



# IAMCR 2017

## Public Service Media Policies Working Group

Abstracts of papers presented at  
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<sup>1</sup> We have endeavoured to ensure that these are the abstracts of the papers actually presented in Cartagena. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included. Email addresses have been intentionally altered to prevent harvesting by spammers.

**Id:** 14411

**Title:** Lies about the Colombian public service television

**Session Type:** Individual submission

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**Abstract:** Since it was inaugurated in 1954 has been defended the idea that in Colombia there is public television. Nevertheless, over six decades it has become clear that in the country has developed a television close to state and under commercial criteria, quite far from the standards that define public channels. For these reasons, based on UNESCO indicators: governance Bodies, funding structures, programming and audiences, the paper aims to demystify the ideas about public service television in Colombia (Becerra & Waisbord, 2015; Bucci, Chiaretti & Fiorini, 2013; UNESCO, 2005).

Currently in Colombia are 11 TV channels labeled as publics: 3 national and 8 regional. The National Public Channels (NPC) declined in 1998 when the private television stations were approved and appeared Caracol and RCN. At the present the NPC occupying an insignificant place in the national audiovisual environment. For its part, the Regional Public Channels (RPC) emerged in 1985 and have survived as an important television option in a environment dominated by the commercial media. Therefore, the discussion that seeks to question the public orientation of Colombian TV will focus on the RPC, demonstrating how they lack independence or autonomy from the market pressures and governments.

Through a historical analysis, the paper aims to show how the governance bodies of public channels have been co-opted by political and partisan interests. It also will expose how the funding system lead the RPC to compete in the advertising market with the commercial channels, as the State does not contribute in its financing. Consequently, the programming on public TV is made by private programmers who seek economic profit more than the production of content of public interest, therefore, audiences are used as commodities to be sold to advertisers.

In this context, the regional public channels move away from the standards of public service television and sometimes confused with state channels and in others with commercial stations. The discussion is framed inside the convergence and media digitalization, where apparently the public media are not necessary (Picard, 2013, Tremblay, 2016). Therefore, reconstructing the history of what has been public service TV in Colombia will help to rethinking and planning audiovisual policies that guarantee the autonomy, independent, and plurality of public channels in the digital era.

Keywords: Public Television, Colombia, Communication Policies, Regional Channels

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**Id:** 14881

**Title:** Modelos de organización, control y financiamiento para la televisión pública en internet en países del MERCOSUR

**Session Type:** Individual submission

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**Abstract:** En los últimos años, el rediseño de las relaciones entre algunos estados de América Latina y los medios a su cargo trajo, entre otras novedades, la creación de nuevos marcos normativos, el lanzamiento de nuevas pantallas públicas y la asignación de mayores recursos económicos. Esto sucedió en un momento de convergencia tecnológica y creciente digitalización de las formas de producción, distribución y consumo de contenidos audiovisuales. Fue en este contexto de doble transformación política y tecnológica, que distintos medios públicos estatales del MERCOSUR comenzaron a desplegar sus políticas de emisión online.

Sin embargo, la expansión hacia internet no es un camino libre de dificultades ni se lleva a cabo sobre un territorio en blanco; por el contrario, está condicionada por factores históricos y políticos, por un lado, y aspectos institucionales vinculados a la gestión de los medios, por el otro.

En relación a los condicionantes externos, se cuentan el nivel de desarrollo tecnológico del mercado de medios del país, la existencia de financiamiento destinado a la innovación tecnológica en el Estado, el comportamiento de los factores privados del sistema de medios y la legitimidad de los medios públicos.

En cuanto a los aspectos internos, la creación de un servicio audiovisual online interpela a las emisoras que deben definirse respecto del proyecto editorial, la estructura organizativa, el perfil de las nuevas operaciones como complementarias o autónomas de las tradicionales, así como la jerarquía y prioridad que tendrán dentro del plan institucional y en la distribución de los recursos. En este sentido, la fundación de un servicio público audiovisual en internet, implica niveles de esfuerzo en términos de reflexión, planificación y recursos, homologables a los que demandan las operaciones tradicionales.

