WHEN THE CHARACTERISATION IS CRUCIAL - HOW TO DEBATE MEDIA MOTIONS

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WHAT TYPES OF MOTIONS I WILL BE TALKING ABOUT?

- THBT the age of digital information (e.g. social media, online news, etc.) has done more harm than good in protecting democracy

- THO the humanisation of villains in popular media

- THBT members of a minority group should oppose popular media that innacurately portrays the culture, struggles or history of traditionally marginalised groups (i.e. Hamilton, Mulan)

- THBT international media organisations should only use local reporters to cover foreign stories and events

- THBT liberal media organisations should actively glorify democratic candidates of color

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   https://medium.com/applaudience/the-5-best-villains-in-modern-pop-culture-8f26438a6c1e

2. Who is the villain now:
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3. https://www.phoenix-society.org/resources/villains-victims-and-vigilantes-the-portrayal-of-scars-in-pop-culture

4. https://sciencenordic.com/denmark-philosophy-psychology/super-villains-help-prevent-evil-in-the-world/1427996

- 1. https://theconversation.com/hamilton-the-diverse-musical-with-representation-problems-141473

- 2.
https://www.oprahmag.com/entertainment/tv-movies/a33216431/hamilton-cancelled-lin-manuel-miranda/

- 3. https://www.vanityfair.com/hollywood/2020/09/disney-mulan-controversy-issues

TYPES OF MEDIA WHICH I WILL BE TALKING ABOUT

- 1. News platforms (BBC, national tv)

- 2. Popular media, popculture (Netflix, Youtube)

- 3. Social media (Facebook, Twitter)

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All of this media platforms have different: purpose, accountability mechanisms, expectations from the audience, ability to create content etc.

SOCIAL MEDIA TRENDS IN 2021

- 1. **Companies Will Need to Address Social Media Team Burnout**

On one hand, many social teams have been elated to finally be seen as a vital part of their organizations because higher-ups have recognized just how valuable social media has been for communicating in real-time through COVID-19 and other major crises. On the other hand, social teams are burning out with having to be always on with social customer care (which also includes being the target of a lot of misplaced vitriol) and also having to be the first to communicate through a lot of shifting situations and serious crises, in addition to dealing with all of the personal hardships that come with living through a pandemic.

SOCIAL MEDIA TRENDS IN 2021

- 2. **Fee-based Fan Communities Will Grow**

- "Many businesses continue to suffer from a lack of organic reach in social media. Concurrently, consumers are increasingly gravitating toward smaller, more intimate topical communities (see the rise of Facebook Groups popularity as an example). Simultaneously, 2020 saw a big move in the direct-to-consumer space, both in terms of e-commerce (as evidenced by Instagram shopping), and content (look at the explosive growth of OnlyFans and similar).

- In 2021, we'll see these trends converge, and brands will begin to adopt fee-based communities that give superfans exclusive access to content, exclusive products, and more. This is the post-modern version of the Membership Club, and will give smart brands the ability to build advocacy and word-of-mouth among core customers who are willing to pay a small monthly fee to interact with one another, and the business."

SOCIAL MEDIA TRENDS IN 2021

- 3. **Building Trust Through Content Delivered By and Featuring Humans**

- "Sure, for a long time, people have talked about the erosion of trust in brands, but never before have brands had to face it more head-on than 2020. It should become the default that content is carried by human beings — whether that is influencers, your employees, or other subject-matter experts. People don't just need to trust because it feels good; people have to put their every action and every purchase through a filter of safety and economic impact. It's time to up-level content — not necessarily in production value, but in human connection. Is it harder? Yes. Is it the right thing to do? Yes."

SOCIAL MEDIA TRENDS IN 2021

- 4. **The Rise and Resurgence of Private Groups and Platforms**
- "As noise increases on social media, many are looking to customize their experiences by joining private groups and forums based on causes and personal interests. There has been a rise in the number of Facebook Groups and membership, and Instagram is now seeing the use of its Threads or sharing [Stories](#) with specific friends. Many people are also going to or returning to private and semi-private online forums for education, entertainment, networking and mutual interest."

