

Working in the New Global Media Environment

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Tiananmen, June 1989



Iconic photo goes on front pages and magazine covers



Tehran, June 2009



News from the street goes viral on the Internet and becomes political poster



“Kony 2012”

Most viral Internet video ever



“I Paid a Bribe” - Citizen Journalism Crowd-Sourcing

The screenshot shows the homepage of the 'I Paid A Bribe' website. At the top left is the logo, which consists of the text 'I PAID A BRIBE' in a bold, black, sans-serif font, with 'AN INITIATIVE BY JANAAGRAHA' in smaller text below it. To the right of the logo, there is a dark grey box with the text 'SMS your bribe report' in orange, followed by 'Type "Bribe city, department and amount" and send it to 58888' in white. Below this is a navigation bar with links for 'Home', 'Tell Us Your Bribe Story', 'Read Bribe Stories', 'Blog', and 'Ask Raghu'. The main content area is divided into two columns. The left column has a red background and contains the text 'Bribed? Didn't Bribe? Victimized? Angry?' in yellow, a white button with the text 'REPORT YOUR BRIBE ANONYMOUSLY', and a paragraph: 'Tell us your story. Using your stories we'll advocate with the government for an improved system.' At the bottom of this column is a link: 'What is I Paid A Bribe?'. The right column has a yellow background and is titled 'Bribe Analytics'. It displays 'Bribe Reports 15038 Value Rs. 431,239,335' and a horizontal bar chart titled 'Top 5 Cities (Bribe amount in Rs lakhs)'. The chart shows the following data: Bangalore (1129), New Delhi (482), Mumbai (452), Hyderabad (202), and Chennai (175). At the bottom of this column is a link: 'Detailed analysis of the bribes reported so far'.

I PAID A BRIBE
AN INITIATIVE BY JANAAGRAHA

SMS your bribe report
Type "Bribe city, department and amount" and send it to 58888

Home Tell Us Your Bribe Story Read Bribe Stories Blog Ask Raghu

**Bribed? Didn't Bribe?
Victimized? Angry?**

**REPORT YOUR BRIBE
ANONYMOUSLY**

Tell us your story. Using your stories we'll advocate with the government for an improved system.

[What is I Paid A Bribe?](#)

Bribe Analytics

Bribe Reports 15038 Value Rs. 431,239,335

Top 5 Cities (Bribe amount in Rs lakhs)

1129	Bangalore
482	New Delhi
452	Mumbai
202	Hyderabad
175	Chennai

[Detailed analysis of the bribes reported so far](#)



Quick Comments

- Material was illustrative only of media changes
- Major source for this presentation is that last year of Prof. Nick Cull
- Other sources: Bits and pieces from the Internet

Overview: What we'll talk about

- Digital transformation of media
- How the landscape has changed
- The old players
- The new players
- What it means in practice

The Global Media Players

- Global Networks –
Mass

- BBC
- CNN
- Sky News



The Global Media Players

- Global Networks – Mass
- Global Challengers – Mass

The logo for CCTV (China Central Television) features the letters 'CCTV' in a bold, sans-serif font. The first 'C' is black, the second 'C' is red, and the 'TV' is black.

中国中央电视台

The logo for RT (Russia Today) consists of the letters 'RT' in a bold, white, sans-serif font, set against a green rectangular background.

RUSSIA TODAY

The Global Media Players

- Global Networks – Mass
- Global Challengers – Mass
- Regional Giants – Mass



ALJAZEERA



Radio Broadcasters*

- BBC World Service
- Voice of America
- France24
- China Radio International
- Deutsche Welle
- Radio Canada International
- Voice of Russia
- Africa Channel
- Kol Israel
- Australia Network
- Voice of Indonesia



*Radio Broadcasters

- Are they still part of Global Media?
- How have their missions changed?
- Do they have audiences, globally or regionally?
- What impact do they have?

The Global Media Players

- Global Networks – Mass
- Global Challengers – Mass
- Regional Giants – Mass
- Global Print – Elite

The New York Times
Expect the World®

The Economist



DER SPIEGEL
THE TIMES

The Global Media Players

- Global Networks – Mass
- Global Challengers – Mass
- Regional Giants – Mass
- Global Print – Elite
- Global News Agencies – Information Sources



THOMSON REUTERS

Bloomberg

AP Associated Press



The Global Media Players

- Global Networks – Mass
- Global Challengers – Mass
- Regional Giants – Mass
- Global Print – Elite
- Global Agency – Information Sources
- Specialist Websites – Niche News, Comment



The Global Media Players

- Global Networks – Mass
- Global Challengers – Mass
- Regional Giants – Mass
- Global Print – Elite
- Global Agency – Information Sources
- Specialist Websites – Niche News, Comment
- **General Social Media – Sharing News, Comment**



The Global Media Players

- Global Networks – Mass
- Global Challengers – Mass
- Regional Giants – Mass
- Global Print – Elite
- Global Agency – Sources
- Specialist Websites –
Niche News, Comment
- General Social Media –
Sharing News, Comment
- News Aggregation Software
– “My News as I Like It”



And Last but Hardly Least

- Smart phones
- Mobile messaging
- Twitter
- Videos, photos



Quick Points in Summary


- Media age
- No monopolies by traditional media
- No dominance by any media
- Challenges from new providers
- Growing role of citizen journalists
- News moves fast across platforms

What Matters - Some Rules for Practice

- Stories matter – they compete for attention
- Information matters – full, factual, accurate
- Time matters – both speed and timing
- Affinity matters – communities of interest
- Relevance matters – importance to me

And Remember -

- Occupy the information space – Habermas' public sphere – or others will!
- You may tell your story, but you can't control it!
- The lessons of WikiLeaks – the truth will out!



Questions?
Challenges?
Discussion?

Exercise

Consider a recent or up-coming World Bank initiative. Design a strategy to get coverage in one of these media:

- BBC World Service
- Reuters
- New China News Agency
- Al Jazeera (Arabic Service)
- The New York Times
- Global Dashboard
- YouTube