Este trabajo indaga sobre los servicios en internet de las televisoras públicas de Argentina, Uruguay, Paraguay y Brasil, socios fundadores del MERCOSUR, a partir del análisis comparativo de cuatro variables: sus principales prestaciones online; la forma organizativa de los servicios web; los mecanismos de control de estas operaciones; sus recursos y fuentes de financiamiento. El análisis retoma, entre otros indicadores, la definición de una política editorial; aspectos laborales (nuevos perfiles profesionales y necesidades de capacitación); organizativos (nuevas rutinas productivas, jerarquías y planes de operación) y necesidades de infraestructura y recursos. A su vez, los casos se presentan y se analizan en relación a sus contextos políticos locales y con una mirada histórica.

El objetivo del trabajo es caracterizar cada uno de los modelos de gestión de la televisión pública en internet en el MERCOSUR, para reconocer a qué estrategias y funciones responden, y al mismo tiempo producir interpretaciones sobre su potencial como instrumentos para la democratización del espacio público mediático.

**Id:** 15038

**Title:** Articulating One's Value: A Textual Analysis of BBC's Discursive Strategies in the Context of the Royal Charter Reviews (1992-2015)

**Session Type:** Individual submission

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**Abstract:** In which ways do public service media (PSM) organisations like the BBC in the UK articulate their worth? What discursive strategies do they employ and legitimise their existence in an ever more crowded commercial media market? What 'casual stories' (Stone 1988) do they craft to justify their value? This paper addresses these questions by undertaking a qualitative textual analysis of British Bold Creative: The BBC's Programmes and Services in the Next Charter (BBC 2015), the key document setting out the BBC's vision for the next ten years, published in September 2015 in the context of the policy process for the renewal of the BBC's Royal Charter. The Royal Charter is the constitutional basis for the BBC. The new Royal Charter, the ninth in BBC's history, came into effect on 1 January 2017 and will expire on 31 December 2027.

This paper compares and contrasts British Bold Creative with Extending Choice: The BBC's Role in the New Broadcasting Age (BBC 1992) and Building Public Value: Renewing the BBC for a Digital World (BBC 2004), the manifestos produced by the BBC in the run up to the renewal of its Royal Charter respectively in 1996 and 2006. In keeping with a discourse analytical perspective, these documents will be historically situated and their relationship with the wider political and social context will be considered. The textual analysis will aim to shed light on changes and continuities over time in BBC's discursive articulations of its value and in the narratives deployed to justify its continuing *raison d'être* (notably in relation to the impact of new technologies). The analysis will also consider the extent to which, in formulating strategy and setting out its vision for the future, the BBC appears to draw upon a repertoire of discursive resources that reproduce, even at the level of linguistic expressions, the dominant policy frames and understandings of the time.

**Id:** 15212

**Title:** La deuda interna: acceso ciudadano y políticas sobre medios públicos en Argentina

**Session Type:** Individual submission

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**Abstract:** A partir de diciembre de 2015, Argentina produce un giro copernicano en sus políticas de comunicaciones desandando un camino construido colectivamente a lo largo de casi una década sobre la base de los derechos a la comunicación y el acceso ciudadano. El gobierno entrante produce una ruptura radical con el marco normativo y filosófico preexistente -la ley N° 26.522/09- derogando mediante Decretos de Necesidad y Urgencia aspectos claves de una norma audiovisual calificada como ejemplar por los Relatores de Libertad de Expresión de OEA y ONU. Este es el inicio de una larga serie de transformaciones radicales que han tenido una clara direccionalidad: generar un entorno regulatorio favorable y a medida del sector lucrativo, particularmente de los grandes players, permitiendo incluso el ingreso de nuevos actores corporativos extranjeros y concomitantemente debilitar el sector no lucrativo y proseguir con un tratamiento gubernamentalizado de los medios públicos estatales.

