

Media, Society, and Writing

Lecture Meeting for HSI 101 Soft Skills

Aruni Mahapatra, Ph.D

media

noun

UK  /'mi:di.ə/ US  /'mi:di.ə/

media *noun* (NEWSPAPERS)

▶ **the media** **B2** [S, + sing/pl verb]

Add to word list 

the internet, newspapers, magazines, television, etc., considered as a group:

- *the **local/national** media*
- *media **attention/coverage/hype/reports***
- *The issue has been much discussed **in** the media.*

See also

multimedia *adjective*

Defining Media

Media and Society

Media and Truth

Media and Information

Examples: the newspaper

Origin, Implication, Consequence

A materialist theory of writing

- What is the cost of producing a page or newsprint/article/webpage/tweet?
- How is that cost sustained?
- What is the relationship between these costs and the claims of truth?
- Truth/Ethics/Morality: a set of claims that media outlets make, implicitly or explicitly

Evolving Costs of Truth/Facts

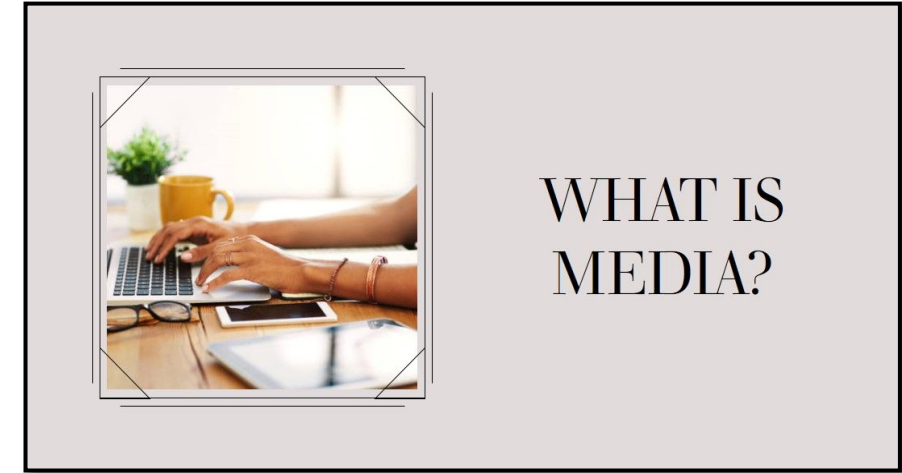
- Subscriptions
- Advertisements
- Engagement
- Hate
- Data

Case Study: 1

- Front pages of 2 Indian daily papers: one English and one Hindi
- What kinds of advertisements?
- What kinds of concerns?
- What kind of relationship between the local, the national, and the global?
- BMWs or garam masala?

Defining Media

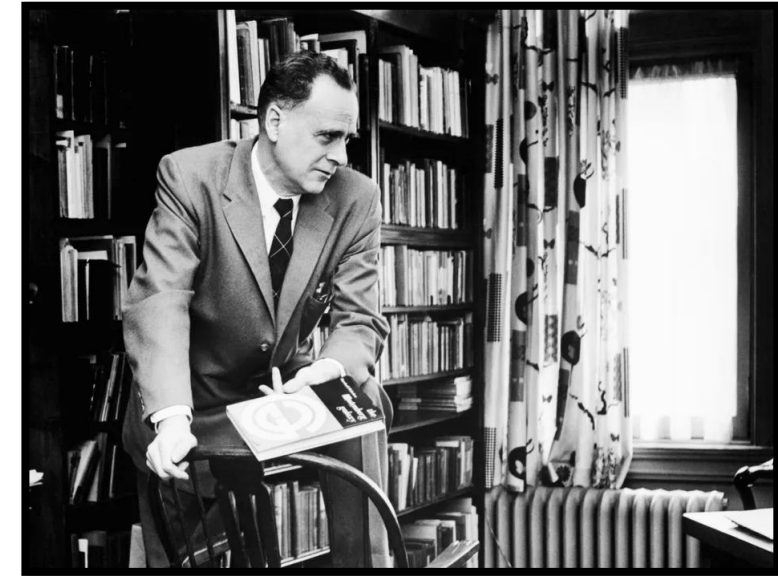
- The term media, which is the plural of medium, is a broad term that can refer to various forms of communication, including traditional media (e.g., print, radio, and television), digital media (e.g., websites, social media, and mobile apps), and other forms of communication technology.
- According Denis McQuail, “Media are channels of communication that transmit information, ideas, attitudes, beliefs, values, and entertainment from one person or group to another.” *
- “Media are social institutions that produce and distribute communication content to large audiences through mass communication channels” (DeFleur & Ball-Rokeach, 1989). **



* McQuail, D. (2010). *McQuail's mass communication theory*. Sage Publications.

