Media and society

4. How might the political economy of mass media inform and shape the nature of

How are media produced, distributed, and consumed? Use a specific

Case study or example to critically explore your argument.

This essay aims to accomplish the discussion of media and to use the Ukraine war and how media is produced, distributed, and consumed, causing it to shape the political economy. To put it another way, if agenda setting tells us what issues and topics to think about, and second-level agenda setting tells us which aspects of those topics are more/less important, media framing takes it a step further by looking at "how" specific devices can shape our understanding of the topic itself. The crisis sparked by the collapse in Russian-Ukrainian relations has erupted into a problem affecting European and global politics. Much has been written on the core causes of the conflict since it began—the motivations of the primary players and future situations. (Youngblood S 2016).

The term "political economy" has long been used in Western economies to refer to a "separate" economy centred on the survival strategies of marginal social groups, as opposed to the "informal", which consists primarily of large corporations, government, which, along with its institutions, partly sets the rules as well it is an economic actor. This essay aims to re-examine the current definition of informal economy critically and emphasise the permeability of the formal-informal economy divide in terms of the resources the Ukrainians provide

Firstly, there is the challenge of the media representation of the widespread positivity of the Ukraine war, and how it is dominated by false positives and distinct from the so-called formal economy, government-sponsored economic activity and how the Russians portray their news in Russia will try to brainwash the country into believing they are protecting Russia and how it would be beneficial to take over and are “saving the oppressed Russian speakers in Ukraine”. It was also portrayed that they were told it was just a training exercise. With media produced when distributed, it must always be verified not to create false realities for the people.

This can affect how people see media and its portrayal, and ideas are pushed, e.g., propaganda by the Russians. In study programs such as peace journalism, positive journalism, and constructive journalism, the media's active involvement in constructive crisis communication and crisis management has been recognised. These disparate methods are all concerned with the normative idea of responsible media behaviour that is mindful of it.

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With the distribution comes to the marginal economic phenomenon regarding the current events of the Ukraine war and how it is presented; it is used to employ the most marginalised social groups, such as migrants, the unemployed, and the destitute, which is at the centre of this dispute. According to Williams and Windebank (1998), this marginal thesis of marginalism is a myth because those individuals and groups marginalised in the formal economy are also marginalised in the informal economy. This shapes the nature of media by the people needing to observe and consume it obsessively and having more articles for journalists to create anything on the web. The field of propaganda relates to Chomsky and how this framework can explore the area of propaganda ambiguity regarding the bias shown and produced.

The second primary goal of this essay is to explore the causes of contemporary formalisation tendencies and the people involved. The crucial point is that the economic normalisation of the media is a widespread political and social development. Post Fordism affects the current events through sanctions and the production of gas and wheat, as 70% of the world’s gas and food come from Ukraine and Russia.

There are skills for shaping media texts and interpretive tools for analysing meaning and ideology. Each section examines a medium and demonstrates how characteristics like chronology, character, and focalisation are realised in individual texts. Understanding how storey modes are easily transferred from one medium to another and the ideological consequences of these methods is an integral part of media studies. This is clearly shown; when sanctions have been imposed, it creates issues such as fake news and pro-anti-activists from Fox News spreading misinformation.

Media platforms are used in mass production and shape what is consumed; however, there is a need for validity and checks, as bias or misinformation can be spread and hurt specific groups. This leads us to what can we trust in media production, what are good sources and what is not?

Fordism, which was defined by mass production and mass consumption, hierarchically structured manufacture of standardised consumer products for sale within protected domestic markets, and interest rights for all people and to provide the necessary conditions for capital accumulation on the other of goods; Gösta Esping-Andersen coined the term "decommodification" to describe this process (1990).

Media framing relates to the Western welfare states' reorganisation of Informalization. It is divided into formalisation from above and informalization from below. From above (informalization comprises corporate downsizing, outsourcing, subcontracting methods, and welfare state coping strategies), which contain dynamics of formalisation in economies and labour markets. These dynamics affect media distribution and the situation as the economy may collapse.

