

Case 10. Media management

In one of the interviews, the former press secretary of the President of Belarus was asked the following question:

Journalists had many complaints about the method of holding the president's press conference. Do you consider it the only correct one in our conditions or do journalists deserve more freedom?

This is the answer that followed:

The practice I followed is nothing new, it is common. It will be correct, tactful and take into account the character of the president. The press secretary's job is to protect the President from tactlessness. A press conference is held not to put on a show, but to convey a certain amount of ideas to society and journalists. And of course, I was interested in the President being asked questions, answering which he would state those things that he considers necessary. But towards the end of the conference there were always impromptu questions.

Questions and tasks:

1. Is media management acceptable in a democratic society?
2. What groups of media management methods are usually distinguished?
3. Which group does this example belong to?
4. Give an example of direct control.