Malmö universitet
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Media and Communication Studies Master's Programme (Two Year)
KK640B Key Themes in Media and Communication Studies
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Discourses of Media Effects

	Potter, J. (2011). Conceptualizing Mass Media Effect. *Journal of communication*. 61:5, 896-915. DOI: 10.1111/j.1460-2466.2011.01586.x	Dekker, R. & Scholten, P. (2017). Framing the Immigration Policy Agenda: A Qualitative Comparative Analysis of Media Effects on Dutch Immigration Policies. *The International journal of Press/Politics*. 22:2 202-222. DOI: 10.1177/1940161216688323	Cacciatore, M. A., Scheufele, D. A. & Iyengar, S. (2016). The End of Framing as we Know it … and the Future of Media Effects. *Mass Communication and Society*. 19(1), 7-23, DOI: 10.1080/15205436.2015.1068811	Eberl, J-M., et. al. (2018) The European media discourse on immigration and its effects: a literature review. *Annals of the International Communication Association*, 42(3), 207-223, DOI: 10.1080/23808985.2018.1497452.	Carlson, M. (2018). Facebook in the News: Social media, journalism, and public responsibility following the 2016 Trending Topics controversy. *Digital Journalism*, 6(1), 4-20, DOI: 10.1080/21670811.2017.1298044	Farkas, J., Schou, J. & Neumayer, C. (2018). Platformed antagonism: racist discourses on fake Muslim Facebook pages. *Critical Discourse Studies*, 15(5), 463-480. DOI: 10.1080/17405904.2018.1450276.
Central concept one			Discourses	Discourses	Discourses	Discourses
Definition for central concept one			In the article discourses could be connected to the concept of news framing, meaning that media frame events to create a certain discourse.	The authors emphasize through their article that discourses may be presented in a lot of different ways. There is no single form of discourse.	Carlson propose that discourses within the journalism creates a shared meaning of how to work with news.	Farkas et. al. explain that a discourse is the inclusion or exclusion of different identities.
Central concept two	Media effects	Media Effects	Media Effects	Media Effects		
Definition for central concept two	Potter states that there are different kinds of media effect definitions and usages, but no single conceptualized description of the concept.	Dekker and Scholten propose that media effects could be limited and is also likely to be affected by other factors. "When frames in media coverage—which is considered a representation of public opinion— are contesting the current policy	"we argue that framing theory can act as a bridge forward to a fifth, new paradigm of media effects" (Cacciatore et. al., 2016, p. 15) The authors suggest as well framing as one form of media effect, and not a general term for every media effect.	The article suggest that effects of the media may result in the change of political attitudes and which political parties the audience follows.		

		frame, it forces the policy agenda to respond" (Dekker & Scholten, 2017, p 217). They may as well assert that different ideals or framing policies can force a change.				
Name of the relevant peripheral concept	Conceptualized mass media effect.	Frame contestation			Metajournalistic discourse	Platformed antagonism
Definition for the peripheral concept	Potter suggest the definition of a mass media effect as how a person or entity change a view after being exposed to a media. He also suggests four kinds of media effects.	Dekker and Scholten (2017) describe this concept as a media coverage and framing that is critical to the current policies. They also explain that frame contestation is a necessary part of a change in policies and thus, for the media effects to take place as well.			"Metajournalistic discourse provides the vehicle for the formation of shared belief about news as well as a space for contesting competing forms." (Carlson, 2018, p.8). The concept describes how discourses could create shared or contesting ideas.	Farkas et. al. describes platformed antagonism as a concept showing how discursive and socio-technical practices on social media create new antagonistic identities.
Research focus/question 1	The article focusses on creating a general definition of every media effect.	The research in the article focus on how the media coverage, could condition policy issues and influence changes in the policies.	The research focus on defining framing in relation to developments with other media effects.	The first question studies how refugees and migrants in Europe are covered in the news.	The article examines how social media has developed as a form of news source and what role Facebook have in the selection of news.	With the article the authors study how fake identities create racist and antagonistic discourses.
Research focus/question 2 (if applicable)	With the article Potter address how mass media effects have been conceptualized earlier.			The second research question focus on how the audience are affected by this coverage.	The second part of the research studies recurring themes of criticism towards Facebook in the revelations of possible news bias.	The article also studies how the audience reacts to the practices on fake pages.