Resulta pertinente especificar que en Argentina desde el año 2009 los medios públicos fueron definidos por una nueva normativa que los agrupó en medios públicos estatales y no estatales, incluyendo entre los primeros a aquellos que eran propiedad de los Estados Nacional, provincial y municipal y a los pertenecientes a Universidades Públicas Nacionales y entre los segundos a aquellos pertenecientes a la Iglesia Católica y a los Pueblos Originarios. De modo que el sector se volvió aún más complejo.

En este contexto los medios públicos estatales, han quedado, una vez más, ubicados como el trofeo de guerra del gobierno entrante, como territorio de ajuste de cuentas con los partidarios de la gestión anterior, y sitio en el que cualquier vestigio del pasado será calificado como estigma. En esta arquitectura venal, el acceso ciudadano a los medios públicos ha sido severamente restringido por dos vías: el acceso a medios digitales y contenidos preexistentes tanto en el sistema analógico como en el de la Televisión Digital Terrestre y la participación en órganos consultivos creados por la ley en cuestión, que fueron desmantelado. En este trabajo proponemos exponer las similitudes y diferencias significativas de los dos períodos comparando las normativas y las políticas diseñadas e implementadas en cada caso. Sin embargo, aún frente a los contrastes que se exponen, y que permiten valorar positivamente aspectos de un pasado reciente que se han perdido, nuestra hipótesis de trabajo sostiene que el acceso ciudadano es el agujero negro de las políticas sobre medios públicos en nuestro país a lo largo de su historia.

**Id:** 15329

**Title:** Digital Terrestrial Television in Mexico City. ¿An opportunity for universal access?

**Session Type:** Individual submission

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**Abstract:** On December 31, 2015, analogue transmissions officially concluded in Mexico to consolidate the process of introduction of the digital terrestrial television system. In this case, this proposal makes an evaluation of the political communication strategies developed by the Mexican government to consolidate the introduction of digital terrestrial television services.

Based on a survey of a representative population of Mexico City residents, this sample aims to identify the variables related to the perception of communication policies in Mexico, the application of the universal service, the relationship with the public service and citizenship, including factors such as interactivity, uses and practices, among others, in the process of introduction of DTT.

In this sense, the intention is develop a descriptive and analytical proposal, with information to define, in the first instance, the variables of the phenomenon of the introduction of DTT. Accordingly, the instrument to identify the characteristics of this process is based on a questionnaire, because it is one of the most efficient strategies for obtaining data.

A representative sample of the population of Mexico City allow the evaluation of the implementation of Digital Terrestrial Television, with opinions, perceptions, experiences and attitudes of the citizenry relate to the implementation of this public service.

This study aims to open the discussion on Who are the real beneficiaries of spectrum saving? What are the risks and opportunities for public service media policies?, What are the possible socio-economic and technological impacts? , What is the future for the public service in Mexico?, that includes cultural and educational expressions, programming based on entertainment, information and advertising.

In general terms, this paper pretends discuss the general vision of Digital Terrestrial Television as a universal access factor to public communication services, and as part of a communication policy that in theory includes more quantity and quality of audiovisual content, interactivity and pluralism to increase the choice of citizenship.

**Id:** 15651

**Title:** Market actors or public service actors? Vague role of regional mass media in Russia

**Session Type:** Individual submission

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**Abstract:** This research investigates position and role of regional media outlets within the structure of Russian media system. Using the concepts of political economy and institutional approach of economic sociology, this study demonstrates why recent transformations of the structure of regional media markets happened and what are the main effects of this transformation on regional communities and media system of the whole country.

Based on the analytical framework suggested by Toepfl (2013), we study four groups of factors that shaped the current development of regional media system. They are: journalistic culture, political system, economic system, citizens' media-related beliefs, socioeconomic development, and external factors.

Empirical base of the research included secondary data from research organizations, industry reviews, and normative documents; database of state informational contracts (sample of 42 Russian regions, 20815 contracts signed in 2011-2014); data of semi-structured interviews held with journalists and media managers in Russian regions (sample of 9 interviews). Methods of statistical and social network analysis (Wasserman, Faust 1994) were used for quantitative data.

