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Introduction to journalism

Introduction to Journalism (Leiden University)

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Introduction to journalism

Block 1: media landscape and history

Lecture 1

Note to self: stay up to date via villamedia so you can stay informed about what's happening. Can also be done through NiemanLab or Gonzo.

Photography: always need context, even if it's just where is it and who is it about. A good photograph does not necessarily have to be beautiful. I need to take the following photos:

- Motion: slow shutter speed vs. short shutter speed (lightpainting/ballet/stars from america/couple dancing in grass field/ ROEIER!))
- Depth/composition: (water/PIETER?)
- Portrait (grandfather, with jeu de boule/oma/oid)
- Work portrait (fisherman, market man, stall, police, garden/pie?)
- Photo series (8-10)

Water pressure= how much light is in a given situation. Little light= large pupils, inward as much as possible, much light= small pupils.

If you stand very far, there is hardly any difference between object in front and background. So where you place your camera plays very much into it.

Photo flattened (same plane) then the photo was taken from afar.

Intersections of rule of thirds is where you put important information. Side that people are looking at/side that is being moved on, that's where you leave the most space.

Lecture 2- newspaper

Things have gone wrong with the free newspaper. First we will discuss a brief history of the newspaper and then current developments.

Learning Objectives:

- *Explaining how the newspaper became a mass medium;*
- *Know trends, causes and solutions related to the decline in paper circulation.*

Brief history of the paper newspaper. The newspaper has been around for a long time, with former pamphlets. At some point the newspaper became a popular medium. What invention allowed the newspaper to come into existence? > Book printing.

1618: courante uyt italien, duytsland &c. The first newspaper in NL, especially focused on news from abroad, for people who worked in trade. Useful to know how things were going around the world, where there was war, where the economy was doing well or badly. It appeared almost weekly, which was rare in those days. There were many newspapers in those days, but most of them appeared little because they had to wait a long time until they filled 1-2 pages.

- Circulation of about 1500 copies, so not mass. Circulation was always very low, despite book printing.
- Newspapers were pretty expensive in those days, so a lot of people didn't have it. Another thing that came into play was that you could print newspapers, but not in large print runs. The idea was that you had printing plates that went in somewhere and **lead letters** were put on those printing plates. Then when that printing plate was full it was put on something, turn that lever to press printing plate on paper > then you had printed 1 sheet and the lever had to go back up, a new sheet came.
- For this, block printing was used > cut letters out of wood, smear wood with ink, print on paper.

When did newspaper become mass media? In the industrial revolution, around 1850. Book printing is much older, so took another 4 centuries before mass newspapers came into existence. Invention of steam engines during industrial revolution allowed it to become a mass medium, because you could power other machines. The **rotary press** also new: no more individual sheets printed, but a whole roll of paper runs through machine that has all printing plates that print rolls of paper. Thanks to the **steam engine**, that could be driven.

The inventor of the rotary press was **William Bullock**, also a victim of his own invention.

Newspapers are printed on paper, which was always handmade with rags (old clothes, old rags of cloth). But in the mid-19^e century came a mechanical way in which **wood pulp** was used. This made the production of paper much cheaper, because of the mechanism way.

Which made newspapers cheaper and thus more affordable for a large group of people.

So technology has been very important for newspaper growth, with letterpress being an important condition but so the invention of the rotary press and paperus really important.

Mustard key**: signals letters through lines. Used to transmit messages over long distances via **telegraph** (poles with wires between them). Played an important role in newspaper development, because this way you could spread news cheaply and easily. Could not go to people's homes, only to radio, so were stations where people sat to decode those spill codes. So newspapers could get news quickly this way. Before this time, someone came by horse or something with the news, so it was just very old.

Invention vs innovation: invention= new technology developed to do something that could be done before in an efficient, cheaper or faster way. Telegraph brings messages from one point to another, but faster and cheaper. So invention.

A technology can also provide **innovation**: 3 examples

- The birth of the daily newspaper: newspapers published every day. Was not common in those days, because there was simply not enough news. Thanks to the telegraph, news was plentiful and current.
- Emerged new type of news organizations: afp (agence france press, 1835), reuters (1851), ap (associated press, 1892). Were new organizations that did not produce news themselves, but collected news and then distributed it to newspapers affiliated with them. You had independent news agencies (reuters) that purchased news through telegraph, made a selection and resold it to newspapers.
- Journalistic objectivity? News stories had to be written up as neutrally as possible, because many newspapers were ideologically colored. Socialist, Christian, o.i.d. That is not useful if you want to exchange articles. Conceived by news agencies and thus was not there before the telegraph was invented.

Social developments; industrialization, important factor because of technology. What industrialization caused even more is that many people moved to the city. There were many people who were in the city, so more and more people were in the need to know what was happening in the city. Industrialization was also important for economic prosperity. People started earning more, so they kept money to buy a newspaper, for example.

Another important social development is the emergence of printing press/freedom of **speech/press**. Not self-evident for a long time, only halfway 19^e century in constitution NL. Before that newspapers had a hard time, the government did everything to make life difficult for newspapers. For example by arresting newspaper makers and accusing them of libel and slander.

Government made it difficult for newspapers by levying huge taxes. If you wanted to publish something you had to pay taxes. Costs were high, quarter selling price newspapers were taxes. Made sure newspapers were very expensive. Deliberate move, because made sure newspapers didn't get a big reach. Also worked so that the bigger your publication was, the more tax you had to pay. Spot print on slide= because then you could make newspapers in very large format because you did not have to pay for large print. Rochi/broughtchief format** to tabloid.

This made customers cheaper and thus more affordable for a large group of people. So opening **printing seal**.

Last social development, was development of **education**. More and more people learned to read, plus there came the compulsory education law **. The more people read, the more people became interested in a newspaper.

Newspaper publishers figured out that it was smart if the newspaper was as cheap as possible. That's why those mass newspapers came into being, what they called in America the penny press.

Penny press: newspapers that could be bought very cheaply, for 1 penny. Was also known for making newspapers cover more popular topics, so not just commerce and politics. But also sports, crime, entertainment. Example: the sun. Therefore the newspaper became attractive to even more people. There is also talk of sensational newspapers. But: there are not even headlines, no pictures it is only letters with one long column of text. In those days they wrote all the messages together.

Headlines is also an innovation. At that time, headlines were not that necessary at first either, but now people decide whether to read a newspaper based on a headline.

Newspapers looked boring, with a vertical layout so in columns. That's also how a newspaper was made, by typesetters. Sometimes there was suddenly no more news, so then you suddenly see an empty corner like on the slide. It was also sometimes the case that there was too much, so then halfway through they suddenly changed the font (smaller).

At some point illustrations did appear in newspapers; photographs were not yet possible. Illustrations, or drawings (1898). In America they were much further along in making attractive newspaper pages, such as headlines and illustrations. Serious newspapers thought it was not done: this is an impression but not reality so we don't put that in the paper.

1890: first news photo in the newspaper NL, in the Amsterdamse Courant. Was difficult, that's why it almost never happened. Took a lot of time, photo also appeared 4 days later in the newspaper.

1944: nieuwe rotterdamsche courant (nrc) > headlines used with caution. Also had something against image, so barely did that too.