Definitions of Discourses of Media effects

The concept addressed with the six articles are what discourses that could be identified with media effects. Potter (2011) illustrates with his article a general definition of the media effects. Furthermore, I identified one additional relevant criteria to the concept of media effects in the article by Cacciatore et. al. (2016) and Dekker, et. al. (2016). They suggest that with the concept of Frame contestation that it is a necessary step for the media effects to take place.

Framing is a recurring concept throughout the articles. Cacciatore et. al. (2018) explain that framing, as well as priming and agenda setting could be different forms of media effects. As such Eberl et. al (2018) indicates as well that framing is not the only kind of media effects which the other article support. I advocate the view that framing is also one form of discourse and not just a media effect. Since the media create the image of reality through framing (Cacciatore et. al., 2018), framing could be the source of different discourses and in turn the media effects. Discourses and media effects could as such be the result of each other's influence.

Potter (2011) explained how there are many different types of media effects but not a single definition. Combining my idea that discourses is a media effect I place it in the context of Potter's definitions. "The proposed conceptualization suggests two classification rules. One classification rule is that there must be a clear outcome that evidences change (…) The other classification rule is that the media must be demonstrated to have exerted an influence" (Potter, 2011, p. 911).

A discourse could match these two criteria. I suggest that discourses show a clear outcome through how it classifies objects or people and in its relation to the agenda setting. The exerted influence Potter mentions could be an example of what Farkas, Schou, Neumayer, (2018) describe as platformed antagonism. This concept could be a discourse that show this exerted influence in how it creates antagonistic identities.

Carlson (2018) use the concept of metajournalistic discourse to understand how media can create a shared model of how things are to be perceived. This could support my idea that discourses are a media effect since it proves how media create this shared model through discourses. Dekker and Scholten (2017) suggested that media effects are limited in how they work, and that frame contestation is required for an effect to take place. In the context of my discussion it illustrates how discourses could be limited in the effect they perform, but that media effects create discourses.

My conclusion is therefore how discourses are a form of media effect and as well the other way around. With this, I indicate how different discourses create the media effects and media effects create discourses. With this discussion I define a two-way model. This is a model where both the concepts of media effects and discourses could sometimes be the same concept or being closely related to each other in how they are created and used. This could be that media effects create certain discourses within media, and as well that a discourse is one source for the media effects the take place.

Research questions

As described in the definitions above, I suggest discourses to be a form of media effect in the same way as framing and priming. I further propose how discourses could be one source of media effects. Discourses could as well be related to concepts of framing (Dekker & Scholten, 2017; Cacciatore et. al., 2016), and therefore framing could in this similar manner be connected to the media effects definitions above. With the theories of framing and agenda setting I look at how the mass media are affecting public opinion with their news reporting or other forms of media productions. Since discourses for instance could place people in different categories, I emphasize its relation to media effects. To combine these ideas, it would be interesting to understand how the discourses create the media effects. My first question is therefore: How does the media effects on audiences relate to the construction of new discourses within the news media?

However, the articles do not cover agenda setting of mass media and its relation to media effects. As Carlson (2018) examined with his text, Facebook and social media result in a new form of news selection and how those selections affect the audiences. Farkas et. al. (2018) suggested how discourses are created through fake identities on social media. I propose this to be a form of agenda setting through the framing and discourses as well. It could therefore be interesting to study the agenda setting of discourses.

I will formulate my second question from these perspectives of agenda setting and relate it to the creation of discourses. However, it could also be important to note that it is not discussed or stated in the articles that agenda setting create new discourses. Thus, my second question is: Is the agenda setting of the mass media a source in creation of new discourses and if so, in what way?

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