

Worksheet 3.4

Below is a set of statements relating to news media. Decide which fit into a view of the media that is governed by concern for either:

- the market (commercial/business considerations), or
- public considerations (the media as a service and educator).

Code the statements **M** for market and **PS** for public sphere.

	The audience are citizens.
	The news is just one more programme around which to try to sell advertising.
	The audience are first and foremost consumers.
	The news, like any programme, is governed by profitability. If it is too expensive to cover certain stories of parts of the world then too bad. Also, everything should be done to encourage viewers, even if it means more soft and entertainment stories, human interest and sensation stories (man bites dog). The news may not cover stories that might hurt the broadcaster commercially.
	Regulation is a good thing – the news should not be sponsored. Advertisements featuring news reporters or presenters should not be allowed; editors should be free from interference. The programme’s content should be governed by rules concerning its diversity and its good taste.
	The media’s capacity to serve the public interest is the main way of judging its value and success.
	A good news show would entertain, distract and relax its audience, while at the same time build its brand awareness by the products being advertised in the commercial breaks.
	The media and the news they provide is answerable to owners and shareholders.
	What is popular is of interest to the public.
	Profit is the fundamental way of judging the success of a news programme.
	The news media should aim to promote an informed outlook, active citizenship, and an educated and questioning public. Not one that is distracted from what is going on in the world.
	The content should be diverse, significant and innovative even if it is not popular.
	The media is answerable to the public and to Government regulation.
	The news is a public service - it should be improving, informative and investigative.
	The news, its sponsorship and the advertising that surrounds it should not be controlled in any way – let the market decide what is appropriate.