1954: example from english and american newspapers. Anglo-Saxon formatting: headings, use of images, making frames, not just filling columns. No more column by column but really in blocks.

1996: NRC Handelsblad. Still not common to print color photos. It was already possible, 1989 saw the first in NRC handelsblad. Volkskrant only first had color photo on front page (not color visible on slide, but is gray again, but is a color) in 1995. Was an aversion to using color in the newspaper.

Why? Coming this way!

At one point used a lot of color, like nrc in 2016. Very different: little text, lots of color, lots of photo.

Example tt question: what took a long time for photographs to become commonplace in newspapers? Technology, religion (nl Protestant), journalistic culture (prevailing views and habits, photos seen only as sensation, color ditto), distrust. > read in book.

Example tt question: discuss 3 developments that took place in photojournalism due to the advance of digitization and the Internet? Such as emergence of citizen journalism. > read in book.

Part 2 lecture: Contemporary developments

- Circulation: paid daily newspapers 1946-2015. National newspapers and regional newspapers lumped together. See gra^ou^oek slides. Striking is immediately after war newspaper circulation drops, there is an explanation for that: huge paper shortage. Newspapers could not get paper, newspapers that did appeared were remarkably thin. Telegraph colluded with Germans so was not allowed to be published. Then in the gra^ou^oek the circulation goes up steadily, dip during recession, then up again. Breakpoint 2000: growth is over, decline starts with the rise of the Internet. 1950-2000 circulation increases: population growth.
- Coverage ratio: ratio of number of newspapers to number of households. What % of households has a newspaper? You can see that in the next gra^ou^oek. Striking: if you look at first year 1947, then you will see the coverage ratio higher than 100%. So on average there are more than 1 newspaper in Dutch households. If you got married you got a newspaper subscription, and once you got one you often keep it. Great attachment to newspaper.
- At some point: if you are not married live with your parents, divorce becomes more normal, so more often individual independent living, families became smaller. As a result, coverage rate per household lower but individual still stable. Year 2000 you also see difference.
- Circulation national and regional split (vs together in 1^e gra^ou^oek); for a long time, regional line ran higher than national. Only changed around 2005/2006. General newspaper started buying up regional newspapers, such as haagse courant and utrecht's nieuwsblad. Regional news came as supplement in AD. Newspaper titles went from regional to national. Regional newspapers decline from 80s eig already, at national it goes up to 2000. So something different going on: regional newspapers more likely to go bad: to do with changes in society, including that local bonding of people becomes less. From 1970s onwards more common to study in other city. Applies especially to regional newspapers that appeared in cities (such as haagse courant and utrecht's nieuwsblad), because more and more residents of those cities had less local ties. Migration also big role, many guest workers in 70s, went to live especially in big cities and also had less a^ou^oeknity with local news. Also because people went to college more often and thus had more broad interests they started to be interested in national things.

- Circulation: paid and free- metro, rush hour and press, day. What you see in this graph is the new phenomenon that came to NL from the free newspaper. Metro first to the Netherlands. Dutch newspapers then thought of we have to put a competitor in the market so that Metro goes away. Telegraph puts in rush hour, owned by telegraph. Formed a battle for advertisers. Selling advertising pages for little money so they got lots of advertisers in rush hour.

*** Thought going to start with free newspaper > day. The press by ouwehand also free newspaper. 4 newspapers were going to fight for advertisers, by selling ads under price so they always made losses. One by one they fell over, metro lasted longest. Until 2020.

Individual newspapers: what is striking is that the largest newspapers lose the most (telegraph and ad). Telegraaf lost half of its circulation, AD also halved. Other newspapers are doing relatively better, like nrc and volkskrant. Smallest newspapers are the most stable, loyal reader base, has to do with target group. Volkskrant and nrc by higher educated. Group more inclined who wants to read newspaper.

Regional dailies broken down: same story, lines rap down. Limburger was big, similar to nrc handelsblad.

Opinion weeklies: elsevier did very well for a long time until 2008. Vrij nederland is also declining. Only de Groene is still doing well.

Working with freelancers is trending in journalism. At newspapers, broadcasters, magazines. Fewer and fewer people in permanent employment.

Causes

- Internet, is often pointed to as the sole cause but is not the case.
- Media consumption: time spent on media is always constant, until emerged smartphone, because then you can always use media. Before smartphone fixed number of hours spent on media. Shifts did occur: radio and reading became less, TV became more. Nowadays newspapers appear in the morning, but usually it was in the evening. People read newspaper during breakfast, because in the evening they watch TV (competitor for newspaper).
- Immigration: many migrants to NL, have less interest in NL newspapers.
- Delivery: is always a bottleneck for newspaper and complicated and costly process. All paper must be distributed all over country. Difficult to get delivery people.
- Advertising revenue declines, fewer people want to be in newspaper

Measures: 3 levels

1. Strategic, business economics-how do you make sure your business is healthy and making money?
> buy up other customers or merge with other newspapers to share costs.

Press concentration: many titles owned by few newspapers. Have many disadvantages, read in articles.

2. Operational: have to do with business operations. Saving on operations = for example, laying off editors. Purchasing cheaper paper.
3. Product innovation: keep newspaper attractive to readers. Format changed, for example, from 2003 agricultural daily. Publishers often did not want small, because was called tabloid format and that name referred to tabloid/gossip newspapers and they had very bad reputation. Last to switch was telegraph. New subscription formats is also change, because publishers found out that people don't have time for newspaper during weekdays > 叕𠵿𠵿 exible newspaper, Saturday only or combined with online. Digital editions, online newspaper, significant change.

NRC next= experiment, aimed at young people, much more images and color. Initially great success, as of 2016. Newspaper disappeared.

Lecture 3- the broadcaster

Ongehoord Nederland, part of public broadcaster- caused a lot of fuss. Disagree that they have to submit reports explaining what they are doing. NPO wants them to adhere to a journalistic code.

- Lots of complaints against broadcast racism, come to ombudsman. He concluded that the broadcast had violated the code and misinformation was spread. Other broadcasts as well. Fine imposed by NPO.
- NPO wants unheard Holland out. Broadcasters may make their own programs and a 叕𠵿𠵿 deliveries but NPO may decide when and how it is broadcast. Minister should throw out outrageous NL. Different parties there.

Responsible actors: NPO, ombudsman, media commissariat, ministry of OCW, judge.

****find out for themselves what tasks they have****

Unheard has started a fact checker and a column, started training editors so they can check better. So various measures by which they want to avoid being expelled. Now by NPO every month showing what they do, lawsuit. Deadline is six months, so a decision will come in December. Elections affect it for minister?

Why is such a broadcaster allowed? One of the founders is Arnold ..., formerly a war journalist. Admitted, but added that they must not spread untruths.

Segregation: history of Dutch broadcasting related to segregation. Catholic (kvp, catholic school, kro and volkskrant), protestant (ar/chu, trouw, ncrv, christian school), socialist (sdap, public school, vara, parool/free people), liberal (vvd, public school, avro, telegraaf/nrc).

