

## Mediatization of Journalism

	Pallas, J. & Fredriksson, M. (2013). Corporate media work and micro-dynamics of mediatization. <i>European Journal of Communication</i> . 28(4). 420-435.	Ekman, M. & Widholm, A. (2015). Politicians as media producers, <i>Journalism practice</i> . 9(1): 78-91.	Waldenström, A. & Wiik, J. & Andersson, U. (2018). Conditional Autonomy, <i>Journalism Practice</i> .	Kunelius, R. & Reunanen, E. (2016). Changing Power of Journalism: The Two Phases of Mediatization. <i>Communication Theory</i> , 26(4): 369-388.	Hepp, A., Hjarvard, S. and Lundby, K., (2015). Mediatization: theorizing the interplay between media, culture and society. <i>Media, Culture &amp; Society</i> , 37(2): 314-324.	Strömbäck, J. (2010). Mediatization and perceptions of the media's political influence. <i>Journalism Studies</i> , 12(4): 423-439.
Central concept one	Mediatization	Mediatization		Mediatization	Mediatization	Mediatization
Definition for central concept one	Pallas & Fredriksson (2013) claims that mediatization is a dynamic process. Both the media and the other corporations affects each other with their norms. (Pallas & Fredriksson, 2013).	"Mediatization can thus be seen as a process that changes the modes of interaction between various social and cultural institutions" (Ekman & Widholm, 2015, p.82). They further explain that the reason for this, is that interactions in society are performed through a media.		Mediatization developed through two steps. The authors claim we're now "entering the <i>second phase of mediatization</i> ." (Kunelius, Reunanen, 2016, p. 375). This mean that the media as well as politics need to be supervised and controlled.	Hepp et. al. (2015) claim that mediatization is a long-term process trying to understand changes both in the culture and society, and the changes of the media itself.	Mediatization affects both the politics and the public. Strömbäck also states that politicians are prone to be visible in the media thus confirming the mediatization of politics.
Central concept two		Journalism	Journalism	Journalism		
Definition for central concept 2		The journalist is described as a professional, meaning they have a set of rules to follow and had the upper hand in relations to the source. But today as the authors point out,	The authors describe with their article how the journalist is an independent professional role with a task of being a watchdog, meaning they control the society but independently.	As the authors suggest, journalism is equivalent to politics and the governing powers of society. Therefore, it should be		

		journalism no longer has monopoly on information because the use of social media.	The role however is being more conditioned through economic factors.	supervised in the same manner.		
Name of the relevant peripheral concept	Dynamic mediatization of both media and companies.	Mediatized independency	Individual conditional journalism	Mediatization of journalism		Mediatization of politics and journalism.
Definition for the peripheral concept	Media and corporations relate to each other. "The media and the companies alike are located in contexts of structures, norms and ideas that constrain and enable their actions." (Pallas & Fredriksson, 2013, p.432). They further assert that the process of mediatization therefore is dynamic.	As the authors describe this concept, both politics and journalists are the other one's source and thus, they today rely on each other.	Journalism could be individual, but it still has conditions that are given by the managerial institutions.	Journalism are affected by a mediatization of its own due to change in technology and demands.		Strömbäck (2010) suggest that mediatization is happening in politics and journalism alike where each side are dependent on the other and by placing their ideas at the top of the agenda.
Research focus/question 1	The article states that mediatization research is in common focused on the effects of the term. Instead the authors examine how these effects of mediatization are created.	The article examines and try to redefine the relations between journalism and politics with the modern availability of social media.	The article examines how the role of the journalist is becoming more conditioned by economical interest.	Kunelius & Reunannen (2016) assert that mediatization in general an imaginary term from earlier years. They examine how journalism today is struggling with the effects of mediatization themselves.	Hepp et. al. (2015) respond to the research of Deacon and Stanyer and tries to redefine the term of mediatization. The authors instead believe that the concept is part of a paradigmatic shift.	Strömbäck examine the perceptions of mediatization, among members of the parliament and political news journalists.
Research focus/question 2 (if applicable)			Waldenström & Wiik (2018) study how managerial of the newsroom influence the independence of the journalist and the professionalism.			As a second research question, Strömbäck also analyze if there are any differences in the perceptions of mediatization between the governing political parties and the opposition.