SOCIAL MEDIA TRENDS IN 2021

- 5. **Influencers Will Become Vital in B2B, not Just B2C**

- "According to the [11th Annual B2B Content Marketing Benchmarks, Budgets, and Trends report from CMI/MarketingProfs](#), 89% of B2B marketers use social media for content distribution, but only 24% used Media/Influencer relations.

- It's no surprise that in the last decade, social media has become an extremely fragmented and noisy place, and therefore, brands both in B2B and B2C will find that their dollars go further when they collaborate with individuals whom their audience trusts. Whether these are macro-influencers or [micro-influencers](#), co-creating content that comes from these trusted voices will help brands to break through the noise AND reach broader audiences."

SOCIAL MEDIA TRENDS IN 2021

- 6. **Socially-conscious Values Extend to Imagery as Well**

- "Nearly 80% of people globally have said it isn't enough to have people of various ethnicities, backgrounds, and appearances in advertising but that they expect companies to do a better job at capturing people's true lifestyles and cultures, according to new research by Getty Images. Searches have increased year-over-year for 'diversity' (up 133%), 'culture' (up 115%), 'real people' (up 115%) and 'inclusion' (up 126%).

- From May to June alone, customer searches for diverse images increased by 200%, and searches for images around unity and equality increased by 500%, trends that are believed to be intensified due to anti-racism protests. Side note: our client, AARP, partnered with Getty to create more authentic images of people 50+."

SOCIAL MEDIA TRENDS IN 2021

- 7. **Social Media Is Part of Everyone's Job**

- "Social media has been a core part of business for more than a decade. Long gone are the days where 'playing on that Facebook thing' was only supposed to happen on lunch breaks. In the age of coronavirus, social media has become more important than ever to business survival and success.

- Your employees are your greatest social media assets. In fact, 45% of consumers are more likely to research a product or service when a brand's employees post about that product or service.

- Social media skill sets go beyond marketing and communications roles. They are less frequently required but especially needed, in customer service, HR, sales and research. Even in roles without direct ties to content, messaging, design, lead gen, sales or service, we're still asking employees to be good at social media to power our internal advocacy efforts. Employee advocacy programs continue to be a top trend because their success to humanize a brand and amplify storytelling is undeniable at scale. Businesses must provide social media policy guidelines and resources for their employees to master social media skills, as this technology is more akin to email than VR in today's business world."

SOCIAL MEDIA TRENDS IN 2021

- 8. **Use of User-generated Content Grows**

- "[User-generated content](#) has become an increasingly reliable social media marketing tactic. Brands and consumers find this type of content more authentic and trustworthy. A majority of users trust UGC when it comes to influencing their buying decisions, and people want to see real-life experiences. We will see a surge in UGC content this year through platforms such as TikTok and Instagram."

JOURNALISM, MEDIA AND TECHNOLOGY

- 2021 will be a year of profound and rapid digital change following the shock delivered by Covid-19. Lockdowns and other restrictions have broken old habits and created new ones, but it is only this year that we'll discover how fundamental those changes have been. While many of us crave a return to 'normal', the reality is likely to be different as we emerge warily into a world where the physical and virtual coexist in new ways.