- All have their own broadcasting, created by radio. Radio works with frequencies and you have to regulate that because if you don't they will sit on the same frequency and it will interfere > regulated by the government. Licenses given to broadcasters.
- **Speech tube model:** each column a parody of its own.
- people of column listened to own broadcasting.

Abraham kuyper

- reformed minister
- founder VU uni
- founder ARP and party leader (political party)
- founder the standard and editor-in-chief (predecessor faithful)
- prime minister
- did this all at the same time

media very docile of political parties etc that belonged to own column.

1920s: five broadcasting associations = vpro (protestant), avro, kro, ncrv(protestant), vara (socialist)

- have long played important role in public system, continued advent of television

1951: start TV in netherlands, same broadcasters and same strategy as radio (pillars).

- General broadcast NTS (news, not made by broadcasters but anp general dutch news agency).
- Broadcasts that were of interest such as royalty. NTS predecessor of nos. But no news broadcasts, so nts did not make a broadcast as we know it. Provided mainly technical facilities, supplied that to other broadcasters.
- At the time very difficult to make recordings. Could be done, but big equipment needed for it so that was not practical. Early years therefore always live TV, mostly entertainment, very often things that already existed like concerts or interviews with people from own column.

In time, not only public but also commercial TV: 1989.

- Tv10 (joop van de ende), stars bought over from other calls but when he started broadcasting he got banned. You were not allowed to broadcast commercial TV from the netherlands.
- Rtl veronique: after 1 year 25% market share > became rtl 4. Were smart enough to broadcast from luxemburg.
- Were only 2 channels at the time: nl 1 and nl 2, so rtl veronique eig had only 2 competitors.

- Many commercial stations fail: people watch via remote control and zap from 1. As a TV station you need to be as low as possible on the remote control. New channel often at the back. Rtl veronique had a campaign that everyone should put them on 4, that's why they did get success.

1992: dual system. Allowed commercial stations from nl to be allowed. More and more to come. Rtl also start broadcasting from nl.

2006: more power for the npo. No more home networks and central role for network coordinators from the npo. Horizontal programming (very clear broadcast schedule with fixed programs, was at npo only with the news. Commercial stations did this better).

- Tros was popular on wide audience, entertainment. Have also tried to start commercial station in nl from the sea. Was not allowed. Eventually joined the public system.
- **Vertrossing**: much more entertainment came on TV, tros also influenced other broadcasters because those of tros were popular.
- Each broadcaster first had its own broadcast evening. Because people had a TV they wanted to use it, so they didn't watch just one evening (because of the pillar) but every evening. This played a role in the de-pillarization of NL.
- Each broadcaster had its own channel. Broadcasters determined what was broadcast. So changed in 2006.
- Home net model: each broadcaster own net, so what changed was that each broadcaster could determine everything. Npo appointed netcoordinator who determined what came per broadcaster. Each channel has certain *profiel* (target audience).
- Broadcasters lost so much power, power came to channel coordinators. Therefore nowadays at npo1,2,3, other programs;s.

2008: media law criterion allowing broadcasting

- Representativeness criterion: social, cultural or religious group (you see pillarization in it, that group should not yet be represented because you have to add something)
- Pluralism criterion: increase diversity of program offerings
- Therefore, also surprising that unheard nl has been admitted (as has broadcaster black, both admitted from Jan. 1, 2022)
- Verdict: on the one hand ON meets requirements, but on the other hand precisely contrary interpretation makes them violate journalistic code.

History of television news:

Radio news after WW2: radio news service of the ANP (organization outside public broadcasting) with, in addition, current affairs sections of the broadcasters (via mouthpiece model). ANP still does this for commercial broadcasters, broadcast by ANP.

- This is radio, but on TV different because was not a general news channel.

1956: first NTS newsreel.

- Historic part trailer nts: ballet piece only at very first nts journal
- Notable: background music, no live sound with picture, no introduction of items, content different from contemporary news (more frivolous), no presenter on screen.

Features: no presenter, entertaining presentation, light topics, timeless items, old foreign news such as bull running in Pamplona (six months after the fact), no politics.

- Did not have the function of telling one what was happening, more like a frivolous interlude.
- Looks like poligoon journal, way to lure people to bios because people got to see different 昀椀Impjes.
- So it had a different function than it does now
- Another thing: broadcasters had a lot of power and were not waiting for such a news program because they were afraid of ideological influences. So no politics were allowed to be covered, because otherwise they could not remain neutral. Therefore: no presenter, would a昀戀reck neutrality program.
- Old news had to do partly with the fact that it did not matter (function was not to bring news) but also because of technology. Developing films, by boat or plane to the Netherlands. "because of fog no foreign news"

News committee: determined what went into the newsreel. Delegate from each broadcaster. Weekly meeting. Reason those ballet dancers were only in it once, Christian broadcasters objected.

Television news programs:

- Collage of 昀椀lms. Film model or news reel model in nl and france
- Radio model germany and england
- News cast model in usa: create new program. You didn't have public broadcasting there, so only commercial. 1 of the first news programs was camel news caravan (sponsored by camel). Also came on dutch television. Was smoked on talk shows.

News presenter: walter cronkite (CBS news)- TV personality, associated with news program. Typical of his manner is that he presents loosely

Developments 1970s

- Form : americanization (cronkytization)
- Content becomes more journalistic

- Technique: teleprompter (autocue), video (ENG), satellites (first editing with 昀碗lm, cutting and pasting together, transporting tapes), computer graphics

Editorial nts journal was very small, people didn't have much knowledge either. 1970s came more training. TV was no longer seen as exclusively entertainment, so more journalism.

1984: nos journal fred emmer. Nos stuck to idea of neutrality: no opinions or point of view. Totally no emotions, rigid.

Important change 1989: RTL news . RTL veronique came with newsreel. Jeroen paauw first presenter.

- 6 o'clock news: 1 presenter
- Half 8 news: 2 presenters
- Camera changes, news a little faster, etc, compared to nos news first.
- Nos also tried with 2 presenters, didn't work.

Commercial competition: gtst in 1989, was unprecedented a Dutch-language soap opera every day at the same time. But: people also wanted to watch news. So: go watch half 8 news. Cost nos many viewers, rtl news did this smartly.

Commercial competition: hart van nederland in 1995. Much smaller news, more local news, fires, disgruntled dutchmen.

Nos news became more accessible. Unusual for the time.

What it all comes down to: factors affect news product, which are technology (how current?), competition, organization and journalistic conventions/usages. **search examples**

Nos: happens sometimes that they say 2 opinions opposite each other.

Nos well beaten to gain public trust (credibility, objectivity): always been popular program. Digital news report nederland 2023: nos scores highest with a 7.4.

News online long not much reach. Nu.nl had biggest reach for a long time. Coming into next college, now nos.nl is bigger (2021). No such thing as nu.nl in other countries.

Lecture 5- Internet

Part 1: brief history

Which NL newspaper was the first to have a website? > Eindhovens Dagblad. Were a few editors who wanted to create a website. Editor-in-chief didn't understand, so the editors set up that website on their own initiative. The second was NRC. **1995 ED birth internet journalism**. Of opinion magazines, Groene Amsterdammer was the first, also in 1995.

