Akademie in Niger.

More than two million internally displaced persons are on the move in the Sahel region, mainly due to security threats. This increases the competition for resources, which are already scarce because of climate change. As a result, intercommunal tensions and social conflicts mark the everyday life of the Sahel inhabitants. A Nigerien network of conflict-sensitive journalists has decided to try and foster social cohesion by creating spaces for exchange where conflicts can be discussed directly between the affected groups, such as internally displaced persons, representatives of the host society and representatives of the authorities. Community radio stations turn these "dialogue spaces" into interactive radio formats that are supposed to allow for issues to be addressed in a conflict-sensitive manner and for coming up with approaches to solutions.

As part of Deutsche Welle Akademie's efforts to support the Nigerien network of conflict-sensitive journalists in its endeavour, a study was set up to learn about the circumstances under which dialogue formats can contribute to social cohesion. The study uses quantitative content analysis of the dialogical radio programmes to find out who gets to speak, for how long and about which topics. This data is enriched with insights from semi-structured interviews with guests of the radio programmes and from focus group discussions with members of local "dialogue committees" who plan and organize them. The results of the study will show to what extent a relevant, civil, argumentation-based and diverse dialogue could be enabled and how this contributed (or not) to improved mutual understanding between the different social groups. It will be interesting to discuss the findings considering the broader issue of impact measurement in media development.

Key Words

dialogue; Niger; impact measurement; media development; community radios

How does Programmatic Advertising System Threaten the Sustainability of News Media ? A Case Study in Taiwan

Authors

Dr. Chao Chen Lin - Graduate Institute of Journalism, National Taiwan University

Abstract

The so-called “programmatic advertising” is a hybrid economic-engineering discipline and prevalent in online advertising. RTB is widely known in programmatic advertising. The online advertising market has estimated that each bidding process takes 150 ms to complete, and that the multitude of ads, bidders, and clicks leads to more than a billion bids made each day. Powerful technology companies, such as Google and Facebook, replaced the old media to become the kings of digital advertising. For example, beginning in 2000, Google’s search engines acquired a dominant position in online advertising, undermining the ability of news organizations to generate advertising revenue and unbundle the content–audience relationship by allowing users to find news articles directly. The companies behind these algorithms also dominated the online ad and built their business models.

Programmatic marketing is not only a technology but also about user data. Programmatic trading is a form of data-driven or big data technologies. Data fulfill a threefold function in this circumstance: to identify, target, and deliver ads. Programmatic advertising refers to digital advertising that is sold and bought automatically using software, data, and algorithms. The variance between big data processing and argued that there is very little discussion of real-time processing in the industrial marketing context.

At the same time, news media organizations are aware that there is a risk this programmatic advertising has hurt their revenue, ruining the legacy of journalism.

Therefore, based on data collecting and more than 30 in-depth interviews from newspaper, magazine, television, original online news media and media buyer company, this paper tries to determine the impact of programmatic advertising on the news media industry in Taiwan. The following questions guided this research:

Q1: How has advertising revenue declined for news media through programmatic advertising system?

Q2: What are the main problems of programmatic marketing?

Q3: What is Google’s problematic role in programmatic marketing?

This paper found the seriously revenue declining of traditional news media when they sell their ad inventory by programmatic advertising system. Ironically, this paper also argued the complicated programmatic designed mechanisms make publishers more dependent on Google. Taiwanese

publishers have criticized Google as a tech robber, but publishers cooperate with Google to sell their remnant inventory.

Key Words

news media, programmatic advertising, data, algorithms, business models, in-depth interview

Ecosistemas mediáticos en riesgo: estudio de caso de los desiertos informativos en España

Authors

Dr. Negreira Rey-Maria-Cruz - Universidade de Santiago de Compostela

Abstract

La crisis sufrida en las últimas décadas por la prensa local y los legacy media (Wadbring & Bergström, 2017) ha activado la alerta sobre las consecuencias de la falta de servicio informativo en las comunidades locales. La desaparición de títulos de prensa local diaria pone en peligro la satisfacción de las *critical information needs* (Ferrier, Sinha & Outrich, 2016; Friedland et al., 2012) y motiva la investigación sobre la aparición de los llamados *news deserts* y sus efectos. Este fenómeno ha sido estudiado en distintos países y contextos en los últimos años (Abernathy, 2020; Bucay, Elliott, Kamin & Park, 2017; Ferrier et al., 2016; Gulyas, 2020; Jerónimo, Ramos & Torre, 2022; Lins da Silva & Pimenta, 2020).