JOURNALISM, MEDIA AND TECHNOLOGY
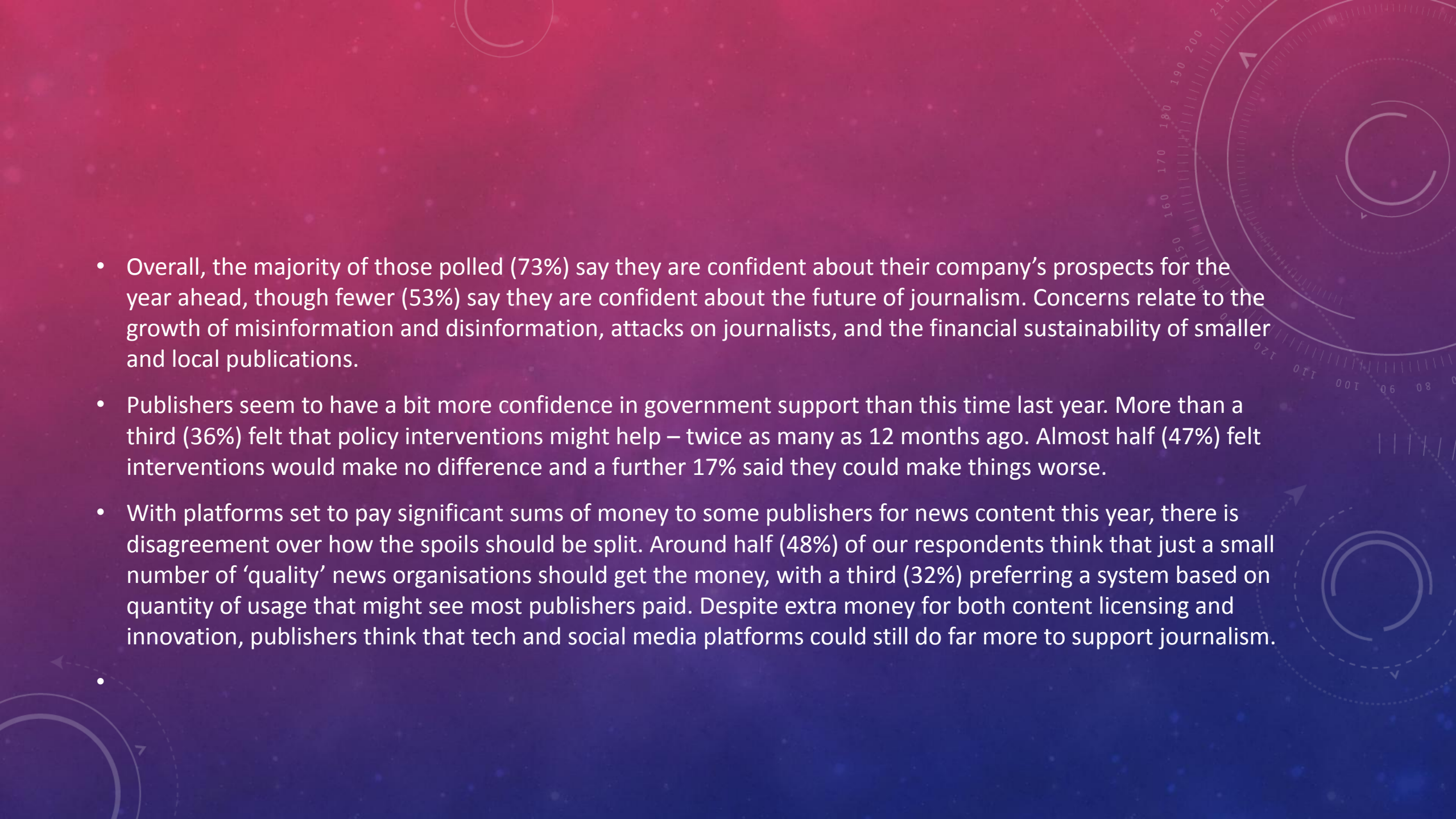
- For giant tech platforms, the pandemic has forced a rethink on where the limits of free speech should lie. With lives at stake, and under threat of regulation, expect a more interventionist approach on harmful and unreliable content and greater prominence for trusted news brands – along with greater financial support. By year end, journalism could be a bit more separated from the mass of information that is published on the internet.