Slide: website KPN that has editors creating all kinds of products. Sort of like nu.nl (online only). Called Planet Internet, was quite common for Internet providers to make websites (portals) that were access to the Internet. PI was special because had editors making their own articles and such.

What is the most visited news site in the Netherlands? > Mostly over the years, nu.nl is the biggest. NOS is catching up now, after 2020. NOS visit very inconsistent, has to do with sports videos. AD is also catching up.

Almost nowhere in the world like here that something like nu.nl is doing so well, in other countries it is mainly the newspaper giants that have a website.

What year is nu.nl from? > 1999, so nu.nl came four years after the Internet birth and by then all newspaper websites were already online. So remarkable that nu.nl joined so late and still managed to become the biggest. How did they do that?

- Kredo/creed of nu.nl: latest news first on nu.nl
- In this they differed from newspapers; they wanted to publish all the news immediately. Newspapers often published only after a newspaper was printed and delivered, so then they were late. NOS also had almost no news on its website (NOS is a broadcasting company and gets money for TV and radio, so no budget for online news). So for news people went to nu.nl. nu.nl thus had a competitive advantage.
- Nu.nl was actually invented by young guys from tu eindhoven, who first wanted to make a search engine. Called Ilse. Search engines did exist, such as yahoo from America. Google did not yet exist in NL. Ilse was the most used search engine in NL. They threw in headlines from nu.nl. So people who searched via Ilse also went to nu.nl.
- Wanted to cooperate with nos, but had no resources. Other platform pscm/pstm didn't like it either, so then they started their own.

2001: en.nl. Created by pscm/pstm- domain name belonged to someone else. Stopped en.nl 4 months after start date because pscm had no faith in it becoming profitable.

Slide ~~graaf~~ ^图 ~~tek~~ ^表: around 2000 high confidence in Internet, then Internet bubble was punctured and ~~de~~ ^的 ~~toename~~ ^数 increase.

Internet sites were turned into teletexts. Then around 9/11 it was said that the Internet was useful for journalism after all. News was followed online en masse.

Shovelware: shifting content from one medium to another, i.e. putting it from a newspaper onto the Internet ("in print"), for example. This was often how innovation was handled: how can you package your existing product in a new way?

- Phenomenon is addressed by Marshall McLuhan as horseless carriage syndrome
- "we drive into the future using only our rearview mirror"- Marshall McLuhan. This is similar so with editors > how can we use what we already have in a new way?
- Also addressed as defensive innovation culture: not so that there is no innovation, but it is defensive/restrained because you are afraid of being squeezed out of the market. Two strategies: 1= kill them, really push new things out of the market (en.nl vs nu.nl). 2= join them, participate from a conservative position so cautious.

Part 2: Internet journalism revenue models

A major problem of Internet journalism was making money. Revenue model of newspapers was traditionally: advertising market (advertisers) and sales market (subscribers and single sales).

Revenue online: advertisers

- Lots of ad money gone, no longer reaching newspapers.
- See 昀槐guur slides: distribution of ad spending. Television started to grow tremendously because of more commercial TV channels. Radio also grew. Internet as of 2006 measured for the first time (not before that at 0), grows tremendously.
- See 昀槐guur: American newspapers. Advertising revenue for paper newspaper generally continues to rise until 2005 and then suddenly drops mega. Little bit offset by digital revenue. Most advertisers don't want to advertise in newspaper anymore, they want on Google or Facebook.
- In America: 3 companies control 2/3 of the ad market (Google, Facebook, Amazon).

Other things to consider: lost income

- Heading ads: small ads that anyone can submit, all goes through marketplace now. Heading because it was divided into sections.
- Vacancies: now via monsterboard.co.uk and LinkedIn.
- House ads: now through Funda.
- Dating: now through things like Tinder.

Other things to consider: lower rates

- Internet advertising is very cheap compared to newspaper advertising. It used to be argued that many people would read the ads in the newspaper, so the price could go up. In fact, the reality was that many people did not have the time or did not want to.
- Example eye-tracking: people often don't look at the most salient things. People often go to a Web site with purpose. They don't come there to look at ads. With a website you know, you also know what the layout is and therefore where to look/don't look. People also rarely click. That's why those rates are so low.

Other things that come into play: adblockers

- Then news sites don't earn at all.

All in all, this creates a broken revenue model. So; how can there be another way?

- Clickbait: sensational headlines to entice people. Headlines promise more than the content delivers. Also sometimes said about news media, but incorrect according to teacher. Only spoken of when content does not match title. "Upworthy" = example from America. Clickbait sentence: 2 parts, share story and promise. Formula coined by upworthy. Clickbait websites effect had on news media.
- BuzzFeed also in same genre. Founder wanted to know when something goes viral: research lab to find out. BuzzFeed is known for listicles. Never use a round number as they are less likely to click (implausible)
- The correspondent also applies these rules to **arouse curiosity**.
- BuzzFeed is clickbait website that has no ads on it. Those make money from branded content, i.e. that is sponsored by a company. (10 ice cream flavors that.)

New form of advertising: native advertising (looks like normal posts), sponsored content, branded journalism, content marketing. All about the same thing: sponsored messages. Different newspapers use different terms, therefore it is not always clear to readers that it is advertising.

Economic value online news: inferior product or normal product?

- Normal: if you start making more money you are going to spend more money on it (vb= nice clothes)
- Inferior: spend less money on when you earn more (vb= a counterfeit product)
- It's the same with news. Newspaper has traditionally been a normal product: more money= faster subscription. It was not so for news on the Internet. Online news is seen as an inferior product.

2010: new york times wanted people to start paying for their articles= paywall. 2010 chosen by the economist as year of the paywall. Many followed.

- Metered paywall: limited amount free, then pay. Used by new york times, 20 free articles per month. Idea is that you keep reach large and want regular fans to pay.
- By 2020, 7.5 million subscribers, so is seen as an example. Advantages: international, English, fairly well known.
- In NL: NRC metered paywall.
- Other variant- freemium, part website is free, other part is paid. Often short news items are free.
- Other variant: micropayments- iTunes model. Bioblend as an example. Idea is that people do not want to buy a whole newspaper, but only pay for what they find interesting. At iTunes you can buy 1 song. Didn't work as well as they had hoped at Blendle.
- Other variant: all you can read-spotify model. Example= topics, DPG. To subscribe to 1 newspaper is to read all other articles from that publisher.

More incentive these days to pay for online journalism.

Block 2: What is journalism?

Lecture 6- what is the social function of journalism?

Articles: if (free) journalism is not there, democracy cannot function properly. Are many claims made about it.

Article 7: No one needs prior permission to reveal thoughts or feelings through the printing press, subject to each person's responsibility under the law.

Examples of claims about importance of journalism to democracy. What is that importance?

Siebert, Peterson and Schramm (1956): four theories of the press.

1. Authoritarian theory: applies to dictatorship, society with strong leader. Media serves this authority and there is censorship (no free press). Criticism is seen as a crime.
2. Marxist theory (communist theory): media at the service of the working class. Media not private companies, serving general interest. Media serve socialization and education and censorship is possible. Used to resemble authoritarian model: messages in depth of ideology.
3. Theory of free press: freedom of publication is unlimited and no censorship. Free marketplace of ideas, self-cleaning ability of media (if everyone just publishes anything it can become a mess, but the idea is that media correct each other).
4. Theory of social responsibility of the press: media bear responsibility to society. Not, therefore, letting just anyone and everyone have their say. Professional requirements for journalists. Speaking of self-regulation (own rules that journalists must abide by,

like that nji like) and legal action may be warranted. Consideration of press whether people are properly informed.