España ha sufrido en las últimas décadas un paulatino proceso de despoblación y éxodo de las áreas rurales hacia las grandes capitales. El movimiento político y social de la “España vaciada” denuncia la desigualdad territorial del país, mientras que el Gobierno trabaja en un plan estratégico para el Reto Demográfico. En el plano mediático, preocupa el acceso de los ciudadanos a un servicio periodístico local y de calidad, clave para el fortalecimiento de las comunidades y su funcionamiento democrático (Galletero-Campos & Saiz-Echezarreta, 2022).

El objetivo principal de esta investigación es explorar el fenómeno de los *news deserts* en España, identificando las áreas que pueden considerarse desiertos informativos y aquellas que están en riesgo de serlo. Se estudian las características del ecosistema mediático de las comunidades autónomas con mayor presencia de desiertos informativos y se comprueba si los factores de riesgo de la población o el índice de riqueza se pueden relacionar con su aparición. Para ello se parte del mapa de medios digitales en España, actualizado en abril de 2021 (Negredo Bruna & Martínez-Costa, 2021), que cataloga un total de 2874 medios digitales en activo. Posteriormente se identifican las áreas de cobertura informativa de cada medio, obteniendo su distribución geográfica y el número de medios con cobertura en cada municipio del estado. El tratamiento estadístico descriptivo y correlacional de los datos permite estudiar en profundidad las comunidades autónomas y analizar los factores de riesgo señalados.

Los resultados revelan que 6304 (77,53%) municipios españoles pueden considerarse desiertos informativos, en los que viven 11,6 millones de habitantes, el 24,51% de la población total del país. Además, otros 523 municipios están en riesgo de serlo. En las regiones con más desiertos informativos se evidencia una clara concentración de medios en las principales capitales y un ecosistema débil de medios locales e hiperlocales. La despoblación es el principal factor de riesgo en la pérdida de medios y de cobertura informativa en las comunidades locales. Aunque el fenómeno de los desiertos informativos afecte a una minoría de la población, existe un amplio

territorio que no dispone de medios propios que cuenten su realidad y satisfagan el derecho a la información de sus ciudadanos. Conocer los factores de riesgo y su evolución en los territorios, así como el estado del ecosistema de medios, permite trabajar para revertir la situación.

Key Words

news deserts; critical information needs; local journalism; Spain

D'une conception floue à une représentation plurielle et impliquée : la notion de « publics » dans les médias locaux européens francophones

Authors

Dr. Laura Amigo - Université de Neuchâtel

Prof. Nathalie Pignard-Cheynel - Université de Neuchâtel

Abstract

Au cœur des défis pluriels auxquels les médias locaux sont confrontés – de transition numérique, de désaffection et même de méfiance des publics, de recherche de rentabilité (Nielsen, 2015 ; Newman et al., 2021) – se trouve la relation aux publics. Pourtant, comme maintes fois documenté par la littérature, les publics demeurent le plus souvent cantonnés à une entité relativement floue et passive (Robinson, 2019 ; Coddington et al., 2021), et ce même si les médias investissent de plus en plus des ressources afin de repenser et renforcer leurs liens. Ils explorent pour ce faire de nouveaux modèles éditoriaux et économiques (Jenkins & Nielsen, 2020), en mettant sur pied des initiatives intégratives des publics (Pignard-Cheynel & Amigo, 2022) et en adoptant diverses approches organisationnelles (Standaert et al., 2022).

Alors que praticiens et chercheurs s'interrogent sur le futur du journalisme dans un écosystème informationnel en constante mutation, ce travail s'attache à cerner le sens actuel de la notion de "publics" au sein de médias locaux européens, en proposant une perspective inédite. Au lieu de nous concentrer sur la connaissance effective voire accessible (et plus ou moins précise) que les rédactions ont de leurs publics, nous proposons d'explorer les "figures des publics" à partir des attentes des journalistes concernant les actions mises en œuvre pour se rapprocher d'eux. Ces figures peuvent être lues comme en miroir de rôles journalistiques, à savoir, des constructions discursives par lesquelles les journalistes légitiment leur place dans la société et donnent un sens à leur travail (Hanitzsch, 2007).