** DeFleur, M. L., & Ball-Rokeach, S. (1989). *Theories of mass communication*. Longman.

- The Canadian communications theorist Marshall McLuhan was the first to use the term 'media' in reference to communication channels in its contemporary context.
- We can classify media in to three main categories:
 - **Print Media**
 - Newspapers, journals, magazines, books and reports
 - **Broadcasting Media**
 - Radio, Television, Films
 - **Internet Media**
 - Social media networks (like Facebook, Twitter, YouTube, LinkedIn), blogs, podcasts, online forums, and websites.



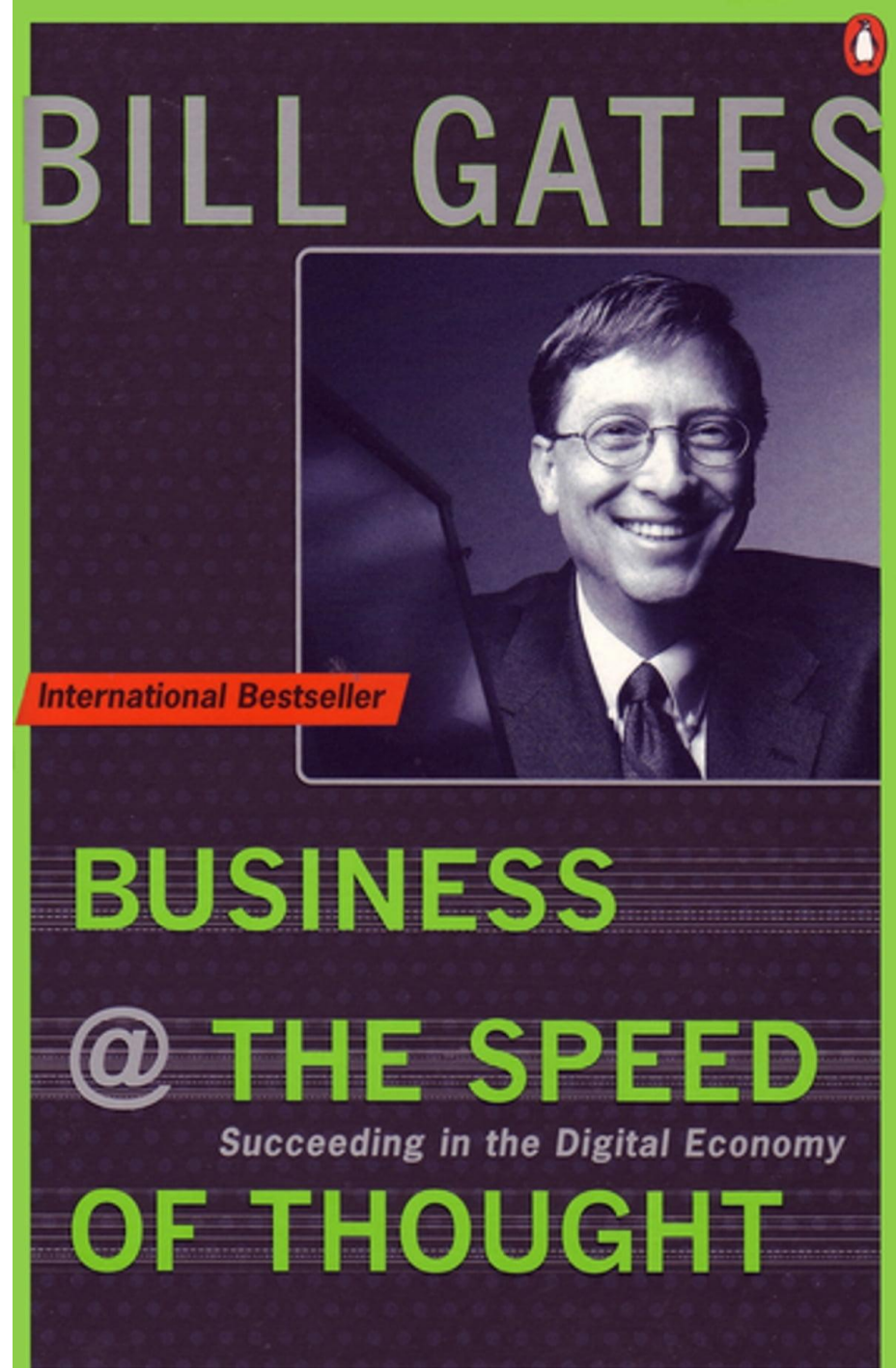
Marshall McLuhan

“the medium is the message”