The media in Russia and misinformation platforms do not talk about how the Ukrainians will need to find work to begin their lives again to look after their families; it has always spun as a positive or praising Putin. Our perception of reality is becoming increasingly shaped by narrative. Documentaries and feature films teach us tales about ourselves and our society. In the guise of hyperbole and satire, television responds to us and delivers us reality.' Daily existence is transformed into a story via print journalism. Advertisements tell the story of our dreams and wants.

The extent to which we believe we are part of an audience as actual humans who consume media products is determined by whether or not we feel addressed by a media text. Is it speaking directly to us? Is it written in a language that we recognise as our own? Do we feel a sense of belonging to the text's worldview and attitudes? As a result, media texts appear to be both denotative and connotative, inviting us to recognise ourselves as individuals who choose to participate in a particular lifestyle. However, because the reality we are presented with is created, even the denotative level is connotative, persuading us that we must change to fit in with reality.

With this market economy, many people coming over may have qualifications; however, not all employers may accept this or their background, which leads to the concern of losing employment. In contrast, Europe has opened up Visa-free rights, giving all the right to live, work, medical and other rights to citizens of Ukraine.

Each medium develops its style of storytelling. The story elements, technical features of the medium, and rules and conventions of different forms of stories are all covered by these different ways of presenting stories. We recognise and categorise these combinations, whether as readers (audiences) or makers of texts, to advise or forecast what kind of story this will be. Genres are the categories of reports that can be identified. A genre has unique textual traits or is a technique of organising the parts within a text, and it is this that allows us to recognise a text as belonging to a given genre or generic type. The narrative is one of the aspects organised by genre.

According to Supiot (2001), several significant trends may be linked to these shifts. There is a definite tendency toward a greater variety of contracts that include paid labour. Many people work part-time on projects or other temporary and insecure employment arrangements and traditional employment contracts.

However, these strategies allow the Ukrainians to thrive despite escaping the country with nothing but themselves. This can then inform people of how life may need to be adjusted. The information must be distributed with better care and consumed adequately. The origins of framing can be traced back to Erving Goffman's (1974) study of how we organise our own experiences. He claimed that we experience life via frames, both in how we receive and interpret information and engage with it. The structures we use to examine, analyse, and understand the world around us determine what we consider "reality." Given the media's significance in shaping the public agenda, how the media frames specific issues and events shapes this process and directly impacts how we "know what we know" about the world around us.

The media shows how the critical political economy approach works in practice and has been applied to concrete analysis that many laypeople are unaware of this analysis. In addition to detailed research into how shifting webs of pressure and opportunity impact the everyday business of crafting cultural goods in specific cultural industries, an analysis of shifts in the organisation of capitalism and their consequences for the structure of production is required.

These new organisational structures (cross-organisational networking, partnerships, alliances, external agencies, multi-employer sites) influence the day-to-day employer/employee relationship and the labour law (Rubery et al., 2002). This means that the Ukrainians will need to work extra hard to meet the company's production values. This is even more accessible as Karl Marx’s insight that once the workers had the tools, they could seize the means of production, which allows the political economy to be informed about more carefully and shaped better.

The more the urge to impose informal answers, the more comprehensive these concerns become. This will come into question when more and more apply to jobs, and the economy will shift towards different ways. In turn, more bad representation by media may form, such as people complaining about their jobs being taken as while the Ukrainians are obtaining employment, not all will like it. According to recent research, when a company changes owners, the relationship between employees and the new owner changes (typically for the worse), even though the official contractual terms and conditions remain unchanged (Cooke et al. 2004, pg.277).