Dans une approche transnationale à l'échelle européenne, cette étude se base sur quarante-deux entretiens semi-directifs menés dans onze médias locaux en Belgique francophone, France, Italie et Suisse romande (7 titres de presse écrite, 2 *pure players* et 2 chaînes de télévision). Ces médias ont été choisis car ils étaient considérés comme activement investis dans la recherche de proximité aux publics via des actions lancées par les médias dans le but de redynamiser la relation aux publics (Pignard-Cheynel & Amigo, 2022 ; Amigo, 2022). D'une durée moyenne d'une heure, les entretiens ont été conduits auprès des journalistes, rédacteurs en chef, directeurs des publications.

Six figures idéal-typiques des publics sont identifiées dans l'analyse. Elles mettent en lumière le développement de rapports plus dialogiques et horizontaux avec les publics, basés sur la confiance et l'adhésion à des valeurs et causes communes, tant dans le domaine journalistique que commercial ou social. Elles traduisent le fait que les publics sont une notion complexe, assez nettement définie dès lors qu'on l'aborde par les actions mises en œuvre par les acteurs. Ainsi comprise, la figure plurielle des publics renvoie à la fois aux évolutions des pratiques

informationnelles, aux enjeux stratégiques des médias et plus largement, à une reconceptualisation du rôle et de la place du journalisme dans la société.

Références

Amigo, L. (2022). *Local media's proximity to audiences through a historical lens: the case of L'Eco di Bergamo* [Manuscrit soumis pour publication].

Coddington M., Lewis, S., & Belair-Gagnon V. (2021). The imagined audience for news : Where does a journalist's perception of the audience come from? *Journalism Studies*, 22(8), 1028-1046.

Jenkins, J., & Nielsen, R. (2020). Preservation and evolution: Local newspapers as ambidextrous organizations. *Journalism*, 21(4), 472-488.

Nielsen, R. K. (2015). *Local journalism. The decline of newspapers and the rise of digital media*. IB Tauris.

Newman, N., Fletcher, R., Schulz, A., Andi, S., Robertson, C., & Nielsen, R. K. (2021). *Reuters Institute digital news report 2021*. Reuters Institute for the Study of Journalism.

Pignard-Cheynel, N. & Amigo, L. (2022). *(Re)connecting with audiences. An overview of audience-inclusion initiatives in European French-speaking local news media* [Manuscrit soumis pour publication].

Robinson, J. (2019, septembre). *The audience in the mind's eye : How journalists imagine their readers*. Tow Center for Digital Journalism, Columbia University.

Standaert, O., Pignard-Cheynel, N., & Amigo, L. (2022). *European French-speaking local media's relationship with audiences. A strategic challenge between diluted and integrated organizational modalities* [Manuscrit soumis pour publication].

Key Words

Médias, local, publics, représentations, discours, journalisme, Europe.

Broadcasting Networks and Streaming: Delivering Trustworthy In-Depth News Essential for a Globalized World

Authors

Dr. Kris Kodrich - Colorado State University

Abstract

More U.S. citizens are receiving TV programming via streaming services than they do via traditional over-the-air broadcasting or via cable systems, according to recent data from Nielsen, which measures media audiences. The three traditional U.S. broadcast networks that feature daily news programming – ABC, CBS, and NBC – have greatly expanded the news they are offering in recent years on their 24-hour streaming news channels. In particular, they have invested extensive resources into their primary evening news programs. “ABC News Live Prime with Linsey Davis,” “CBS News Prime Time with John Dickerson,” and “NBC News Now Top Story with Tom Llamas” all feature an expanded 60-minute format, which allows for longer stories, more in-depth analysis, and engaged discussions between the anchors and the reporters in the field. Using a political economy approach, this study analyzes the performance of these streaming news services, assessing their potential for meeting the challenges of providing trustworthy news to a wide audience. Research indicates that U.S. news consumers consider traditional broadcast news networks more trustworthy than cable news networks. For example, a 2022 Economist/YouGov poll of 1,500 U.S. news consumers found that CBS News, ABC News and NBC News are considered much more trustworthy than the cable networks of CNN, MSNBC, and Fox News – from 8 to 21 percentage points higher. The widest percentage difference was between CBS News, which was the most trustworthy broadcast outlet, and Fox News, the least trustworthy cable outlet.