- New technologies like artificial intelligence (AI) will also drive greater efficiency and automation across many industries including publishing this year. But as AI moves out of R&D labs into real-life application, we can expect more heated debate about its impact on society – about the pace of change, about transparency and fairness.
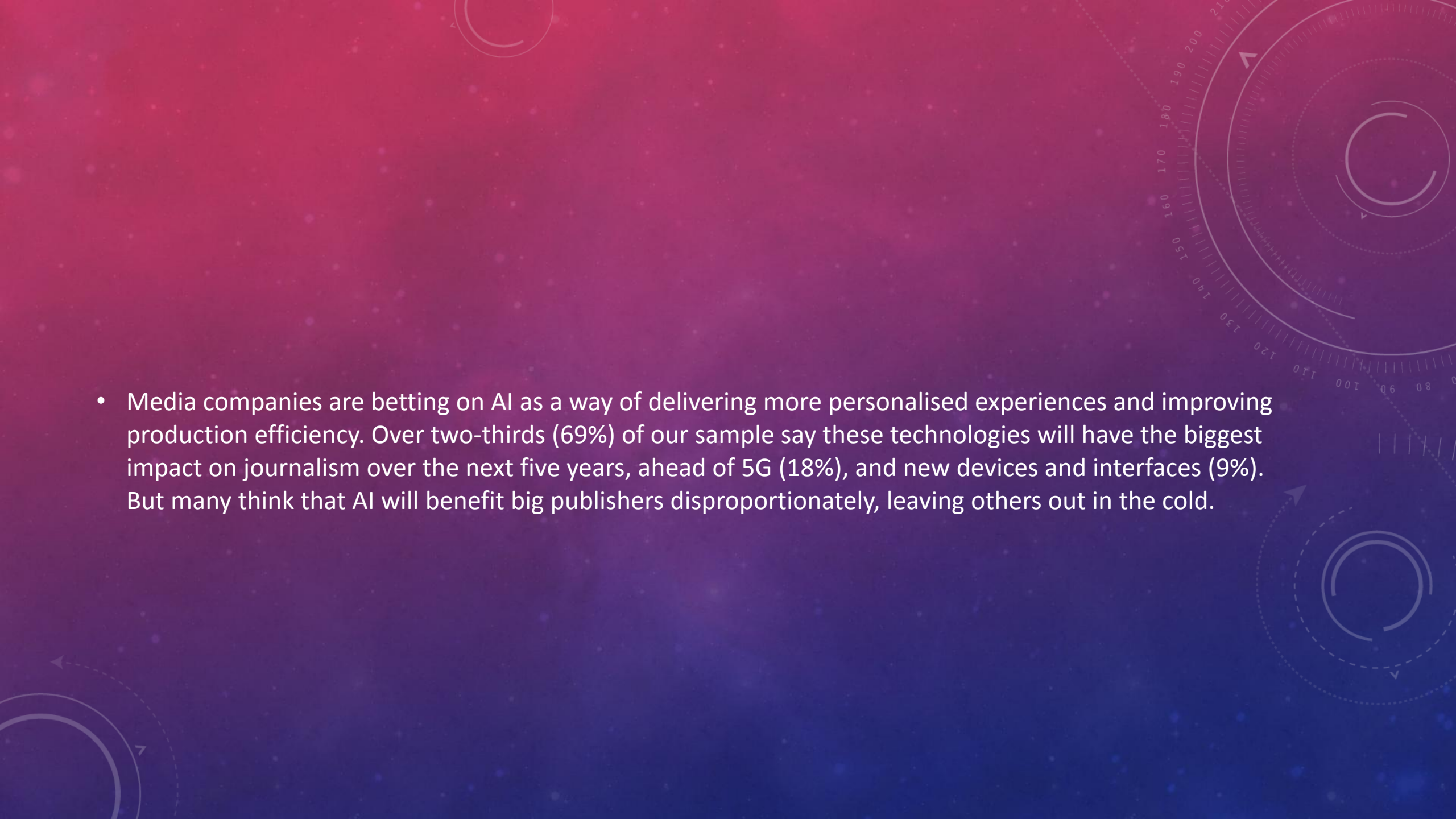
HOW DO MEDIA LEADERS VIEW THE YEAR AHEAD?

- Three-quarters (76%) of our sample of editors, CEOs, and digital leaders say Covid-19 has accelerated their plans for digital transition. Business plans include more remote working and a faster switch to reader-focused business models.

- Driving digital subscriptions was rated an important or very important revenue focus for 76% of our sample, ahead of both display and native advertising. The reverse was true when we last asked the question in 2018. E-commerce and events were the next most important priorities, with revenue diversification set to be a key theme. Publishers say that, on average, four different revenue streams will be important or very important this year.