## Definitions of mediatization

As suggested in the articles by Strömbäck (2010), Pallas & Fredriksson (2013) and Kunelius & Reunanen (2016), the term of mediatization is a two-way concept, where not only the politics are mediated by the ideals and norms of journalists and the media. The traditional media are also conditioned by the norms and ideals of the politics in the same way. Hepp et. al. (2015) assert the same thing by writing “Mediatization research is not about media effects but, as noted above, about the interrelation between the change of media and communication, on the one hand, and the change of (fields of) culture and society, on the other hand.” (Hepp & Hjarvard & Lundby, 2015, p.320). The mediatization in this way could be from both from society, the politics or the media. But as the authors points out it’s not in general about media effects but the interrelation in both the research field and the society.

This idea could also be connected to the theories of Waldenström & Wiik & Andersson (2018) who propose with their article that the independent role of the journalists is conditioned by managerial structures and the development of modern journalism. I think these managerial structures then could also be a form of mediatization of the journalism, where traditional business and profit models are a condition for the role of the journalists. The business models could affect how journalism should be profitable instead of independent (Waldenström et. al., 2018). The business and economy may therefore be a source of mediatization within the journalism. It could therefore emphasize that the journalistic profession is not only conditioned by the terms of politics and the government parties, but many other groups in society, like for instance these economic factors.

Another way to describe a mediatization of journalism could be the assertion of Kunelius & Reunanen (2016). As they explain, journalism may also have a need to be controlled in the same manner as the politics. But as they also point out in their article, “we are entering the *second phase of mediatization*.” (Kunelius & Reunanen, 2016, p.375). With this statement they could be suggesting that the process of mediatization is just getting started within the journalism.

The modern digitalization and globalization of the profession may force the journalism into a new age, one where the it is being forced to enter a kind of arena, where they compete with the other actors of the society. As Ekman & Widholm (2015) argue politicians are entering the journalistic

field as well by using the social media. Since this use of media by politicians, I believe it could be one factor increasing the mediatization between the different actors in society.

A peripheral concept to understand these ideas could therefore be a mediatization of journalism and society. Thus, my own definition of the concept of mediatized journalism and society is how journalism is competing with the other actors of society, such as politics and economy which in turn also competes with the journalism. This competition between different actors of society could be more visible by the rise of social media.

## **Research questions**

To go back to one of the first examples of my definitions of mediatization, it could be of further interest to study in what way the politics and the economy influence the media and therefore how it mediatizes the media industry. This could as well open for further research within the field where new conditions for mediatization are observed. The research of Waldenström & Wiik & Anderssons (2018) observes some of these conditions in the management of the newsroom. But as Ekman & Widholm (2015) points out it is the use of social media that compares the politician to the journalist. My first research questions are therefore: How do the politics and economical models mediatize the conditions of the journalistic profession and what does it result in for the journalism?

As a second research question it could be interesting to study the role of the public in the mediatization. The research articles above have mainly focused on the two-way role between the media and the politics. Since media is also influenced by the conditions of the politics and thus creating a two-dimensional model of mediatization (Strömbäck, 2014; Pallas & Fredriksson, 2013), it misses the perspective of citizen and alternative journalism. This new kind of journalism and social movements that are produced by regular citizens using social media and blogs and may be a source of a three-dimensional model. This model could be where all three parts (both the public, the politics and the media) affect each other with ideals, which was also stated in my previous definitions. The model itself could through my definitions reach many, if not an undefined number of dimensions where there are groups with a different social background or professions mediating each other with conditions. To simplify my second question, I therefore ask: In what way does the public and citizens mediate the conditions of politics and the media with the use of social media or blogs?

## References

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