This content analysis examines the news coverage of the streaming news services’ evening news programs over an extended period to determine what subjects were covered and how extensively those subjects were covered. It also examines noticeable differences between news coverage on the 60-minute newscasts on the streaming services and the 30-minute newscasts (“ABC World News Tonight with David Muir,” “The CBS Evening News with Norah O’Donnell,” and “The NBC Nightly News with Lester Holt”) on the broadcast networks. Findings indicate the news coverage on the streaming services provides more in-depth coverage of the same topics and provides a wider diversity of topics, including more extensive coverage of international issues. Factoring out time for commercials, the streaming services still provide more than double the amount of news coverage than the traditional evening newscasts.

This study argues that expanded news coverage by the more trustworthy broadcast news outlets is a hopeful sign that digital convergence can change the frames and norms for news production. Media development efforts around the world should focus more on the potential of news streaming for providing more critical in-depth news coverage by trustworthy sources. This study recommends that countries invest in digitization of their media systems, particularly in streaming

services, which will help traditional trusted media grow the size of their newsrooms while providing a sensible approach to reaching a larger audience with expanded and contextualized news coverage. These initiatives will contribute to healthier media ecosystems and more sustainable democracies, which are dependent upon a truthful, courageous press and a well-informed, discerning public.

Key Words

Media Development, Democracy, Trustworthy News, Digital Convergence, Streaming, Media Ecosystem

Public policies, institutional dynamics and the gendered aspects of the battle for public service media

Authors

Prof. viola milton - University of South Africa

Abstract

A vibrant civil society is a key element in a democratic society. In South Africa and further afield, women have been key players in civil society's advocacy for social justice in the country's liberation struggle, democratic transition, and the first engagements with institutional politics. Yet, civil society organisations are also gendered. Recognising the role of individuals in civil society organisations is useful when considering strategies for integrating gender justice perspectives into progressive social movement practice. This paper explores a set of power relations within contemporary acts and struggles for basic communication rights in South Africa and the implications thereof for shaping media systems in the public interest. It argues that it is important to understand the role played by individual and collective identity in motivating political action towards social justice and information parity. The paper is contextualized within the political culture of South Africa and a changing broadcasting landscape. It utilises a case study approach to examine the strategies and impact of the SOS: Support Public Broadcasting Coalition on public service broadcasting in South Africa. The reclamation of the right to communicate through advocacy, litigation and movement-building is a crucial part of the Coalition's strategy to hold power to account. Against the backdrop of the issues highlighted here, the paper engages textual analysis and Crenshaw's intersectionality to focus on the SOS's strategic relationship building strategies, which, as will be demonstrated, plays a central role in their interactions with target publics, as well as on the individual key staff and volunteers' perspectives. The paper will unpack important trends and dynamics that unfold at the intersections of civic engagement, particularly as it pertains to the intricate links between public policies, institutional dynamics and individual participation. The data was gathered through interviews with successive female coordinators of the organisation, and through participatory observation in board and working group meetings. Focussing the interview discussions on issues such as changes in organisational capacity, base of support, alliances, problem definition, potential policy options, and visibility, the paper offers a gendered perspective on communication policy advocacy in South Africa and the implications thereof for media sector development.

Key Words

Information parity, media activism, intersectionality, public interest, policy negotiation, funding

Simulating support for media freedom: Sudanese and Filipino journalist perspectives on international advocacy campaigns

Authors

Dr. Martin Scott - University of East Anglia

Prof. Mel Bunce - City, University of London

Dr. Mary Myers - University of East Anglia

Ms. Lina Yassin - University of Oxford

Ms. Ica Fernandez - University of Cambridge

Prof. Rachel Khan - University of the Philippines

Abstract

This research aims to re-centre the views and opinions of journalists in the Global South in our understanding of international media freedom campaigns. We do this through a case study of the Media Freedom Coalition (MFC), launched in 2019 by the United Kingdom and Canada, which has since grown to more than 50 member countries that publishes statements condemning those who attack journalists.