- Medium: About the manner in which the human body receives and processes information.
- Examples: reading a printed newspaper VS scrolling X (formerly twitter)
- Slow VS fast consumption
- Content changes with the manner it is transmitted

Media and Truth

- Truth VS Credibility
- Truth VS value
- Truth VS individual profit



Case Study: 2

- “Corona-Jihad”
- “I am a troll”
- Frances Haugen, whistleblower at Meta, 2021 story

Media and Education

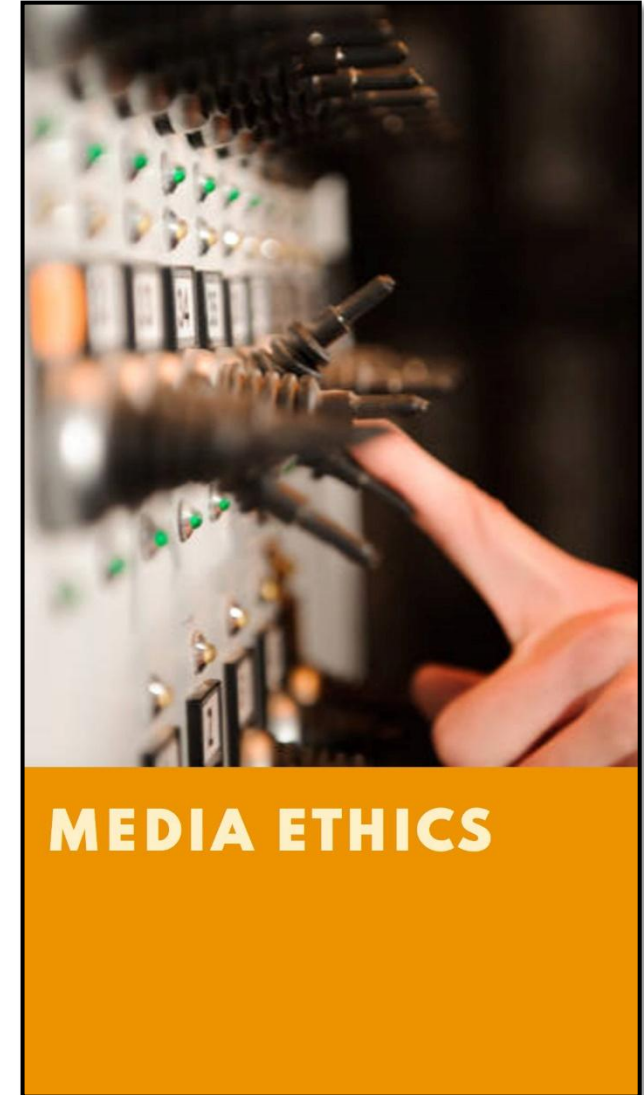
- What can media do for you?
- Skills
 - Language
 - Writing
 - Professional Skills
 - Edtech

Media and Diversity

- Fake News VS Non-Fake News
- What is True News
- Is the fact news?