Montesquie: trias politica- three-power doctrine.

1. Legislature: first and second chambers
2. Executive: ministry
3. Judiciary: controlling, judges

People often speak of fourth or fifth power. By this some mean the civil service, others journalism.

- Both have an important influence
- Civil service: influence on creation of laws, because they inform ministers, for example.
- It is not fixed what the fourth or fifth powers are. Nor are they formal powers, unlike the first three.

Strukturwandel der Öffentlichkeit: habermas (1962): the public sphere and public opinion. Find that you just have to push people on stage. Everyone's opinion must be shared to form opinion. So journalism has a debate function: ensuring that discussion takes place.

Habermas saw that this does not work in practice:

- Public mood and public opinion goes to;
- Capitalism, consumerism, commercialization. Mass media and PR. Infotainment. Stories are sensationalized. Extreme views come up, things taken out of context.
- Talkshow is classic example of infotainment: people talk about serious topics, but lighter subject matter is thrown in between.

Another function journalism, besides debate journalism, is entertainment journalism. (assumed function).

With that social responsibility press (item 4) often sits that there is a social contract between journalism and society. Is very often thought that journalism cannot exist without democracy and vice versa.

- Journalism needs democracy, otherwise journalists cannot act freely.
If government is going to determine what can be written, you no longer have journalism. What is characteristic is independence, being able to be critical of the government.

Ralf Dahrendorf (1967): aktive und passive Öffentlichkeit;

- Aktive: are all actors who play an active role in political decision-making (politicians, political bodies, mayors, members of provincial councils, lobby groups, unions, employers' organizations-all try to influence political decision-making.
- Passive: all other people, citizens in society who are not actively engaged in political decision-making but do watch NOS news, watch talk shows to form opinions and visit ballot boxes. So are generally passive. Can be active, if they join action committee or if they want the government to do more about ... (then you are member of lobby group). It is incidental, but not structurally involved in political decision-making.
- Massenmedien: information function: are an intermediary between passive and active. Citizens (passive) inform about what is happening in the political arena (active). Expression function: media should pay attention to problems and issues that ordinary citizens find important. Mass media is seen as critical function to the active Öffentlichkeit- journalists check if everything is going well and tell when there are wrongs.

Muckrakers: well-known watchdogs of journalism, 19^e century in America who were busy exposing wrongs. Was a time when a lot went wrong: time period mentioned earlier in creation of mass newspapers and industrialization- child labor, low pay, poor living situation.

- Books, genre was very much published. Magazines that were widely read (boom). Form of journalism was successful because wrongs were lifted, therefore fewer wrongs left and disappeared.

Features journalism:

- Debate, entertainment, information, criticism, expression
- Agenda function: different from the others, is not about giving information. Similar to expression function

Agenda setting function: are media able to determine what issues are important to voters.

- 1968
- Presidential Election
- Chapel Hill
- News agenda versus voter agenda
- What topics do voters care about? What issues do media outlets care about (and write about)?

Agenda building and agenda setting, and media agenda setting from public or from politics. See slide for overview.

- All kinds of influences play through each other. What affects what? But effects intertwine. For example, citizens say something, media picks it up and politics puts it on the agenda, or vice versa through media.

Definition: deals with the idea that media not only determines what issues people think about, but also that media can define a social issue. What is the social problem really? You can frame/frame a problem in multiple ways, media play a role there.

Media make sure you know the news. In classical journalism, this function and critique function get a lot of value. Applies less to expression function.

Market model:

- Commerce as a driver
- Goal: make a profit
- Audience as consumer, someone you can make money from
- News as a commercial product. News is not cheap to make
- Commercial so they can freely criticize the government, then depend on advertisers (so not entirely independent either)
- Clickbait stuff falls under this, luring people to you to make money

Talking tube model:

- Media are used as a mouthpiece for their own column/religion. How is that viewed by the public?
- Own column as driving force
- Purpose: education and socialization
- Audiences as members of the column
- News as a mouthpiece

Trustee model (authorization)- suits professional journalism:

- Democracy as a driving force
- Purpose: public opinion formation
- Public as citizens
- News as a democratic product
- Authorization: journalist is authorized to perform certain tasks

Elements of journalism book

1. Journalism's first obligation is to the truth
2. Its first loyalty is to citizens (authorized by public)

3. Its essence is a discipline of verification
4. Its practitioners must maintain an independence from those they cover
5. It must service as an independent monitor of power
6. It must provide a forum for public criticism and compromise (debate function, journalists must provide a platform for critical voices).
7. It must strive to keep the significant interesting and relevant (journalists do it on behalf of the public, journalists should do their best to make important things interesting and understandable to public)

Public or civil journalism: approach citizens, must be done in other ways than just giving information or raising wrongs. Civil journalism still exists, but it started in America in the 1990s as a criticism of then prevailing journalism that was very much focused on politics (mainly reporting on debates, etc.). not politicians should set agenda, but citizens should. So they were not going to talk about debates and so on, but to the citizens to ask what they thought was important. So much more emphasis on expression function, because they felt that information function gets too much attention. Especially in America.

Constructive journalism: pretty much the same ideas as civilian journalism, so moving to citizen's perspective. But this approach is different, because more born of the idea that people do not identify well with the news and often find the news too negative.

- Founder: Cathrine Gyldensted: from mirrors to movers.
- Not a view that journalism is not doing well, which was the premise of civilian. More of: people do not recognize themselves in the news, get a negative worldview from news. From there we do news differently. Of course also bring bad news, but you shouldn't only highlight the negative things. Think about solutions.

See slide differences investigative, news and constructive journalism. Focus is about content of news.

Emphasis is often on drama/conflict in breaking news. Form of journalism seen a lot in media, like correspondent. Write e.g. about climate, focusing not only on how bad it is but also what can be done (read: so they use constructive!!!). depends on type of medium what interpretation is given to it.

(1844 discontinued).

Lecture 7- who or what is a journalist?

It is important for journalists to be able to guarantee that their sources are safe, not bugged: source protection

- Chilling effect

Goodwin ruling (1996): evrm (human rights) > freedom of speech, chilling effect. Sources who want to remain secret may remain secret, so no more talking to journalists from

fear of being publicized (otherwise journalists can no longer expose wrongdoing).

- Source protection for journalists
- Goodwill ruling already established that all journalists in Europe have the right to keep their source > instead of being held hostage otherwise

Justice Minister Hirsch Ballin (2007): source protection in law, is called right to privilege. Right to be excused.

Disclosure right

- In NL you can be called as a witness, you are then obliged to come (obligation to appear)
- Duty to answer, truthfulness > answer truthfully, otherwise you can be prosecuted.