In this research, we explore what journalists themselves think of the MFC and its work. We ask how their experiences help us better understand the form and function of international advocacy for media. To explore these questions, we conducted semi-structured interviews with 33 journalists – 15 in Sudan and 18 in the Philippines - two ‘most different’ case study countries where journalists have directly engaged with the MFC.

Our findings show that journalists in both countries were highly sceptical that the MFC would ultimately ‘make any difference on the ground’. However, this scepticism was largely due to journalists’ appreciation of the many other factors which shape media freedom, rather than criticisms of the MFC itself. As one Sudanese journalist put it, ‘the international community can push as much as it wants but it’s not in the hands of consultants’.

Furthermore, despite their scepticism about its impact, most journalists remained supportive of the MFC’s approach and objectives. In the Philippines, for example, interviewees described it as ‘very beneficial’, ‘definitely valuable’, ‘well appreciated’ and ‘a much-welcome helping hand’. This was because the MFC, and similar initiatives, acted as an important ‘morale booster’ – providing ‘hope’, ‘solidarity’ and ‘encouragement’ – but also because journalists understood and were supportive of the principle of ‘norm diffusion’ underpinning such campaigns.

Interestingly, respondents did not object to the MFC’s relatively low levels of consultation because they did not regard their involvement as necessary for its success. This was because journalists viewed the campaign as primarily symbolic or performative, rather than an active participant in the fight for media freedom.

Drawing on the insights of Baudrillard (1983) and others, these findings lead us to suggest that - from the journalists' perspective - the MFC functions as a simulacrum, or 'simulation' of support for media freedom. But simulating support for media freedom is not simply a benign act. We also show that it can have unintended consequences, such as promoting division amongst journalists and making international campaigns less accountable. As a result, this study has direct implications for how international assistance should be re-configured to enable a truly inclusive and global movement for media development – a central concern of the Media Sector Development Working Group.

Key Words

Media freedom, international advocacy

Exploring Fact-Checking as a developing journalistic genre: a content analysis informed by Todorov's genre theory

Authors

Ms. Florence Oliveira - University of Beira Interior / LabCom - Communication and Arts

Mrs. Anabela Gradim - University of Beira Interior / LabCom - Communication and Arts

Abstract

The proliferation of fact-checking services is a mounting global phenomenon, especially in Western countries (Esteban-Navarro et al., 2021). Reporters' Lab at Duke University reported 341 active fact-checking projects in June 2021, operating in 102 countries. Accompanying this phenomenon, a vast body of literature on disinformation, its relationship with journalism, public and political discourses and fact-checking has developed (Brookes & Waller, 2022). Westlund et al. recognize fact-checking as "a problem-solving practice, with fact-checkers looking for relevant and reliable information that can be used to verify or disprove claims and other pieces of content" (2022: 193).

Journalism has long been adapting and reinventing itself according to the circumstances of each historical period, with new genres and new professional profiles emerging as a response to changes in the ecosystem. Current fact-checkers are specialists in data journalism who identify, verify, and evaluate the veracity of news, a professional profile most necessary to foster a critical spirit in society in the digital age (López-Marcos & Vicente-Fernández, 2021).

Academic attention to fact-checking has emerged in tandem with the growing prominence of the practice. Presently most of the studies on fact-checking are mainly concerned with understanding "why fact-checking emerged in different places" (Amazeen, 2019), with attempts to define the boundaries of fact-checking and clarifying its relationship to professional journalism (Graves and Anderson, 2020), or with its funding and independence (Amazeen, 2019).

Qualified by many as a practice, new studies (Petrushkov, 2018; Juneström, 2020; Li et al, 2022) began to refer to fact-checking as a new journalistic genre, while other authors (Jaubert & Rivron, 2021) only refer to it as a "new genre", without a clear explanation for this categorization.