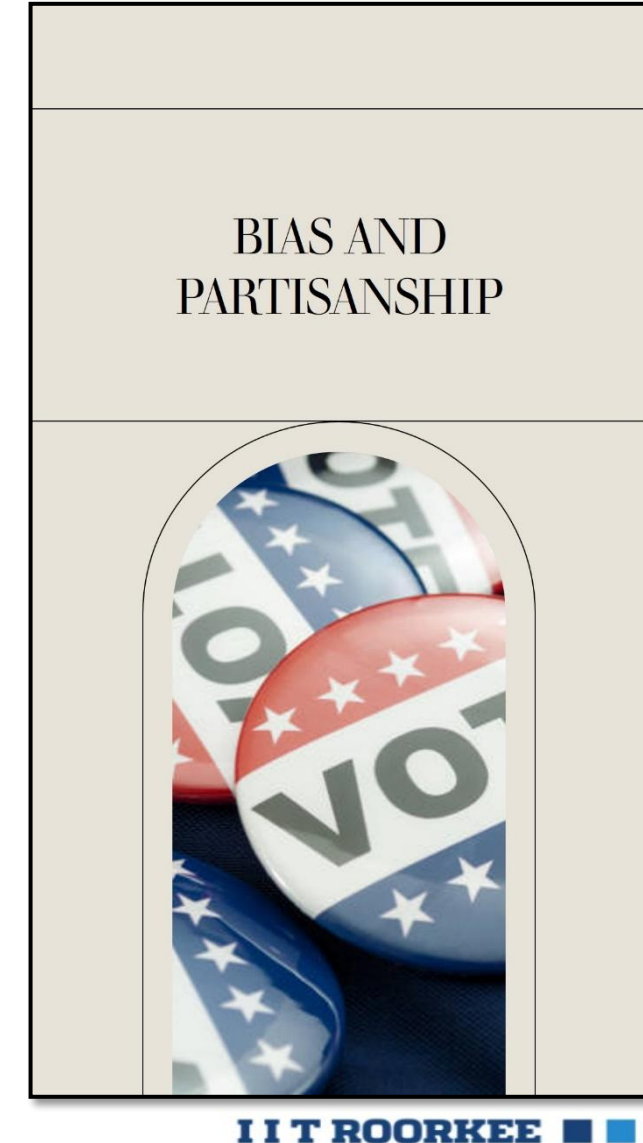
Media Ethics

- Media ethics refers to the set of principles, values, and guidelines that govern the behavior and decision-making processes of media professionals in their roles as communicators, content creators, and information disseminators.
- It encompasses the ethical considerations and responsibilities associated with the production, distribution, and consumption of media content across various platforms, including print, broadcast, online, and social media.
- At its core, media ethics seeks to ensure the responsible and ethical use of media to promote truth, fairness, accuracy, transparency, accountability, and social responsibility.
- Media ethics faces numerous challenges and issues in the contemporary media landscape.



Media Bias and Partisanship

- **Media bias** refers to the tendency of news outlets or journalists to present information in a way that aligns with their own personal or organizational beliefs, values, or political leanings.
- It can manifest in various forms, such as the selection and omission of certain facts, the use of loaded or sensational language, the emphasis on particular viewpoints, or the framing of stories to promote a particular narrative.
- Media bias can be influenced by editorial decisions, including the placement of stories, headline wording, tone of reporting, as well as the selection and representation of sources, where certain individuals or organizations are given more prominence or credibility while others are marginalized or ignored.
- Recognizing media bias is crucial for media consumers as it allows them to critically analyze and evaluate the information they receive.



Lack of Diversity and Representation

- Diversity and representation in media play a pivotal role in shaping societal perceptions, attitudes, and values.
- Research consistently reveals the underrepresentation of marginalized groups, including racial and ethnic minorities, LGBTQ+ individuals, and people with disabilities, in media content (Topaz et al., 2022).
- The portrayal of certain groups in narrow, limited, or exaggerated ways reinforces stereotypes, contributing to societal inequality and hindering progress.
- Consequently, individuals and communities may experience decreased self-esteem, limited aspirations, and a diminished sense of belonging.
- Diverse representation becomes imperative for fostering positive identity development, providing diverse role models, and promoting inclusive attitudes.



- Beyond the moral imperative, there is a compelling business case for diversity in media. Studies have shown that diverse media representation attracts broader audiences, enhances brand reputation, and increases market share (Hunt et al., 2020).
- Research demonstrates that companies with diverse teams and inclusive content tend to outperform their competitors financially.
- The lack of diversity in leadership positions within media organizations perpetuates the underrepresentation of marginalized groups.
- Understanding the concept of intersectionality, which recognizes the interconnections between various social identities, is crucial for comprehensive media representation (Crenshaw, 1989).
- Media plays a pivotal role in amplifying social justice movements, providing platforms for marginalized voices, and raising