The main results revealed dualistic role of regional mass media. On one hand, there is a strong tendency of commercialization when media companies act as market players aiming to maximize their profit. This process started after collapse of Soviet Union and re-started in the beginning of 2000-s when new turn of privatization of regional media capital was introduced and important changes in media regulation were made. Known as "monetization of benefits" these changes cancelled direct state support of local media outlets motivating them to earn by themselves. Rhetoric of state officials also supports liberal market-oriented logic.

On the other hand, our research demonstrated the existence of stable paternalistic vector. In fact, budgets that were previously distributed as direct support transformed into "market-friendly" form of state contracts signed between regional authorities and media outlets (both private and state-owned). Using these contracts authorities order a coverage of certain public significant topic. This mechanism is aimed to fulfill public service function since there is no institutionalized model of public service media in Russia.

Such contracts forms parallel quasi-market where regional media companies rival to get them (Le Grand 1991). Social network analysis was used to understand how contracts (and financial resources) were distributed from state clients to media suppliers. We revealed un-normal distribution with evidences of unfair competition. Qualitative data (interviews) supported findings with some detailed characteristics of how this quasi-market organized.

Quantitative analysis of topics covered in these contracts demonstrated that there is an overbalance towards coverage of official events and activities while some topics are strongly underrepresented.

We conclude that such vague role of regional media companies can be explained by mixing of modernization and conservative logics that are presented at both state and industry levels. State informational contracts is an attempt to build-in public service into the market operations. In this model, end customers (audience) cannot anyhow influence on the choice of supplier and quality and themes of producing content.

**Id:** 15670

**Title:** Switching channels - emerging alternatives to public service broadcasting in Jamaica

**Session Type:** Individual submission

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**Abstract:** This paper focuses on a single national case study of the public service broadcasting media in Jamaica. Public service broadcasting has existed in various forms in Jamaica over the last five decades. In the 1950s, the country's first attempt at public service broadcasting had support from North America and Europe. The paper analyses public service broadcasting in the Jamaican context, to show how it has evolved in conjunction with the changing media landscape. Advances in media technology, including social networking sites, online media streaming, with its potential for inclusion and participation continue to challenge the way public service broadcast media are implemented. These new developments also present opportunities for media consumers to be more involved in how they use media to represent their own experiences and share content in the public's interest. Assumptions and principles associated with public service broadcasting are also discussed. These are contextualised against a historical review of the implementation of public service media from its inception of the publicly owned Jamaica Broadcasting Corporation (JBC) in 1959, to the demise of that entity in 1997, to its current manifestation as the Public Broadcasting Corporation of Jamaica that began operating in 2007. Arguably, in Jamaica, the future of public service broadcasting lies in community-based media led by non-governmental organisations. The paper argues that governments should no longer feel obligated to provide public service broadcasting on publicly-owned and financed entities. Instead, they should encourage transition to more community-based systems that provide various interest groups with the opportunity to participate in their own production of media content relevant to their situation. Challenges, including political interferences, affecting the viability of public broadcasting are discussed and the paper proposes alternatives to the initial conceptualisation of organisations providing public service broadcasting.

**Id:** 15977

**Title:** SOCIAL TELEVISION AND INFORMATION: PUBLIC AND COMMERCIAL STRATEGIES IN EUROPE

**Session Type:** Individual submission

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**Abstract:** The aim of this paper is to analyse and explain how the most successful informational programmes appeal to social audiences in public and commercial broadcasters in the main five European markets (France, Germany, Italy, Spain and United Kingdom). The study of the actions and strategies public and commercial channels implement in order to encourage their respective audiences' participation through social networks is essential to understand how broadcasters deal with the necessity of engaging audiences in new environments or scenarios.