Pair of exceptions- right to privilege:

- Family
- Danger of criminal prosecution (that you yourself have done something bad)
- Some professions: professional secrecy (doctors, lawyers)

Even a suspect himself may say he is not answering. Did not apply to journalists. So Hirsch Ballin wanted to introduce this. But: who is a journalist? In principle, anyone may publish news.

Characteristics of a profession

1. Social service: for the good of welfare of society. You could say this is what journalists do (debates, abuses)
2. Specialized training: there has not been a journalism degree for a very long time and you do not need a degree to get into journalism (does not satisfy)
3. Autonomy: being able to do your work independently and as you see fit and make your own decisions. Not having to be accountable.
4. Professional standards: in journalism you have that, e.g., codes (rebuttal, 1 source is not a source)
5. Personal responsibility: also applies to journalists, if you make a mistake that negatively affects people you can be held responsible for it.
6. Self-regulation by professional association: sets professional standards and monitors this, otherwise they can remove people from the profession. As a journalist, you don't have this, you don't have a list you can be taken off of (so, not met?).

Self-regulation:

- Journalism Council: takes up complaints, can ask to rectify posts, but cannot expel or remove people from the profession. Is a form of self-regulation without consequences.
- Code of Conduct: code of bordeaux (shortest, 1954), guide to journalistic conduct (2007), code of journalism (2007). Deals with questions such as in what case should you engage in rebuttal, should you say you are a journalist, etc.
- Editorial code (npo)
- Editorial Charter
- Ombudsman or reader editor
- Reader letters and comments: editors choose to allow critical voices to be heard-form of self-regulation
- Rectifications: publishing them, measures taken by journalism itself to maintain quality reporting

Utility of self-regulation:

- Promote social trust
- Preventing legislative action: preventing government involvement; we'll take care of it ourselves
- Effectivity: it's better to set rules yourself that all journalists agree on than to have an outside agency come up with rules
- Cohesion within the profession; engage in debate together about guidelines and whether or not complaints are justified

Journalism is seen as semi-professional

Who is a journalist?

- Boundary work- Gieryn (1983): boundary-work and the demarcation of science from non- science: strains and interests in professional ideologies of scientists
- Used it to research scientists. Is not about a formal awakening, but how journalists talk about their own profession (what is characteristic of journalism)

The occupational ideology of journalists: mark deuze (2005): what is journalism? Professional identity and ideology of journalists reconsidered.

1. Public service; corresponds to characteristic of professions, social function, role within society
2. Objectivity; even journalists who are reticent about it say you should strive for it, it is always a theme
3. Autonomy; making your own trade-offs, determining how productions are made

There are media that want journalist to become a protected profession, through certification. But then you run up against freedom of the press. Politicians are reluctant to expel unheard Dutch people because of press freedom.

Nvj press card: attempt to determine who is a journalist. Requirements for who is a journalist.

Lecture 8- the journalistic pursuit of objectivity

A journalist/journalism; is often about objectivity, is mentioned a lot. Within the journalistic professional ideology, objectivity always comes up. Not everyone is convinced that objectivity is an attainable goal.

Truth in journalistic codes:

- Bordeaux Code (1954): respect for truth and for the right of the public to truth is the ^{eerste} duty of the journalist. Truth finding.
- Kovach & Rosentiel, elements of journalism: journalism's ^{eerste} obligation is the truth
- Journalism Council guideline (2007): journalists report truthfully, verifiably and as completely as possible. They avoid one-sided reporting.

Origins of journalistic objectivity:

- Invention telegraph > daily newspaper created. Foundation laid for objectivity. All those newspapers started exchanging copy and reports and news with each other, while newspapers were very much ideologically colored. Neutral writing as possible to suit all newspapers. Actually, objectivity was a commercial innovation.
- But there was no mention of objectivity yet. AFP (1835), Reuters, (1851), AP (1892)
- Freedom of speech, freedom of the press, disappearance of newspaper seal, education, industrial revolution > factors that caused mass newspapers to be made and more money to be made from publishing newspapers.
- The idea also arose that journalism really is a profession, because bigger print runs were made. So as more money was made, professionalization came and journalism really became a profession. > Because of this, journalistic principles were developed.
- From a commercial principle further developed into a professional principle

C.P. Scott (1921): comments is free, but facts are sacred (why journalism is so important, what function journalism performs in a society and what principles go with it). Important turning point, because previously newspapers were colored and full of comments, etc.

Objectivity of journalism: later in the Netherlands than in the U.S. (after 1850). Cause: Dutch society was still segregated for a long time > idea of journalistic objectivity did not appeal. In US it was a sacred principle, but not so in NL (less rigid through 60s and 70s, time of emancipation and countercultures, daily newspaper journalism became independent of pillars, but also influence of TV

journalism). Provided the idea that objectivity would maintain for status quo, reflect what politics cares about. You have to bring out perspective of women/worker instead. In terms of TV journalism: people came on TV, interpretive journalists step forward, explain.

****??****

In the US, new journalism emerged, experience of journalist first, beautiful story telling. To write books in a literary way, from personal experience. Good article= as exciting as a novel. Start a news story with hard facts.

What is objectivity?

1. Facts: five w's and the h. inverted pyramid. Conceived by news agencies to arrive at the most neutral messages possible. Factual style. Not necessarily logical, as newspapers were previously used to writing in other ways. Previously more chronological style, starting with starting point of event (more narrative). Disadvantage: then you have to read the whole post.
2. Absent narrator: the facts speak for themselves. Example nts journal, was no presenter. Also after that, came a narrator but without facial expression etc so still not really a narrator.
3. Neutral wording
4. Balance: hearsay
5. One source is not a source

The first three are about form, the journalistic product; the last two are about method. Third: the attitude, impartiality.

News as descriptive discourse:

1. News must truthfully reflect reality
2. Reality consists of facts
3. Target journalists: describe reality as best as possible

VB: Gypsies in Ede

News as performative discourse: is not fixed how an event happened, so journalist is reconstructing and needs sources to do so.

1. News is construction of reality
2. Facts are human constructions
3. Goal: convince audience that their version of reality is reliable

Tuchman (1972): objectivity as strategic ritual

- Presenting conflicting possibilities: hearsay, he said/she said journalism, bothsidesism (?). as a journalist, you have to figure out which one is true.
- Present supporting evidence: such as a source
- Using quotation marks: hedging against criticism

Criticism of objectivity

- Misunderstanding complexity of reality
- Misunderstanding influence subjectivity of reporter
- Disregard influence practical obstacles or working method journalist

Cause= emergence i-pistemology (h6)> idea that fits with current times, with idea that everyone is entitled to vision, less inclined to trust institutions, therefore have less confidence in journalistic objectivity.

Engaged journalism: transparency as the new objectivity. VB: the correspondent

Transparency as the new objectivity (as with the correspondent)

- Journalist present as narrator ('I')
- Journalist explains method (sources, reports)
- Journalist takes position
- Journalist ponders solutions
- Journalist interacts with audience

Objective vs subjective journalism:

- Unifying journalism
- Decentring journalism

Block 3: journalistic practice

Lecture x- The public is advancing in journalism

Krums photo of Hudson tipping point: news can spread very quickly without a media (or in other words, public can share things). Was a Twitter user who thus shared news and it went around the world. The photo was also published by well-known news media, such as Los Angeles Times. News= also that photos of public can be published by media. Original photo was also bit dirty, media blurred that so the colors came out better. Advantage for news media= cheaper than taking photo from press photographer + always takes time for press photographer to arrive.