Our exploratory study approaches fact-checking in Portugal, Spain, and France as a new journalistic genre, tracing the boundaries of the field and looking for a sharper definition of the term. Bakhtin and Todorov theorized that genres develop from social practices that adapt to changing cultural norms and audience expectations, emerging from a tension between the conventions of a genre and the new and innovative forms of expression that are yet to be encoded. The process of encoding a genre is both inductive (verification of recurrent forms) and deductive (classification of these new modes of expression). Exploring fact-checking as a genre, this work performs a content analysis (induction) over a three-month sample of online published fact-checks from Polígrafo (Portugal), Maldita.es (Spain) and Les Décodeurs (France). Our work uncovers the defining features of these contents and discusses their emergence as an autonomous journalistic genre, therefore

laying a much-needed theoretical foundation for a discussion that, in the rapidly growing academic literature, is often avoided at the expense of precision and clarity of concepts.

References

- Amazeen, M. A. (2019). Practitioner perceptions: Critical junctures and the global emergence and challenges of fact-checking. *International Communication Gazette*, 81(6–8), 541–561.
- Bakhtin, M. (1986). *Speech Genres and Other Late Essays*. University of Texas Press. ISBN-13: 978-0292775602
- Brookes, S., Waller, L. (2022). Communities of practice in the production and resourcing of fact-checking. *Journalism2022*, Vol. 0(0) 1–21. DOI: 10.1177/14648849221078465
- Esteban-Navarro, M.Á., Nogales-Bocio, A.I., García-Madurga, M.Á.; Morte-Nadal, T. (2021). Spanish Fact-Checking Services: An Approach to Their Business Models. *Publications*, 9, 38. <https://doi.org/10.3390/publications9030038>
- Graves, L., Anderson, C.W. (2020). Discipline and promote building infrastructure and managing algorithms in a 'structured journalism' project by professional fact-checking groups. *New Media & Society* 22(2): 342–360. DOI: 10.1177/1461444819856916
- Herrero, E., Herrera Damas, S. (2021). El fact-checker en español alrededor del mundo: Perfil, similitudes y diferencias entre verificadores hispanohablantes. *Revista de Comunicación de la SEECI*, 54, 49-77. <http://doi.org/10.15198/seeci.2021.54.e725>
- Jaubert, E., Rivron, V. (2021). Aux frontières du fact-checking: Le «complotisme » comme révélateur des normes et des logiques d'un nouveau genre journalistique. *RESET - Recherches en sciences sociales sur Internet*, 10. <https://doi.org/10.4000/reset.3173>
- Juneström, A. (2020). An emerging genre of contemporary fact-checking. *Journal of Documentation*, Vol. 77 No. 2, pp. 501-517. DOI 10.1108/JD-05-2020-0083
- Li, J., Foley, J.M., Dumdum, O. & Wagner, M. W. (2022). The Power of a Genre: Political News Presented as Fact-Checking Increases Accurate Belief Updating and Hostile Media Perceptions, *Mass Communication and Society*, 25:2, 282-307, DOI: 10.1080/15205436.2021.1924382
- López-Marcos, C., Vicente-Fernández, P. (2021). Fact Checkers Facing Fake News and Disinformation in the Digital Age: A Comparative Analysis between Spain and United Kingdom. *Publications*, 9, 36. <https://doi.org/10.3390/publications9030036>
- Petrushkov, M. (2018). Convergent Journalism and Fact-checking: from Fact Verification to a New Genre. *Atlantis Press (ASSEHR)*, vol. 312, p. 357-362.

Key Words

Fact-checking; Disinformation; Professional journalism development; New journalistic genres

Different strokes for different folks? An analysis of working conditions of journalists in urban versus rural media in Ghana

Authors

Dr. Abena Yeboah-Banin - University of Ghana

Mr. MOHAMMED TAWFIK ADAMU - University of Ghana

Abstract

Ghana's media space is often touted as one of Africa's freest, most vibrant, and pluralistic examples. Judging by its vibrancy, it is easy to assume that all must be well with personnel in the media. However, anecdotal evidence about the conditions of service of journalists and other media practitioners signals the possibility that all is not well with the personnel. Also, with dwindling media revenues and high cost of production, good conditions of work of media personnel may be threatened. This has negative implications for productivity, employee commitment, turnover intentions, and capacity to hold power to account especially for media personnel working in rural areas. Scholars have documented aspects of working conditions of personnel in the media, including as pertains to roles, gender, and medium differences. For instance, we know that men enjoy better working conditions in media than females and that public-facing personnel (e.g., presenters and news casters) attract better remuneration than those behind the scenes (e.g., producers). However, the implications of the growing trend of inequality between rural and urban media have not been as well documented. In this paper, we argue the possibility of geographic location of media as a segmentation variable that shapes the working conditions of media personnel. Informed by the increasing inequality between rural and urban communities, and their attendant implications for media's capacity to meet employee obligations, the study examines differences in employee working conditions as a function of location. Using a nationwide survey of media personnel, the study finds clear differences in the conditions under which media personnel in rural and urban areas work.