This study has been carried out within the GRISS (Research Group on Image, Sound and Synthesis) of the Department of Audiovisual Communication and Advertising at the Universitat Autònoma de Barcelona (Spain). It has been developed within the framework project "Social Networks and European General-Interest Television (EU-5): Screen Uses and Network Activity of Audiences" (RSTV), of the National R&D Plan, founded by the Spanish Ministry of Economy and Competitiveness (ref.: CSO2015-65350-R). The focus of this project is to explore and explain the synergies that allow broadcasters to innovate in their social networks' strategies through the most

popular television content in the five big European markets, and to identify correlations between the broadcaster's actions and the social audience's response.

In this communication we will focus on finding differences and similarities in the way public and commercial channels appeal to social audiences through informational programmes. With this purpose, we study a sample of the most successful information productions in France, Germany, Italy, Spain and United Kingdom. We selected the ten programmes with highest ratings broadcasted by TDT general-interest television channels: Das Erste, ZDF, BBC One, BBC Two, France 2, France 3, Rai Uno, Rai Due, Rai Tre, La1, La2; and private channels: ProSieben, Sat.1, RTL, Channel 4, ITV1, TF1, M6, Canale 5, Italia 1, Rete 4, Antena 3, Cuatro, La Sexta, Telecinco). We use content analysis to explore and describe if the producers or programmers appeal to and encourage social audience's participation, how they do it (forms of insertion), how are these actions eventually related to the content, and which social networks (Facebook, Youtube, Twitter and Instagram) are they appealing to. Finally, we try to find patterns, strategies or the lack of them, always taking into account the purpose of comparing public and commercial channels.

**Id:** 15986

**Title:** INFO-SHOW IN EUROPEAN TELEVISION: THE INDUSTRY LAB FOR ENGAGEMENT WITH THE SOCIAL AUDIENCE

**Session Type:** Individual submission

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**Abstract:** The main purpose of this communication is to analyse and describe how producers and programmers appeal to social audience in info-show programs. Info-show producers have always been very interested in interacting with the audience. They have been finding different ways to do so and have been traditionally capable to use the technology available at each moment. The case of social network has not been an exception; Info-show formats are constantly trying to appeal and engage social audiences through a broad range of techniques that encourage them to take action and stimulate participation. That's why we considered this genre a magnificent framework to analyse industrial behaviour related with social audiences.

This study has been carried out within the GRISS (Research Group on Image, Sound and Synthesis) of the Department of Audiovisual Communication and Advertising at the Universitat Autònoma de Barcelona (Spain). It has been developed within the framework project “Social Networks and European general-interest television (EU-5): screen uses and network activity of audiences” (RSTV), of the National R&D Plan, founded by the Spanish Ministry of Economy and

Competitiveness (ref.: CSO2015-65350-R). The focus of this project is to explore and explain the synergies that allows broadcasters to innovate the strategies in using social networks through the most popular contents of the television in the five big markets and to establish relationships between the broadcaster's actions and the social audience response.

We study a sample of the most successful Info-show programs in France, Germany, Italy, Spain and United Kingdom. We selected the ten programs with highest ratings broadcasted by TDT general-interest television channels: Das Erste, ZDF, BBC One, BBC Two, France 2, France 3, Rai Uno, Rai Due, Rai Tre, La1, La2; and private channels: ProSieben, Sat.1, RTL, Channel 4, ITV1, TF1, M6, Canale 5, Italia 1, Rete 4, Antena 3, Cuatro, La Sexta, Telecinco). We use content analysis to explore and describe if the producers or programmers appeal to and encourage social audience's participation, how they do it (forms of insertion), how are these actions eventually related with the content or which social networks are they appealing to. Finally, we try to find patterns, strategies or the lack of them, comparing the different countries of our sample.

Audience participation has always been an essential part of the Info-show. Being able to understand and reveal how this genre addresses its audience through new interaction platforms is essential in order to understand both industry strategies and particularly on this type of content.

**Id:** 16045

**Title:** A Convergence Cul-de-sac' The Transforming Media Public Sector in Cape Verde

**Session Type:** Individual submission

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**Abstract:** This paper deals with the dramatic ongoing transformation of the media public sector in Cape Verde so as to build the information infrastructures that will catapult the African country into the global information age.