2006: Time magazine published change, "you." Calls out someone every year as person of the year, so now is you.

Overhyped dotcom web. Stock prices of Internet companies first skyrocketed, in the late 1990s they suddenly went down. Faith in the Internet disappeared. Then came the new web > web 2.0. What was that change? That first version of web was basically the old model as we know it from old media: publication model that people can read. Web 2.0 has emergence of interactive features. Making up your own website, etc. Is seen as early days of social media.

- Blogging, comment posting. During this period, blogs emerge. Alternative movement besides journalism from people who also wanted to write something.

Bowman and Willis (2003): a new media logic

- From a media landscape = closed system
- To a media ecosystem = open system (Small organisms, bacteria, so much more accurate look, is more complicated)

Media landscape: Mass media journalism: monopoly of means of production and distribution, one-way traffic, journalism as professional domain. Audience is at home on couch reading newspaper, journalism is fairly defined profession > domain is very clearly identifiable. Namely people working at media organization.

Media ecosystem: journalists still playing a central role. In addition; non-journalists getting websites, communities, web forums, newsgroups.

Jenkins 2016- convergence culture- great thinker on changes media as audiences can become increasingly active participants. Convergence= moves toward each other. Public increasingly interferes in making media.

Itiel de Sola Pool 1983- before internet became mainstream and there was no smartphone yet: pointed out convergence of mdes and that boundaries of media will start blurring- so already pointed out that change. Also predicted that there will be 1 thing you can watch all media on, is also technological convergence and we have that (phone).

So two changes; technological convergence and cultural convergence (Jenkins, relationship products and consumers, people use media differently, less as passive consumers, more active)

Role of journalism is changing:

1. Axel Bruns: gatekeeping vs gatewatching. Journalists no longer have monopoly on news selection, from gatekeeper to gatewatcher. Example Hudson good example. Not journalists judged if it was newsworthy, but whole world and public did. DUS: journalists not needed for news selection.
2. From journalism as a product to journalism as a process. Used to be: work all day on deadline and at the end it was finished and produced. Nowadays, the story is not finished because reactions/questions come up. People come with tips, etc. so it doesn't stop. On internet also no deadlines, you just have to publish as soon as possible. Vb= liveblogs
3. Involvement of audiences- jay rosen: the people formerly known as the audience > produsage (production/usage), prosumers (production/consumers) > distinction between creators and users blurs. This is called participatory culture. Good vb of this= wikipedia, anyone can co-write. (produsage)

Produsage:

- To make it work well you need many people > a large community of participants. Wisdom of the crowds: many people= best knowledge. Wikipedia = using knowledge from everyone.
- Constant change of roles between produsers > one moment maker another moment audience.
- Productions are constantly under development (don't you have with a paper encyclopedia, must be printed).
- Based on involvement rather than legal ownership > many people collaborate on it, so not really a creator and also no copyright. Period when wikipedia came into being, a new kind of copyright called creative commons > no copyright, anyone can use and share, it belongs to community. Often do include creator/if photo has been modified.

Grass roots reporting= citizens do their own reporting and photo publishing. **why?**

Boundary work?**

Paradigm repair: paradigm, all the rules and conventions and routines that journalists follow when making productions, performing work. is not done in the example of just now (slides, error about alcohol). What happens here is paradigm as exists remains, is not abandoned, but error is repaired by pointing out other things that go wrong.

Produsage in journalism: citizen journalism.

Citizen journalism= citizen does everything, from observation journalism > making etc.

- Terminology: citizen journalism, grassroot journalism (ordinary people engaged in reporting), liquid journalism, participatory (participatory) journalism (do not confuse

with participatory, because these are undercover journalists), interactive journalism, collaborative journalism

- See slide for format: professional journalism at top, citizen journalism at bottom and the rest in middle.

Citizen/grassroot journalism

Liquid/parti: Example Hudson.

Journalistic process: number of stages:

- Access and observation
- Selection and 过滤 (filtering)
- Process and editing
- Distribution
- Interpretation

Lecture: News journalism: what is news and who determines it? Why is

news selection relevant?

- Gatekeeping
- News values
- Media hype

Gatekeeping theory: they determine what news is passed on to public

- David Manning White (1950): the gatekeeper. Did research on one journalist, called it a case study. Was called Mr. Gates, was wire editor as position.
- From wires came press offices. Wire editor received press releases and selected what was published in the newspaper.
- Other names: wire service, news service, news service, press service, etc.
- Messages came in by telex. Difference from fax: with fax only from one phone number to other phone number. With telex to many more addresses at once.
- Question in research: how does he determine what is or is not news. "Could you keep track for me which news items you do or do not select + reason". News selection turned out to be very random and subjective (not interesting).
- Criticism: based on one person, maybe another uses guidelines. Very briefly noting reason even then is immediately superficial (not interesting), while there may be more behind it. Generalization not possible (2). May seem like subjective reasons are given but maybe there is an editorial guideline behind it (2). Miss that there may be a shared frame of reference of all journalists (3).

Other study: Broad, W. (1995). Social control in the newsroom: shared frame of reference because when you work on an editorial staff you are socialized: we always do it this way.

News Value Theory

- Conceived by Galtung & Ruge (1965): selection of foreign news. Certain countries are in the news more often. Content analysis of newspaper. Seeing what news value factors were behind it.
- 12 news values. Be able to explain what they mean. See slide.
- Threshold: news has a certain threshold before it is important enough. Frequency: if something happens at a certain time you can report on it immediately, if something takes a very long time like sea level rise then you can't report on it as easily.
Negativity: negative news more likely than positive news. Unambiguity: if events are clear it is chosen faster, easier to explain. Meaningfulness: how much meaning to wide audience. Reference to elite nations/persons: well-known nations/persons get in the news faster. Consonance: cultural similarity, culturally similar to ourselves= faster news. Continuity: if a topic is in the news, more likely to be in news more often, thus follow-up. For example, in the case of an earthquake. Composition: composition of news, measured selection of topics. Important for NOS news.
- Criticism: quite vague, can't really make it hard. Also only focus on whether a news item becomes news or not, while an important question is also how such a topic becomes news.

News selection online:

- No deadlines, continuous updates
- Infinite space, therefore less important news also places.
- Competition
- Real time audience data

Almost everywhere online 匆匆 first work editors, so immediately publish when ready. At the end of the day, people look at the paper paper.

A/B testing for headlines: see slide. Not everyone gets to see the same headline, to test which one works better. Low numbers of clicks > little time, quick glance, just "匆匆" to stay informed.

Other audience engagement metrics

- Average session duration
- Bounce rate: see 1 article and then be gone immediately
- Average web pages per session
- Returning visitors
- Social media shares (sharing articles)

Clash between trustee model and market model.

- Trustee: we trust you to do well. Public assigns role to journalism. Authorization model. Professional culture of journalists.
- Market model: responding to what audiences want? Can then by knowing through metrics what audiences want to see.

