

mediesystem

Figure 2. Freedom-responsibility coordinate system and resulting media systems

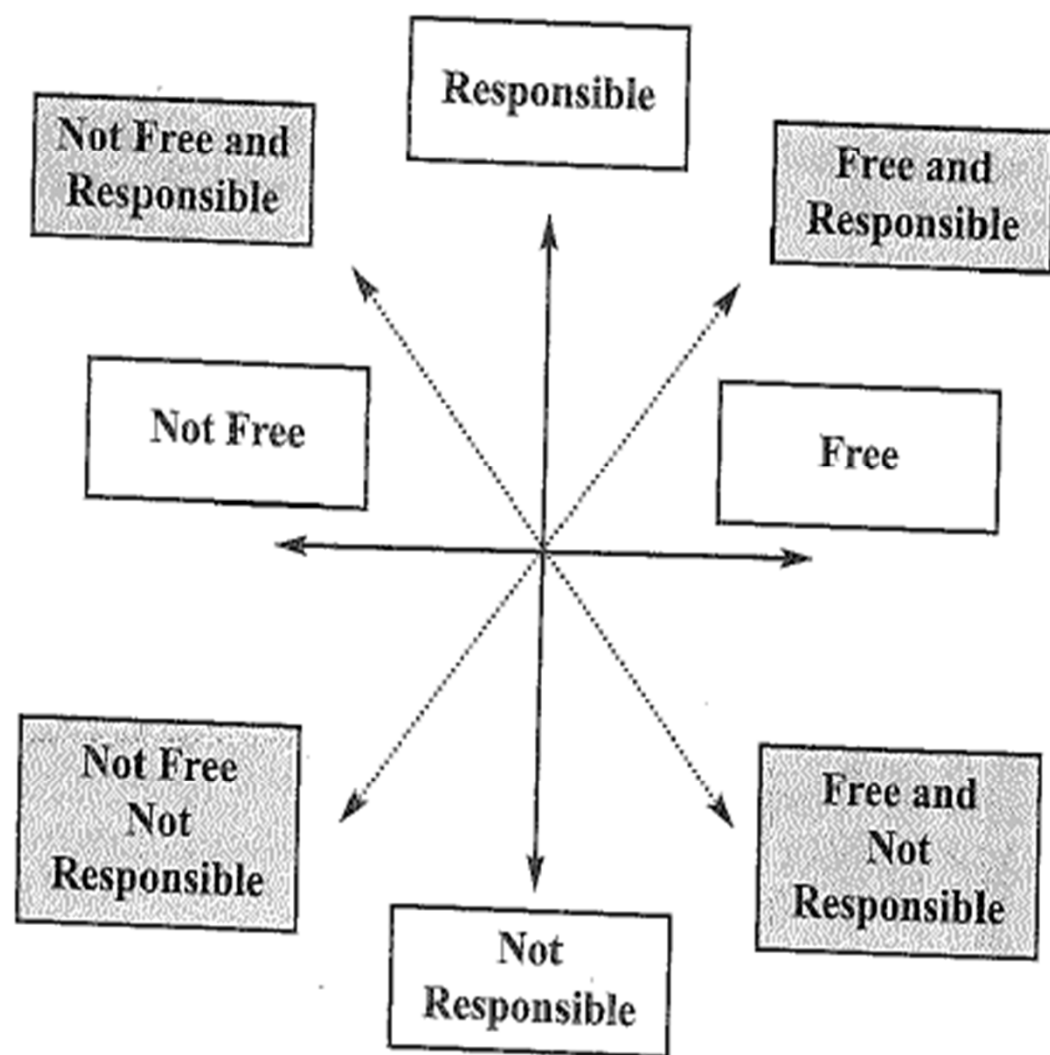


Figure 3. Four normative traditions

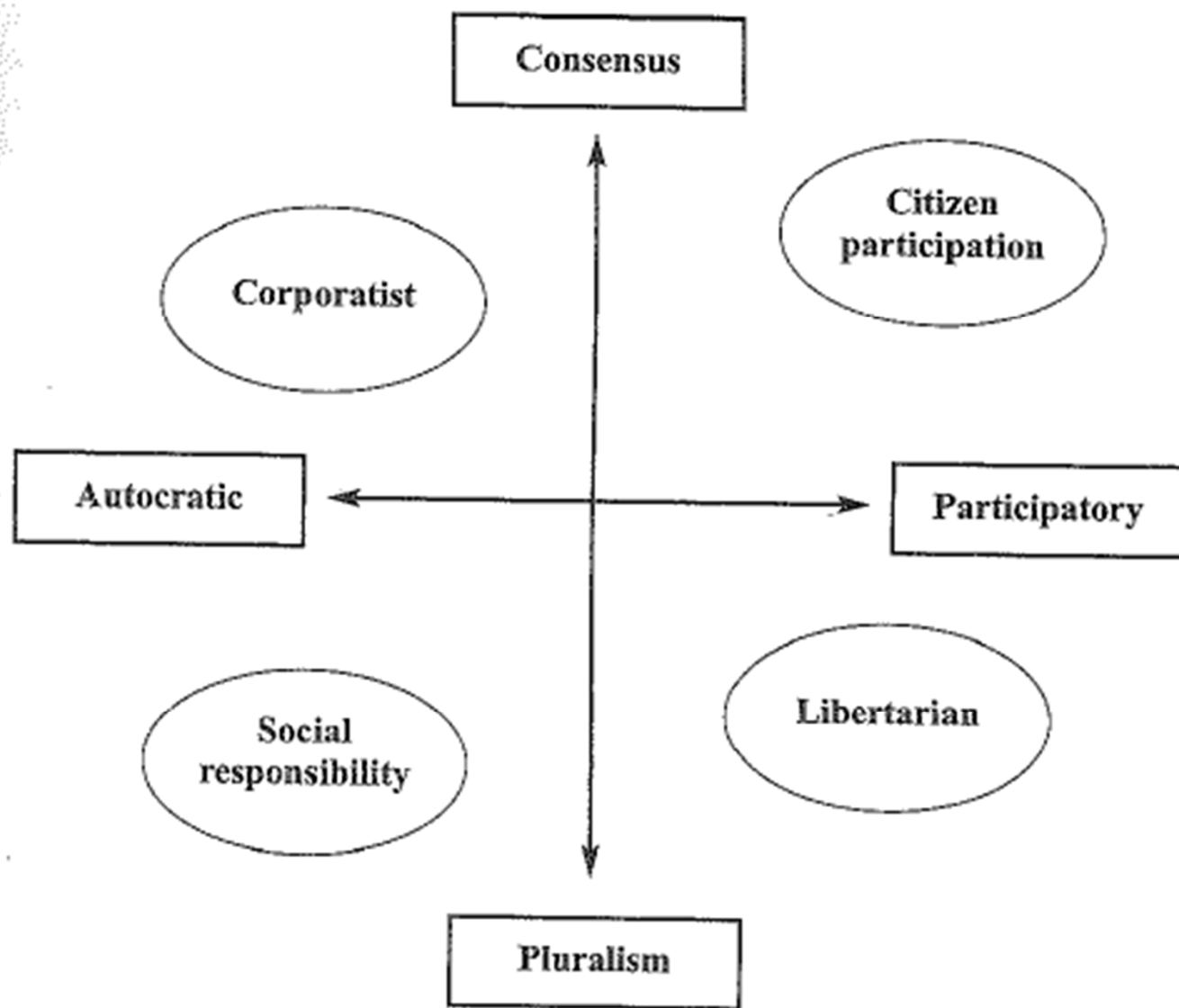


Table 2. Categories for media systems (Blum 2005)

	A: liberal	B: middle	C: regulated
1. Government system	democratic	authoritarian	totalitarian
2. Political culture	polarized	ambivalent	concurring
3. Media freedom	no censorship	cases of censorship	permanent censorship
4. Media ownership	private	private and public	public
5. Funding of media	market	market and state	state
6. Parallelism of media and political parties	low	moderate	high
7. State control of media.	low	moderate	high
8. Media culture	investigative	ambivalent	concurring
9. Media orientation	commercial	divergent	public service