More concretely, in less than one year the public media sector in Cape Verde went through a convergence and de-convergence process as a result of different governments of competing parties. Indeed, in August 2015 the outgoing PAICV (African Party of the Independence of Cabo Verde) decided to fuse, mainly driven by economic motives and focuses on efficiency, the public media companies (two radio channels, television networks and websites, alongside the news agency) into the Radiotelevisão Cabo-verdiana Inforpress (RTCI). Only ten months later, the incoming MPD (Movement for Democracy) separated the news agency (Inforpress) from the RTCI. This was due to the difficulty to reconcile the commercial and functional specificities of the Inforpress with the remaining public service media outputs, leaving the state-owned company in a unsustainable impasse.

To illustrate uniqueness of the Cape Verdean media public sector convergence process, this article is based on empirical research findings from a case study (Huang et al., 2004; Dupagne and Garrison, 2006), which seems to be a fairly reliable formula for analyzing complex issues and contemporary phenomena in its own context (Yin, 2003: 13). Furthermore, it combines different qualitative methodologies such as in-depth interviews and ethnographic participation, as evidence to validate its conclusions.

Besides dealing with a previously ignored country in the field literature and the less researched issue of de-convergence, it contributes to the ongoing academic debate on convergence and de-convergence: Firstly, by corroborating that convergence in Cape Verde, as elsewhere, is still in a state of flux and an unfinished process. Above all, based upon the uniqueness of the Cape Verdean study case, it puts forward the argument that more than the conditioning dynamics imposed by the technological factors or the cultural and professional practices prevailing in the newsrooms, the convergence (or de-convergence) processes are mostly determined and constrained by

governmental decisions or deliberations.

**Id:** 16199

**Title:** Correcting market failure in the Canadian news industry

**Session Type:** Individual submission

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**Abstract:** The Internet has fundamentally changed news ecologies around the world. It has not merely changed when, where and how people consume news, it has changed who is producing news and what news is available. In Canada, citizens, politicians and media organizations alike are grappling with what this rapidly developing media environment means for the news industry.

This paper explores what the new media environment means for the country's national public broadcaster, the Canadian Broadcasting Corporation (CBC). It considers what the role of the CBC's news department should be moving forward in light of the current state of Canada's news industry. The theory of market failure is used to frame the importance of investing public money in the news. As such, this paper looks at the role that news plays in democracies and in creating a healthy public sphere. It outlines the current state of the news industry in Canada through a discussion of recent academic and non-academic studies into its post-broadcast era status to demonstrate the importance of the CBC stepping in to areas in the news industry where there are clear instances of market failure.

This paper critically analyzes the direction that the CBC is currently taking, as outlined in their 2020 plan and in their most recent Canadian Radio-television and Telecommunications Commission license renewal. It considers whether or not that is that path that Canadians need it to take in light of the current state of the news industry, particularly as outlined in the report *The Shattered Mirror*, which was published in early 2017 and looks at the current state of Canadian news. This paper's central argument is that the CBC should be doing more to correct market failure in the country's news industry.

In light of advertising revenue being diverted to Google and Facebook, causing private media to struggle to find a business model that works, Canadians need strong news services from the CBC now more than ever. This content should help facilitate a healthy public sphere and ensure that all Canadians have access to the news and information that they need to participate in democratic debate. This includes making sure that all Canadians have access to locally relevant content and to investigative journalism. While there is a high volume of content now available, there is not the quality of content that a healthy democracy needs. It does not matter if there is a lot of content out there, it matters what kind of content is out there. In the Canadian context, "quality" includes content that is diverse, distinctly Canadian and particularly regional.