Key Words

Working conditions in media, rural-urban divide, rural-urban media, media personnel.

Resisting Information Disorder in the Global South: Identifying drivers, developing responses, evaluating strategies

Authors

Prof. Herman Wasserman - Stellenbosch University

Abstract

Despite information disorder being a widespread problem in countries in the Global South, the study of this phenomenon remains dominated by examples, case studies, and models from the Global North. Previous research has found that organisations working in the Global South address information disorder as a multi-levelled problem embedded in a range of social, political, and economic conditions that shape the media ecology. These conditions map onto historical experiences and wider concerns among civil society actors about the quality of communication and public sphere governance in these regions – and actors and organizations working to counter mis- and dis- information increasingly link various issues such as freedom of expression, access to digital platforms, communication rights and media literacy together in their work. This paper will report on work being conducted by researchers from various regions of the Global South to identify the key drivers of information disorder in the Global South, and evaluate appropriate responses and strategies, with the aim of supporting and influencing future policy and governance interventions. The project's objective is to move beyond a descriptive approach ('what' questions) to explanatory ('how') questions and normative ('should') questions which could inform policy, regulation and legislation.

The presentation will include perspectives from sub-Saharan Africa, the MENA region, Asia and Latin America on issues including regulation of digital platforms, fact-checking efforts, political communication on messaging platforms, AI and surveillance and curbing of free speech under the pretext of clamping down on disinformation.

Key Words

Disinformation, Global South, information disorder, legislation, policy, regulation

Decoloniality and Democratisation of African Media Are Not Strange Bedfellows

Authors

Dr. Winston Mano - University of Westminster

Abstract

Decoloniality can engender democratisation of media in Africa. This paper builds decoloniality debates in African media and communication to critique and advocate for the development of a responsive media system in Africa. The focus reviews scholarship on decolonising African journalism and media studies, including calls for more relevant theoretical and methodological bases to revamp media in Africa. It argues that decolonising and democratising journalism ought to go beyond focusing on marginalisation and even erasure of African epistemes by the global North. Using Mano and Milton (2021) the focus overturns existing approaches on their head by positioning Afrokology as a critical heuristic tool for both decolonising and democratising African media in ways that advance public interest in Africa.

Key Words

Decoloniality; Democratising media; African journalism; African episteme, Public Interest Media

Solutions Journalism: the impact of solutions and innovation narratives on the ecological transition

Authors

Prof. Dora Santos-Silva - NOVA University of Lisbon / ICNOVA

Abstract

In addition to the traditional impact of journalism as a fourth power, its practice impacts how we see the world. For example, recent studies point to information fatigue and news avoidance due to excessive coverage of various topics, such as the pandemic, and extreme focus on problems (de Bruin et al., 2021; Schäfer et al., 2022). Solutions journalism – which Solutions Journalism Network defines as “rigorous and compelling reporting about responses to social problems” (n/d) – emerges as a change in the practice of journalists and the conceptualization of the story, which starts to privilege the solution to the problem instead of focusing only on the problem. The narrative is not intended to be merely “positive” but oriented towards solutions to social issues, duly proven with qualitative and quantitative evidence, to produce insights and scalability. This solution-oriented approach can rebuild lost credibility and increase audience interest in the news since it is evidence-based, accurate and provides citizens and communities with information on how they can act on and leverage societal change (McIntyre & Lough, 2019).

In the context of Agenda 2030 Sustainable Development Goals, solutions journalism can have a positive impact: by covering solutions to these issues created by the communities, researchers or even governments, these are more likely to be known and scalable and to trigger change. Journalism impact is understood here according to the contribution of Green & Patel (2013): changes that happen to individuals, groups, organizations, systems, and social or physical conditions.