To what extent are wishes of the public responded to? Topics that were well read, there were also follow-up messages about them > people want to read more about them. Besides analysis of messages, also talked to editors (do you allow yourself to be influenced?) > we use them, but do not allow ourselves to be influenced. Journalist remains gatekeeper. Same phenomenon of boundary work: professional domain 的戀 taken (emphasize own professionalism).

Media hypes

- Media hype vs news wave: news wave= a news event that gets a lot of attention in a certain period of time, such as second chamber elections. Media hype= not only a lot of attention, but actually too much attention. "If you don't publish that picture then ten other media outlets will."
- Critiques media hypes: the amount of attention is disproportionate. Media makes it bigger than it is and there is a mismatch between the news and the real world (made bigger). Media create news rather than cover news. Media chase each other, more and more is added.
- But: hard to measure whether something is made bigger/ disproportionately reported.

Terms in discussion of media hypes: exaggerate (subjective) and distort (unknowable). Non-scientific criteria.

- Amplification: actively seeking new things, so creating instead of defeating
- Magnification

Pattern of media hypes:

1. Key event: something happens, media reports about it. Often isolated occurrences.
2. News theme: a particular theme associated with that incident. Such as brawl > senseless violence.
3. Lower news threshold: lowering threshold, making similar occurrences more easily in the news (threshold).
4. Feedback loops: attention declines, if similar case occurs again then you see the media suddenly publish a lot again.
5. Interactive media moments: moments that are talked about, such as talk shows.

Driving role of media very important in creating media hype!

Characteristics media hype: see slide

- Agenda-setting role of media
- Origin in one specific event
- Magnification by mutually reinforcing media
- Media making news instead of covering news
- Media stimulate social reactions (5^e phase)

Lecture....

Slander vs. sma (something about reputation...). Someone can be acquitted. Then if you're on the Internet, that doesn't make you happy.

Journalism profession....: ethics. Ethics is about morality, weighing right and wrong. How do you act in situations? Is about contemplating the right thing to do and thinking about moral issues. Balancing between right and wrong.

Distinguish between values, norms and rules. Values most abstract. Are the ideals we think are important. Equity of opportunity for children. Norms are more concrete, aspirational limits to action. Rules are most concrete, guidelines for correct action in concrete situations. Example: mention only initials.

Ethical dilemma: different choices regarding morality. The choice may result in undesirable situations and the dilemma always contains different values. (publish name: detection vs privacy).

Ethical analysis:

- Is it justifiable to?
- What are the options?
- What values, norms and rules are relevant here?
- Decision: reasoning

Tools: journalistic codes such as the guideline for the journalistic council on privacy-but: no set recipe. Often comes down to balancing interests again.

Kovach and Rosenstiel: elements of journalism- according to them a consideration of the journalist himself. You have responsibility to weigh and express consideration to others.

Complaints about journalistic publications:

1. Judge: slander and sma (only if about yourself)
2. Journalism Council (also be an interested party)
3. Ombudsman of a medium: cannot impose punishment or fine, only give advice.

Block 4: journalistic fields

Lecture sports journalism

Le velo > cycling races bordeaux to paris, 600 km 的碗etsen. Newspaper did very well, 180,000 copies.

Competitor sports newspaper = l' auto.

Color shirt= because of color newspaper

Tour de france orchestrated for reason that a newspaper could write about something > race attracted many readers. 1928* l' auto sold 1* million copies. In 1903 another 20,000, so commercial success.

Organization ebbed that as gene at top of standings would be visible to public. 1919* first awarded, so when tour de france was already in progress. Became a yellow jersey because of newspaper.

In italy pink jersey, organizing newspaper printed on pink paper. Other newspaper very popular because they organized car race and wrote stories about it.

Commercialism: sports= commodity, athletes are commodities , sports journalism= commodity

- Merchandise, selling t shirts, advertising with athletes
- Subscription to sports magazines, l' equipe 2^e great of nfrance, 240 thousand circulation

AD: attempted to publish sports newspaper in NL, sports world PRO called. ***

Television is also sports as a commodity. VG= ziggo.

Long in the NL that paying for sports on TV was a no-go. Free sports could watch. Public broadcaster, nos, broadcast not still a lot of sport uti. KNVB had construction with big companies that invested in paid sports TV (sport 7, jos: we are going to start something new). Was a 的碗asco, NL did not want to pay. Reason because feyenoord and ajax stayed out of the game and nos was still broadcasting news at that time.

National media survey: ratings, little/no sports. Rankings without sports. If you count sports then right lots of sports. Especially soccer.

More and more live, even minor things, because channel must always have offerings. Therefore start matches varied, because it must be filled.

More and more television channels

- Consequences of print media: if you pick up old newspapers before live broadcast you had real match reports. You don't have that now, different kind of articles, more analysis with interpretation and commentary. Newspaper is also literary style. Because; you have to counterbalance live TV.
- Screen journalism: lots of reporting from behind screens.

Sports media and commerce have thus become intertwined.

Image management

- Athletes
- Clubs
- Sports Federations
- Agents

Journalism as promotion: attention, fandom, enthusiasm. Reason why media started sports magazines themselves= that they could publish about them. Create sports heroes that people were fans of. Way to promote athletes.

1996 ajax 阿森纳 vs milan champions league, broadcast by nos.

- > Shouldn't you keep your distance as a journalist? Vb jack van gelder.

Image management: journalism as a threat.

- Misconduct
- Doping: vb lance armstrong, negative attention
- Riots; supporters riot
- Criticism of a club's policy or a coach's strategy oid > boycott by louis van gaal

Often contracts oid that only the match itself may be 阿森纳, so if someone e.g. crashes oid it may not > detracts from image of yuppie soccer, etc.

Role of journalist

- Fan or critic?
- Side note: going native (advantage of experiencing everything up close, disadvantage of going native is too much identification with research object, example jack van gelder with soccer player on lap) & access to sources

Hybrid sports journalism (hybrid= mixing commercialism and journalism)

- Journalism in commercial setting: sponsorship programs, commercially "ele names teams and sponsor decors. Sponsor names were not used in the past, but sounded by team leader.
- Permission: you can't just interview an athlete
- Negotiation: often negotiating to talk to certain athlete; what the interview is about, for example.
- Pay: checkbook journalism-unusual in the netherlands. Putting money on the table to interview.
- Authorization: text and headlines- article for inspection to... have interview read to person being interviewed.
- Photo Choice
- Editorial produces sponsored content: e.g. Spits made Rabo pages- sponsored by company. Spits was free newspaper at the time that paid newspaper to make rabo pages during tour de france, you had rabo team.

Sports journalism= pr

- Own reporters: sports clubs that have their own things of everything. Many clubs have their own media department that all make media productions, such as match summaries.
- Own photographers
- Own camera crews: vb ajax in qatar, only own team was allowed to make footage
- Own interviewers
- Own commentators

Is sports journalism journalism?

- Reporting versus investigative journalism
- Entertainment versus truth-telling

Answer: sometimes yes, sometimes no, more PR for sportswriter. Doesn't have to be mutually exclusive. NOS broadcasts sports games with enthusiastic jack van gelder, negative sides are also highlighted, so need not be mutually exclusive.