Table 1. Communication Values and Corresponding Media Systems

Basic Value	Freedom	Justice/ Equality	Solidarity (bottom-up)	Order (top-down)
Social Context	Free market system	(Social) democratic model	Media attached to various sub-groups of society	Totalitarian/authoritarian system
Goal	Unrestricted freedom of communication	Equal, fair access to media, fair reflection in media of society in all diversity	Increasing commonality and sharing of out-look, voluntary attachment	Control/compliance/conformity
Main regulatory mechanism	Light regulation, market mechanism prevails	Heavy regulation: public interventionism to ensure equality in access to, and use of, means of communication	Heavy regulation: arrangements for access and positive representation of sub-groups in society	Totalitarian regulation: centralized, command system
Underlying philosophy	Market-driven exclusion, negative freedom	Inclusion, democracy, positive freedom	Sympathetic recognition of alternative perspectives	Political exclusion, hegemony, homogenization
Communicators	Everyone with the means to do so	All social groups	All sub-groups	Only "approved" voices

Adapted from McQuail (1992).

Figure 2. The cumulative horn of media and media policy

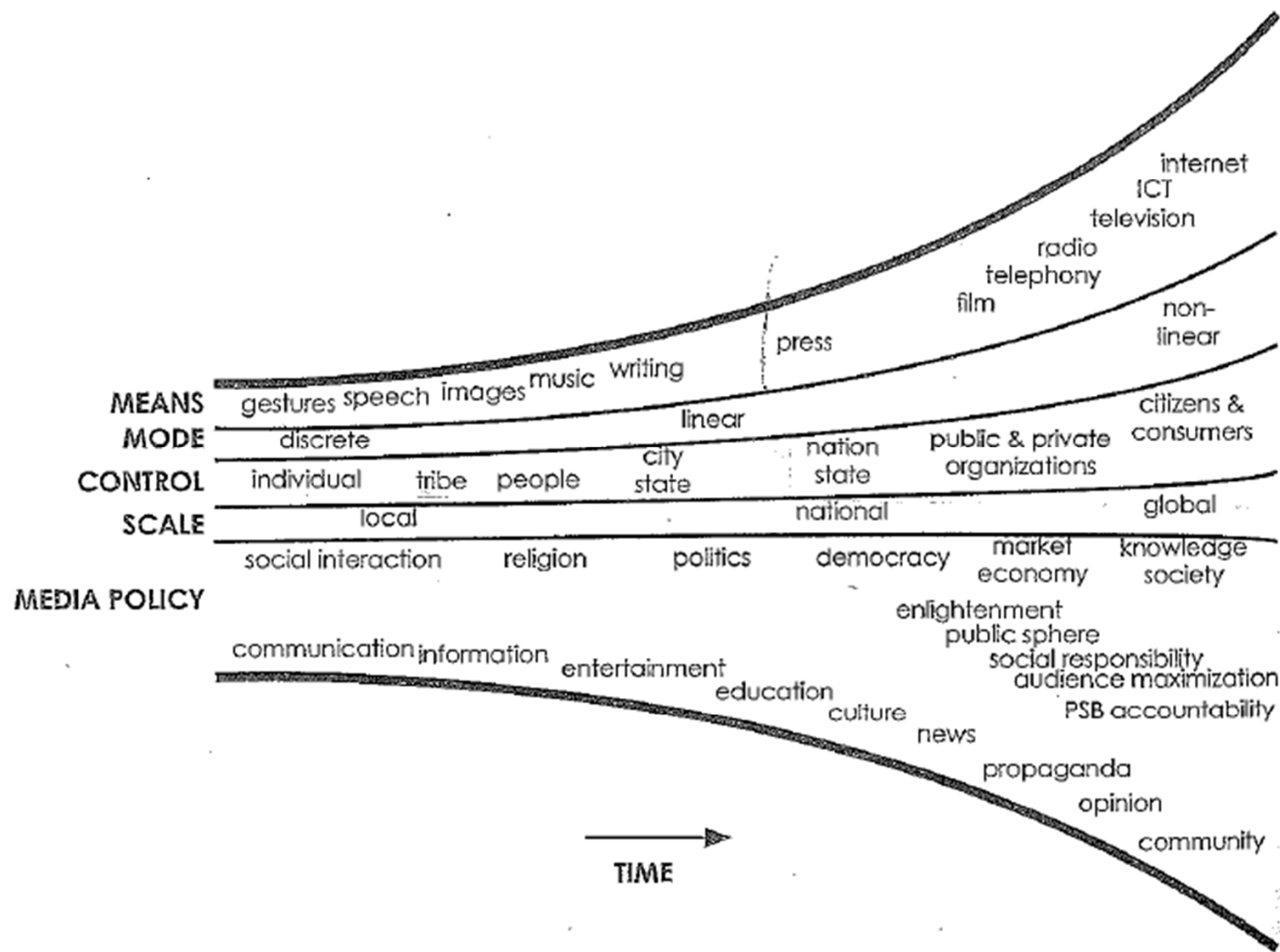


Table 4. "Old" and "new" media

Characteristic	"Old" Media	"New" Media
Core customer proposition	Information, education, entertainment	Synthesis of information, communication and service
Basic communication paradigm	One-to-many, mass	Two-way, personalized, interactive, on-demand
What is quality	"Quality" content fulfills exalted goals and has intellectual and artistic merits	Quality content keeps users on the site and is constantly refreshed and updated
Who produces content?	Experts dictate • Content-generation relies on artistic expertise and discriminating minds	Customer in the driving seat • Decides what, when, and in which form • The end of journalist knows best" • Successful content often generated by users
Structure	Linear, narrative, on or off, preselected or packaged, fixed schedule	Molecular orientated around 3-D hierarchical matrix

Note: Adapted from Küng, 2002.

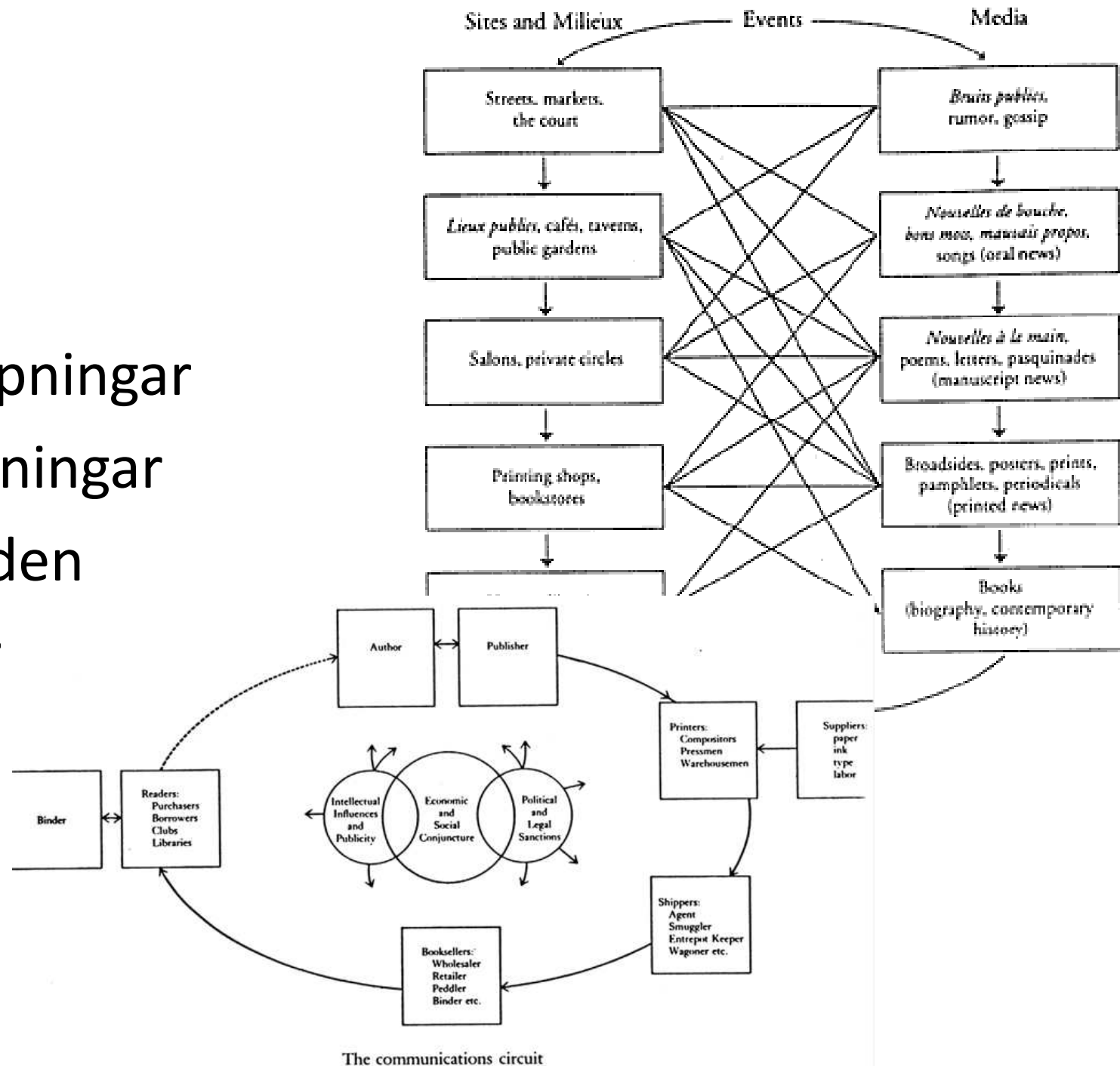
Table 1. Normative models of media regulation