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- Overall, the majority of those polled (73%) say they are confident about their company's prospects for the year ahead, though fewer (53%) say they are confident about the future of journalism. Concerns relate to the growth of misinformation and disinformation, attacks on journalists, and the financial sustainability of smaller and local publications.

- Publishers seem to have a bit more confidence in government support than this time last year. More than a third (36%) felt that policy interventions might help – twice as many as 12 months ago. Almost half (47%) felt interventions would make no difference and a further 17% said they could make things worse.

- With platforms set to pay significant sums of money to some publishers for news content this year, there is disagreement over how the spoils should be split. Around half (48%) of our respondents think that just a small number of 'quality' news organisations should get the money, with a third (32%) preferring a system based on quantity of usage that might see most publishers paid. Despite extra money for both content licensing and innovation, publishers think that tech and social media platforms could still do far more to support journalism.

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- Traditional notions of journalistic impartiality and objectivity are coming under pressure in an era of greater political and social polarisation – with more partial news outlets set to launch this year. Despite this, the vast majority (88%) of those surveyed, which includes a large number of senior editors, say that the concept of impartiality matters more than ever. At the same time, almost half (48%) agree that there are some political and social issues where it makes no sense to be neutral.

- Creating a more innovative culture remains a key preoccupation for many digital leaders. But it turns out the best ideas don't always come from the top. Audience and data insights (74%), multi-disciplinary teams (68%), and learning from other media companies (48%) are considered the best ways to generate new ideas these days, according to our survey, compared with just 26% for top leadership.

- Our survey also shows the critical role played by product managers in coordinating and shaping digital innovation. More than nine in ten (93%) say the role is important but less than half (43%) say it is well understood in their company.

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- Media companies are betting on AI as a way of delivering more personalised experiences and improving production efficiency. Over two-thirds (69%) of our sample say these technologies will have the biggest impact on journalism over the next five years, ahead of 5G (18%), and new devices and interfaces (9%). But many think that AI will benefit big publishers disproportionately, leaving others out in the cold.

AND WHAT ELSE MIGHT SURPRISE US?

- We can expect a thirst for face-to-face contact after a year of lockdowns and restrictions to movement. Real-life events are set to make a comeback this year as Zoom fatigue kicks in.

- Journalists will get out of the office more, freed by technology to deliver more face-to-face reporting, becoming more embedded in communities.

- The price of talent goes up as subscription-focused platforms like Substack demonstrate the value of exceptional journalists working in a niche. But will growing pay disparities between stars and the rest create new tensions in newsrooms?

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AND WHAT ELSE MIGHT SURPRISE US?

- Online video becomes a key focus of concern around misinformation, with the rise of hyper-partisan opinion-led channels and video podcasts distributed via platforms like YouTube and Spotify.

- Accountability journalism continues to get tougher as politicians look to take advantage of concerns about misinformation to tighten restrictions on freedom of speech. These trends will also be apparent in some liberal democracies (as illustrated by the controversy around France's new national security law).

- Audio continues to be a bright spot for news media, with strong innovation in content and business models. Expect to see an increasing focus on paid podcasts and platform payments widening the range of monetisation options.

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AND WHAT ELSE MIGHT SURPRISE US?

- 5G rollouts gather pace across the world, along with a proliferation of new devices including wearables and smart glasses. All this suggests publishers will need to prepare for a future that involves taking content and brands across more and more devices and distribution channels.

HOW TO APPROACH MEDIA DEBATES IS DIVIDED INTO 4 PARTS:

- 1) Characterisation

- 2) Contextualisation

- 3) Mechanisms

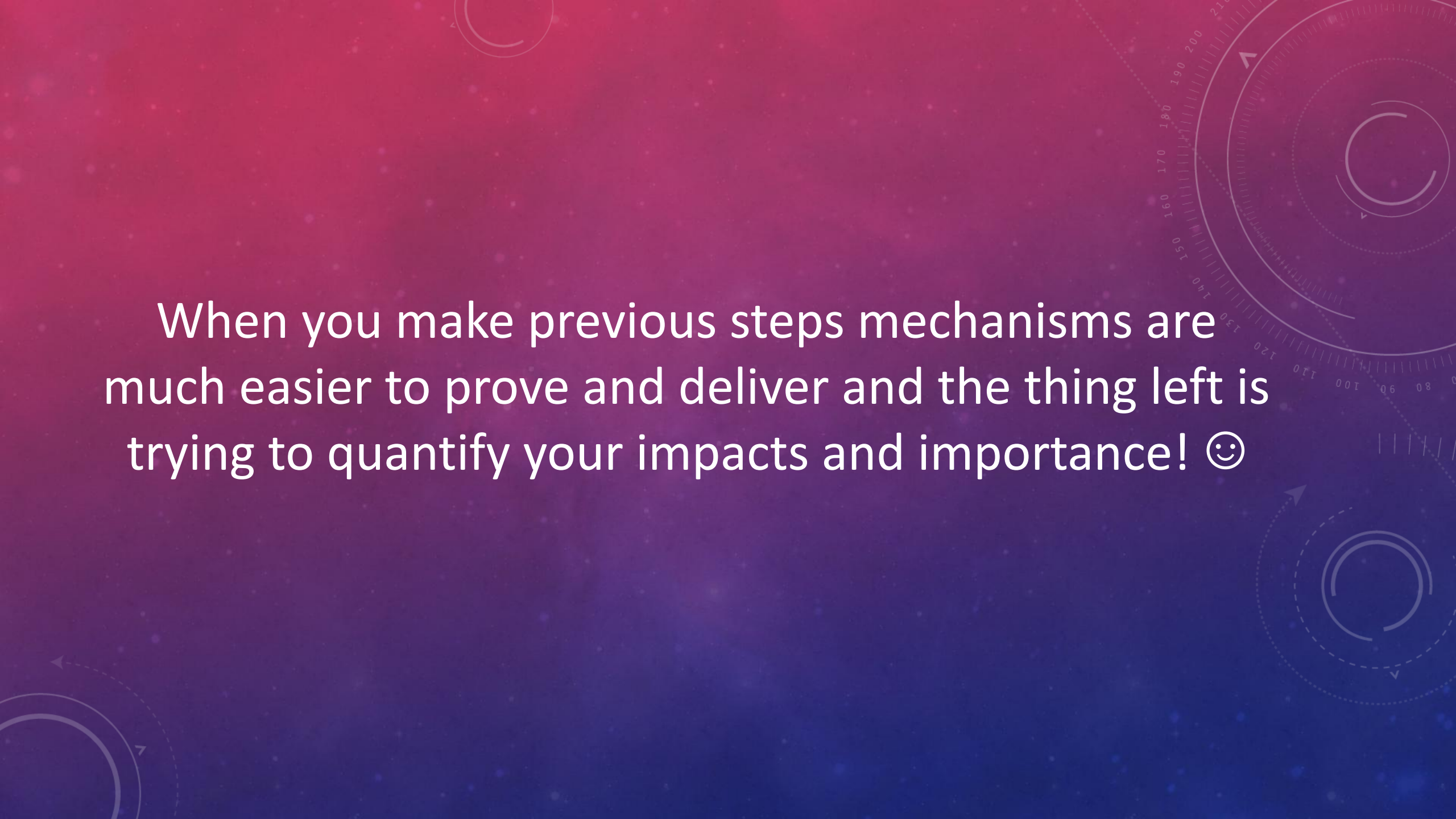- 4) Impacting and operating on the spectrum

1) CHARACTERISATION

1. Who is receiving content? – audience
2. Who is creating content? – author
3. What type of content we are talking about?
4. What is the transmission tool? – social media vs. Traditional media
5. How the proces looks like? – likelihood, details
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2) CONTEXTUALISATION

1. What exist besides this media as a transmission tool – how people are getting informations in same area from alternnative sources etc

2. What kind of societal norms exist around, are they corresponding to what is presented in this media?

3. Why this source will be tipping point which will create the change of behaviour?

When you make previous steps mechanisms are much easier to prove and deliver and the thing left is trying to quantify your impacts and importance! ☺