### Media:

#### Digitalisation

* changes business model of journalism; started as early as Internet (Spring 1996 -> online NYTimes + birth of native websites)

Not much influence on practices

real game changers -> news aggregators + social media

* **post broadcast regime** = turn of the 2010’s: dislocation of media (cable + internet) / displacement of broadcast network / Emergence of talk-shows
* **Eroding** of traditional space of journalism: define the contours of the discursive environment -> set the agenda + operate as sole gatekeepers / Multi axiality of the environment -> create a grander sense of reality than reality itself (Hyperreality)

#### **Hybrid Media sys**. (Andrew Chadwick) -> become pivotal w/ Obama in 2008

* Confluence + integration = adoption, integration; not a matter of disappearance for legacy media (TV / Radio…) -> still enduring presence of Televisual
* Infinite, temporary, volatile combination of different media; online + off-line -> intertwined
* “Masspersonal” communication
* Multi directionality

#### **Shift in regulatory regimes**

Federal Communications Act of 1934

1980’s shift in paradigm

Telecommunications Act of 1996 -> loosening of the rules of ownership / concentration, cross-ownership / forbearance of public rules

Excessive commercialism + market fundamentalism + deregulation

Deregulation of social platform (less regulated than tobacco and automobile industries… ) -> Communications Decency Act of 1996 (part of the Communications Act) -> long term effects; section 230 crucial in two respects -> immunity from liability for publication of content (social platforms are NOT publishers); immunity from liability for regulation of content (protecting children from harmful content)

#### **Structured collapse of journal. industry**

Pandemic -> 19% decline; 30% decline of Sunday prints

“Trump Bomb”

Year 1956 1.016% / 2022 divided by 10%!

Laid-offs, smaller pay + staff

2008-2022 - 26% decrease in newsroom employment (newspaper specifically)

144% increase for digital

2008 -> newspaper employees acc. for 62% vs only 36% in 2020

#### **Slow erosion of local news**

⅕ of the American population lives in a news desert (means a lack of relevant news around their communities); terrible for democracy -> politics and corruption not covered -> converge to major structured problems -> eco adv -> sect 230. So much profit that it’s impossible to count.

-> Platformisation of news making

Journalist -> 1 role-player among others

Increasingly competitive news making environment

* pro journalists further displaced by an infinity of non-institutional news making
* collapse of informal hierarchies
* journalist facing competitivity of various types of content

Most journalists would say social media is bad for journalism but it doesn’t mean they don’t use it

Social media as “assignment editor”

Facebook + Twitter -> naturalised in journalists’ routine

Twitter -> younger journalists (19-29/30-49)

Platformisation of news making; Facebook used to compensate; Twitter -> more liberal or progressive publications

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#### **How does it affect content?**

* acceleration pace of news cycle: imperative of “getting out the news” -> lower standards of verification (at times pressure of editors)
* clickbait (even the Metropolitan is guilty of this)
* Over reliance on official sources, increased this decade especially during the Trump era (cf. Muller Report case with only a summary released by Bill Barr (influence on news agenda) -> news paper believed there would be no conspiracy)

#### **Systematic defaulting to journalistic norms**

Objectivity (Detachment, Balance, Inverted Pyramid, Naive Empiricism, Non-Partisanship) -> nowadays mostly detachment and **balance** -> balance is a trap -> creates false equivalence (cf. Clinton about coal and Trump about women)

Personalisation of news and self-branding (Jim Acosta, April Ryan, Jorge Ramos)