This investigation aims to explore the role and impact of solutions journalism in the ecological transition, particularly regarding climate change and sustainable cities. Three RQs are addressed: 1) “What kind of solutions are covered under climate change and sustainable cities?” 2) Who are the solutions promoters and sources of evidence? 3) What is the potential impact on society, from public policies to changes in everyday life, as covered?

To address these questions, we used content analysis to solutions-oriented journalistic pieces produced in 2022, available in English, and included in the Solutions Journalism Tracker, a database of solutions stories produced in 190 countries. We reached 198 pieces when filtered by two Sustainable Development Goals: Climate Action and Sustainable Cities and Communities. Then, we analyzed them according to 12 variables, from impact factors and issue areas to the location of response and promoters of response.

Preliminary results show the potential impact of solutions journalism on generating and spreading credible knowledge about responses to social issues, including as impact outputs changes in everyday life and public policies.

Key Words

Solutions Journalism, Journalism Impact, Ecological Transition, Climate Change, Sustainable Cities

Regulating Informative Disorders: Lessons from Latin America

Authors

Dr. Ana Jacoby - Universidad Autónoma de Campeche

Abstract

Disinformation campaigns can generate a distortion of the public debate and undermine the conditions for the exercise of democracy (Colomina et al. 2021, McKay and Tenove 2021). Against this backdrop, many countries are taking measures to inhibit or regulate information disorders. In Latin America, there are three countries that already regulate the dissemination of "false news" (Venezuela, Nicaragua and Cuba) and there is a project with preliminary approval (Brazil). In addition, 59 other bills or regulatory norms related to disinformation were presented only during 2020 (Pita 2021). However, most of these projects have a punitive approach and they omit essential measures for an effective regulation of information disorders.

This paper analyzes and compares these regulatory frameworks, according to their adherence to inter-American standards on disinformation. After reconstructing these standards through jurisprudence and secondary literature, we established five dimensions of analysis and identified the following regulatory models:

The first model of "social control" includes the only three laws currently in force (Cuba, Nicaragua and Venezuela) and a draft law from El Salvador. It is characterized by a low adherence to inter-American standards in almost all dimensions and the predominance of a punitive approach similar to that identified in Sub-Saharan Africa by Cunliffe-Jones et al. (2021). The "limited social control" model shares most of the features of the previous model, although it only applies to disinformation on Covid-19 (Paraguay and Chile) or electoral processes (Peru). In the "gatekeeper audit model" (Argentina, Brazil and Mexico) the regulation is oriented to large digital platforms, rather than to users and the media. These countries -together with Cuba- are the only ones that contemplate civil and not criminal sanctions. The Brazilian project is also included in the model of "dismantling disinformation networks" together with a Colombian draft law. These projects propose concrete measures to de-vitalize misleading information, regulate the use of artificial disseminators and promote transparency on advertising.

Key Words

Information Disorder, Disinformation, Media Policy, Media Regulation, Latin America

Illiberal Democracy, Normative Theories of the Press, and the Challenge They Pose to Media Development

Authors

Ms. Susan Abbott - University of Westminster

Abstract

Media development continues to use the same framing of its objectives around supporting democracy that it has used for the past 30 years and is shaped by small funding flows to a small cadre of international organizations. Normative theories of the press that were advanced following the Second World War (Fred Siebert, Theodore Peterson, and Wilbur Schramm, *Four Theories of the Press*) have remained the dominant paradigm from which Western thinking draws inspiration, despite critiques on the “shelf life” of the media and democracy connection (Barbie Zelizer, *Journalism*, 14(4) 459–473, 2012). The fundamental necessity of a robust and competent media to democracy is strongly advocated for by both international and local media development practitioners, but the challenge of achieving media development goals requires more effective strategies’ that better reach local media and concomitantly strengthen civil society organization and networks as a necessary force of nurturing democracy. This paper draws on fieldwork carried out in Hungary, Northern Macedonia, Zimbabwe and Sierra Leone, and considers the basis for which donor support for media development is based on, and in doing so, considers how normative theories of the press are used to justify support for media development, despite more than 20 years of democratic backsliding and the emergence of the illiberal model of media that so many countries have gravitated to.

Key Words

media development, press freedom, normative theories of the press