



**A bottom-up approach for the design and pilot
of a joint Master Course in Cross-Media Journalism**

Active Audiences and the Mainstream News Organizations

Heikki Heikkilä
Research Centre COMET,
University of Tampere

Elusive Audiences



"Very great deal of our money, time and effort may be expended on broadcasting into a void."

Val Gielgud, BBC, 1930

"Audiences are dispersed over vast geographic areas, tucked away in homes, businesses and automobiles. They remain unseen to those who try to know and manage them."

Webster et al., 2006



Lazarsfeld-Stanton Program Analyzer*George Gallup*

"An important reason for the audience's naturalization has been the vested interests of media institutions in imagining such fixed entity to measure and monitor."

(Moore 1993, 2)

Images of default readers or viewers:

"A bus driver's wife from Sheffield" (BBC, in the 1970s)

"Birthe, a Head Nurse", and "Rene, a bank clerk"
(Denmarks Radio, in the early 2000s)

From Mass Media to Hybrid Media



Until mid 1980s:
"Insular professionalism"

Circa 1990s – 2005:
Marketisation and digitalisation

Circa 2005 -:
Media convergence (audiovisual + textual)
Social media platforms

Mass communication – a separation between producers and recipients

Hybrid media systems – blurring boundaries

Participation in News Production

Access and observation	Selection and filtering	Processing and editing	Distribution	Interpretation and commentary
Photos and video clips by eye-witnesses	Relaying sources: snowballing	Parliamentarians' expenses scandal in UK 2009-2010	Sharing buttons	Online comments, blogs, petition campaigns etc.
Widespread Breaking news or soft news	Applied ad hoc Reporting on accidents and disasters	Isolated cases Not likely to increase	Thriving and autonomous	Controversial A lost cause?

Constricted audience participation in journalism



Audiences repurposing journalism mainly for themselves

Legitimacy rather than Participation

Journalists' Attitudes towards the Market:

Business imperatives are viewed very similarly across European countries



"Economic pressure damages quality in journalism"	
Country	Agree (%)
United Kingdom	78
Austria	78
Finland	77
Switzerland	71
Germany	70
The Netherlands	68

Source: MediaAct survey conducted in 14 countries 2010-2011 (N=1 762)

Improving Accountability

**before
publication:**

**“Actor trans-
parency”**

Who are we?
(journalists)

during:

**“Production
transparency”**

Why we do
this and how?

**after
publication:**

**“Respon-
siveness”**

How do we
take your
criticism?

Tunisian Situation in 2010

	ACTOR TRANSPARENCY				PRODUCTION TRANSPARENCY					RESPONSIVENESS		
	Published Mission Statement	Code of Ethics	Profiles	Owner Information	Bylines	Links	Journalist Blogs	Newsroom Blogs	Collaborative Writing	Online Ombudsman	Online Comments	Error Button
Mosaiquefm.net	YES		YES	YES		YES					YES	
Tap.info.tn	YES			YES								
Assabah.com.tn				YES	YES							
Webmanagercenter.com¹	YES		YES	YES	YES	YES					YES	
Businessnews.com¹	YES		YES	YES	YES	YES					YES	
Attounissia.com.tn¹				YES	YES							
Jawharafm.net	YES		YES	YES							YES	
Tunivisions.net	YES			YES	YES						YES	
Tuniscope.com	YES			YES	YES						YES	
Tekiano.com¹	YES			YES	YES	YES					YES	

Ferjani (2011). All the Sides of Censorship: Online Media Accountability Practices in pre-revolutionary Tunisia.

http://www.mediaact.eu/fileadmin/user_upload/WP4/MediaAct_Working_Paper_Tunisia.pdf

eMEDia

A bottom-up approach for the design and pilot
of a joint Master Course in Cross-Media Journalism



With the support of the Tempus Programme programme of the European Union



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).