**Id:** 16399

**Title:** Public Service of Media, Ombudsperson services and media observatories: approaches and diversities in Brazil, Portugal, and Argentina

**Session Type:** Individual submission

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**Abstract:** One of the main functions of media ombudsperson is the mediation between the public and media professionals. There is, however, in this position an expectation of observation and analysis of activities and disseminated content that brings it closer to the mission that has traditionally been attributed to observatories. Acting as monitoring agents, ombudsperson more or less systematically follow the production of the media they represent, and therefore, within each company, they are “observers” with critical sense. Taking as a reference the experiences of the Listener and Viewer’s Ombudsperson in the Public Service of Media’s Ombudsperson Office in Portugal and in Brazil and the experience of Public Defender’s Office in Argentina, this paper aims to discuss the proximity between these positions and the media observatories, assuming that both are oriented to examine communication and information processes and practices. The analysis developed in the context of this paper concerning the experiences of ombudsmen in Portugal, Brazil and Argentina shows that the Portuguese paradigm will be the least developed in terms of systematic observation. Even in this case, however, the selection and treatment of certain cases, such as programming for children, respect for the Portuguese language or sports programming, supposes that the ombudsperson and his/her team carry out observation work to identify the complaints and to understand the validity of the arguments put forward by the public. In varying degrees of dedication, ombudsperson offices can be recognized as a sort of internal observatory. The research looked at the common and diffused ways in the three countries. In the Portuguese public service, sporadic and non-systematized monitoring is carried out based on public complaints. In Brazil, there is daily monitoring, in addition to the one carried out as a consequence of the

intervention of the public, and monitoring surveys are also carried out with external partners. In Argentina, in addition to the monitoring carried out as a consequence of the demands of the public, studies on news content broadcast on open television news programs are produced and published bimonthly. More in Brazil and Argentina than in Portugal, as shown in the analysis. the ombudsperson assumes a vigilance role, assisted by the public, which aims to contribute to the promotion of the quality of contents and procedures. While it is not motivated by scientific reasons, contrary to what is happening in most media observatories, in close proximity to the purpose of the observatories, the ombudsperson is somewhere between the observatories and the think tanks. It supervises the media productions at the suggestion of the public, and may also intervene to advise the management teams in the improvement of the communication services provided.

**Id:** 16921

**Title:** PANEL:Políticas de comunicación para la reconciliación nacional en Colombia

**Session Type:** Panel Submission

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**Abstract:** “Los medios públicos y el periodismo en la comunicación de la justicia transicional y de la Comisión de la Verdad”

Colombia enfrenta, terminando el primer semestre de 2017 la reincorporación de las Fuerzas Armadas Revolucionarias de Colombia, FARC, a la vida civil y la dejación de sus armas, el reto de diseñar una Jurisdicción Especial de Paz (JEP) que avance en la construcción de una justicia transicional que juzgue los crímenes de lesa humanidad de los distintos perpetradores: guerrillas, paramilitares, empresarios, políticos y miembros de las fuerzas militares y de policía.

Junto a ese reto judicial aparece otro reto para los medios de comunicación y el periodismo: trabajar para construir con inteligencia, equilibrio informativo y profesionalismo, una estructura equitativa de visibilidad de las distintas víctimas del conflicto y de los diferentes victimarios comprometidos en crímenes y violaciones de los derechos humanos. La derechización de la sociedad durante los años de gobierno de Uribe Vélez (2002-2010) y la polarización reciente de los colombianos entre Santismo y Urielismo, partidarios y enemigos del proceso de paz con las FARC, no contribuye precisamente a proyectar en el inmediato futuro un cubrimiento responsable y ponderado de las decisiones de la Jurisdicción Especial de Paz y de la Comisión de la Verdad (CV), a pocas semanas del inicio del funcionamiento de esas dos instituciones de la Justicia Transicional.

La ponencia, basándose en la conceptualización sobre los medios públicos y en estudios previos sobre el papel de los medios en el cubrimiento de la justicia transicional y las comisiones de la verdad en distintos países, y en la observación sistemática del cubrimiento periodístico televisivo de los temas de la JEP y de la CV durante el primer semestre de 2017, a través del Observatorio de la Universidad Nacional de Colombia, apoyado por la Autoridad Nacional de Televisión ANTV, mostrará la representación que de estos procesos construyen los medios público-estatales: Señal Colombia, Canal Institucional y los canales regionales.

