

4 dimensions of the media

1 Media platforms

Radio stations, TV stations, magazines, newspapers, websites, social media.

2 Geography

Areas of coverage: local, regional, national, international, global.

Communities of interest: a 'virtual geography' also exists of media aimed at specific communities or sectors, for example trade media, internet communities, internal (corporate) intranets; corporate magazines/newsletters; and special interest media (such as science magazines, independent music radio programmes).

3 Format

The most important division is between news and features. One can find many definitions of news: a convenient analysis is that news is always current and it always involves something happening, and features are more general, often focusing on issues or interests.

4 Actors

Story side: Interviewees, 'experts', participants, bystanders.

Bridges: Press officers, PR companies, user-generated content.

Production side: Producers, editors, journalists/commentators, photographers.

Consumer side: Listeners, viewers, readers, subscribers, purchasers, service users, advertisers.