	System of media regulation		
	Authoritarian	Commercial	Public service
Freedom of publication institutionalized as	Representative publicness	Press freedom	Right to communicate
Preferred status of freedom of expression	Authoritative privilege	Subordinated to property right	Natural right, civil right
Privileged type of discourse	Strategic (Advocacy & Propaganda)	Strategic (Watchdog*)	Communicative (Public use of reason)
Dominant form of social relationship	Conflict (Coercion)	Competition (Market)	Co-operation (Association)
Organizing principle in society	Integration of powers	Separation of powers	Division of labor
Dominant form of media regulation	Political (Censorship)	Commercial, Legal/Judicial	Ethical ("Public service")
Access to public communication	Status-restricted	Property-restricted	Open

Note: The so-called paternal media system is considered a special (benign) form of the authoritarian system. Williams defines a paternal media system as an "authoritarian system with a conscience" (1976: 131). In terms of its fundamental principles, it is not a system *sui generis*.

- storskaligt uppifrån – Mediesystemet
nationen som given referensram
ägande/makt
snävt mediebegrepp
kronologier som självklart mål
teleologiskt, normativt
- ... eller uppnystande nerifrån – mediesystemen

flöden
överlappningar
förstärkningar
beroenden
effekter



bakgrund till *1800-talets mediasystem*

- kritik av/svar på exv. 1897
 - vagt/impressionistiskt (landskap, kultur)
 - traditionella medierna försvinner ur sikte
 - ”mediefixering”

nykterhetens mediasystem

1. mångmedialt → "frågor"
2. nykterhetsrörelsen = dess uttryck i mediasystemet (→ "fråga")
3. systemperspektivet får korn på komplexa relationer

förändrade redaktörsideal

öppna, opartiska → styrda, politiska



nykterhetsrörelsens radikalisering

måttliga, upplysta, nationalekonomiska → absoluta, väckta, politiskt radikala

posten

- skapade "samtidighet"
- ett expertsystem
- ett kommunikationsmedium i samma mening som telefoni och internet: förmedlar information genom rummet och interaktivt
- posten + papperet + tryckpressen = ett mediesystem
- tidningspressen – en produkt av detta system

Örjan Simonson, "När posten höll tempot i medielandskapet: Postväsendet kring sekelskiftet 1700", *Mediernas kulturhistoria*, red. Jülich m.fl. (2008)

- mediesystem $\approx$ medialisering
- hur studera?
- relevans för era projekt?