Media framing is the angle or perspective from which a news story is told. While the news is frequently assumed to be objective and devoid of value, this is rarely, if ever, the case. The majority of news items are high-value in both production and content. News is a reconstruction of a small piece of reality from multiple angles rather than an accurate picture of reality. The frame is the overarching angle of how the numerous stories are portrayed after being covered. In contrast, agenda-setting or gatekeeping determines what a newspaper or broadcaster covers or does not cover. Like defining a plan, the framing process is essentially ideological (consciously or not). The way a story (or a series of novels) is researched and reported, who the journalist chooses to speak with, what questions they ask, and how information is processed and presented is all influenced by the story's frame.

When companies intentionally aim to circumvent the traditional regulatory form of the labour market, the welfare state's position as a mediator of class conflict becomes increasingly tricky. Any business that accepts Ukrainians will have gained more flexibility by transferring risk and insecurity to its workers. This flexibility allows welfare to be put under constant pressure from global economic forces, which forces media to produce traditional social issues. While this happens and resources that are usually exported are cut, it is also under political pressure from the populous, contributing to the media and possible propaganda on saying their jobs are being taken from people of the country’s origin.

Some are adamantly opposed to above people outside of the country and are irrevocably dedicated to the essential and indoctrinated ideas of welfare philosophy being bad. It can be concluded that while welfare states are obliged to reorganise some of their programs, they are not forced to restructure all of them.

The core ideals of peace journalism are accepted by constructive journalism. However, the role of journalists as peace activists is not. Constructive journalism (Gyldensted, 2015; Haagerup, 2014; McIntyre, 2015), a 'light' form of peace journalism, offers a more realistic and viable approach to examining media coverage in times of crisis and allows for more nuanced operationalisation. Although criteria for constructive journalism have yet to be rigorously operationalised in empirical studies, existing frame analyses on international concerns (Entman, 2004; Hammond, 2007; Robinson et al., 2010) show that a destructive manner of reporting is expected. Even though media in the twenty-first century are less restricted to official sources and include alternative voices (Balmas et al., 2014; Kampf and Liebes, 2013), official frames from the government and military of the respective countries influence media content strongly.

Previous sections of this paper showed earlier how the poorest groups and individuals, as victims of above-ground formalisation, become both objects and means of the two primary social actors listed above, namely, big business and the state's flexibilisation policies. These processes have at least three significant implications. First, these people are increasingly becoming part of what Lc Wacquant (1996, pg.1) refers to as "advanced marginality," or "new forms of marginalisation". The Russian media can portray that the Russians are helping solve the issue but, in the end, contribute to extreme poverty, segregation, and violence in a growing number of urban zones in almost all major Western cities. Finally, these people become stigmatised members of the myth of the hidden economy,' which Harding and Jenkins (1989) define as dominating practices that substantially characterise political, mass media, and, not least, scientific discourses on the informal economy. This hidden economy can cause many problems with media representation and cause the Ukrainians to struggle further from media influence.

By focusing on the relaxed character of individuals who do not comply with the norm, these discursive practices, to paraphrase Zygmunt Bauman (2005), symbolically support and replicate the formal nature of those so-called legal, social actors, as well as their economic activities. Furthermore, the role of those individuals and groups most severely affected by society's structural transformations, whose participation in the informal economy often takes acute exploitation resulting from informalization from above. As a result, these struggling Ukrainians become a resource that other powerful social actors exploit for economic and political gain through informal means.

In closing, the media portrayal allows this political economy of exclusion, or in formalisation processes in their interrelated relationships, exploitation, marginalisation, and exclusion (Schierup et al. 2006), which affects Ukraine and media representation can depend on the fundamental dynamics between the political economy, and class conflict at the national level, and, on the other hand, the conditions that these states of affairs face at the global level.

The official and informal economies here should not be considered mutually exclusive. Harding and Jenkins (1989) point out that every social action contains formality and informality, whether economic or otherwise. Informality can be found in a variety of social situations to varying degrees. Ideally, the media should be consumed and distributed with a better regulation on both parts: the world and its sometimes-false positives or using these people for political gain. Putin uses propaganda and news stations spreading misinformation like Fox news.

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