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**Id:** 16953

**Title:** POLÍTICAS Y ACCIONES ESTATALES EN MATERIA DE COMUNICACIONES PARA LA IMPLEMENTACIÓN DE LOS ACUERDOS DE PAZ EN COLOMBIA

**Session Type:** Individual submission

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**Abstract:** Desde otra perspectiva jurídico – política el panel pretende abordar lo relacionado con las políticas, reglamentaciones y acciones administrativas y presupuestales que deben emprender los entes reguladores de la comunicación y los medios públicos para materializar los acuerdos de paz.

En tal sentido, sin perjuicio de las libertades de operación, expresión y difusión en los medios públicos y privados, será necesario ofrecer espacios, operación de canales y contenidos para la paz y la reconciliación nacional, encaminados a la participación de las organizaciones de la sociedad civil, las diversas ciudadanías y expresiones étnicas de la nación, los partidos y movimientos políticos en la oposición y/o en tránsito a la vida democrática. Estos espacios en los medios de propiedad del Estado y/o en los espacios con los que cuenta el Estado en los medios privados, deben ser regulados en su acceso, así como en el financiamiento de la producción y difusión de contenidos.

Además del paquete de políticas y reglamentaciones para la implementación de los acuerdos de paz, las entidades públicas de regulación u operación de comunicaciones tendrán que readecuar sus estructuras organizacionales, planes de desarrollo, procesos y procedimientos para hacer que la comunicación para la reconciliación sea una prioridad nacional, habida cuenta que los medios constituyen agencias de socialización y educación informal.

El diseño y ejecución de las iniciativas de comunicación para la paz y la reconciliación nacional demandan el compromiso presupuestal y financiero del Estado central y los entes territoriales, precisando si las mismas serán ejecutadas con cargo al Fondo de Tecnologías de la Información y las Comunicaciones –FONTIC–; el Fondo para el Desarrollo de la Televisión y los Contenidos, FONTV; recursos del presupuesto nacional, o recursos del sistema de regalías.

La política de comunicaciones para la paz y la reconciliación nacional en Colombia para ser efectiva necesita formas, contenidos y fondos.

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**Id:** 16955

**Title:** How to tell stories for Public Media to comprehend the most recent political and social changes in the North American region'

**Session Type:** Individual submission

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**Abstract:** El presente trabajo tiene como objetivo discutir cuáles son las características que deben cumplir hoy día las narrativas en los medios públicos a partir de la transformación de las tecnologías de información. Particularmente, con el cambio del lenguaje de estos medios, los productores se enfrentan a que las historias tienen que ser contadas de forma más creativa para atraer y hacer visibles a audiencias cada vez más diversas y plurales.

Los conceptos narrativos, discutidos en esta ponencia, son el resultado del trabajo realizado, desde el 2012, en el proyecto “The Heart of Mexico”, dirigido por profesores de la Universidad del Norte de Texas, la Universidad Autónoma del Estado de México, periodistas especializados en narrativa y antropólogos. Este proyecto multidisciplinario y binacional ha sido financiado por distintas instituciones en Estados Unidos y México.

En este proyecto se desarrolló una metodología de campo (field-school) en la que se incluyó a estudiantes de periodismo, lenguas y antropología de ambas universidades, a quienes se les enseñaron los conceptos del periodismo narrativo. El trabajo de campo se llevó a cabo en distintos pueblos de México. Cada año se escogió abordar una temática distinta; por ejemplo, migración entre Yucatán a los estados de Texas o California (2016).

A través de este trabajo en campo, pudimos evaluar cuáles eran los elementos narrativos que se podían aplicar para contar historias que pudieran ser pertinentes para diferentes tipos de audiencias en ambos países. Uno de los resultados más enriquecedores fue encontrar un vínculo importante entre la etnografía y el periodismo.

Los resultados de este proyecto multimedia han sido compilados en sitio de internet: [heartofmexicostories.com](http://heartofmexicostories.com), el cual ha obtenido alrededor de 16 premios internacionales y ha sido mostrado en los sitios de internet de algunas estaciones de servicio público en México y Estados Unidos.