



Voice of the Locality: Local Media and Local Audience

Lenka Waschková Císařová Ed.

Voice of the Locality: Local Media and Local Audience

Edited by Lenka Waschková Čísařová



Voice of the Locality: Local Media and Local Audience

Edited by Lenka Waschková Císařová

KATALOGIZACE V KNIZE – NÁRODNÍ KNIHOVNA ČR

Voice of the locality : local media and local audience / edited by Lenka Waschková Císařová. –
First edition. – Brno : Masaryk University, 2017. – 319 stran. – (Media)
ISBN 978-80-210-8747-7

316.774-027.541 * 316.772.4 * 316.774:316.776.33 * 316.774:316.3 * 316.774:32 * (048.8:082)

- regionální média
- mediální komunikace
- vliv médií
- masmédia a společnost
- masmédia a politika
- kolektivní monografie
- regional media
- communication in mass media
- media influence
- mass media and society
- mass media and politics
- collective monographs

316.4/.7 - Sociální interakce. Sociální komunikace [18]
302 - Social interaction [18]

Series: Media

Reviews:

Kristy Hess, Deakin University, Australia
April Lindgren, Ryerson University, Canada

© 2017 Lenka Waschková Císařová, Pauline Amiel, Eneko Bidegain, Ilona Biernacka-Ligięza, Cassandre Burnier, Txema Egaña, Olaf Jandura, Raphael Kösters, Ainhoa Larrañaga, Carl-Gustav Lindén, Birgit Røe Mathisen, Sylwia Męćfal, Lisbeth Morlandstø, Gunnar Nygren, Caitlin Parr, Anne Schubert, Carina Tenor, Jan-Philipp Wagner, Jens Wolling, Aitor Zuberogoitia
© 2017 Masaryk University

Creative Commons License:

CC-BY-NC-ND 3.0 CZ

(Attribution-NonCommercial-NoDerivs 3.0 Czech Republic)

ISBN 978-80-210-8747-7

ISBN 978-80-210-8751-4 (online: pdf)

CONTENTS

Contributors	10
---------------------	-----------

Preface	15
----------------	-----------

CHAPTER I

The Voice of the Locality	17
----------------------------------	-----------

1.The Voice of the Locality	19
<i>Lenka Waschková Čísařová</i>	

CHAPTER II

The Voice of the Voiceless: Reflections of the Local, Audiences and Community Needs	39
--	-----------

2.1. The Segmentation of Local Audiences? Fragmented Media Use and Types of Media Users at the Local Level	41
<i>Raphael Kösters, Olaf Jandura</i>	

2.2. The Effect of Communication concerning Civic Participation on Local Identity and the Struggle against Depopulation	59
<i>Anne Schubert, Jens Wolling</i>	

2.3. The Local Press and Independence in Scotland.....	77
<i>Jan-Philipp Wagner</i>	

2.4. "We're Holding the Town's Mirror": The Self-Referential Discourses of the Local Newspaper <i>Camden Advertiser</i> during the Controversy over a Proposed Islamic School ...	103
<i>Caitlin Parr</i>	

CHAPTER III

Building Closeness: The Relationships behind the Local	131
---	------------

3.1. Media Building Community: Audience Engagement in a Micro-Nation	133
<i>Carl-Gustav Lindén</i>	

3.2. Strong Local Press versus Weak Local Press in Local Relations. A Comparative Case Study of Two Weeklies in Poland	155
<i>Sylvia Męćfal</i>	

3.3. The Public and Local Media Journalists: An Expected Relationship	181
<i>Cassandre Burnier</i>	

3.4. Solutions Journalism as a Symptom of Fundamental Changes for French Local Journalists	197
<i>Pauline Amiel</i>	

CHAPTER IV

Filling the Gap: Local Media in Specific Conditions **213**

4.1. Local Public Communication Filling the Gap for a Vanishing Local Media. A Dilemma for Democracy in Sweden	215
<i>Carina Tenor, Gunnar Nygren</i>	
4.2. Digitization: Empowering Regional Media in the Public	239
<i>Lisbeth Morlandstø, Birgit Røe Mathisen</i>	
4.3. Collaboration and Fusion of Basque Local Media: Opportunities for Development and for Citizen Participation	261
<i>Eneko Bidegain, Aitor Zuberogitia, Txema Egaña, Ainhoa Larrañaga</i>	
4.4. An Active Local Public Sphere: The Role of New Media in Creating a Contemporary Local Democracy in the Case of Poland	283
<i>Ilona Biernacka-Ligęza</i>	

Index **317**

TABLES AND FIGURES

Figure 1.1: Importance of news types for audience.....	28
Table 1.1: Dimensions of closeness	31
Figure 2.1.1: Individually important sources of local information	46
Figure 2.1.2: Most frequently used information sources	47
Figure 2.1.3: Number of information sources (degrees of diversity)	48
Table 2.1.2: Types of local media users	51
Figure 2.1.4: Distribution of types of local media users	52
Figure 2.2.1: Variable model	65
Table 2.2.1: Regression analyses	71
Figure 2.3.1: Scheufele's (1999) Framing Model outlining the four sub-processes	86
Figure 2.3.2: Number of articles published by The Courier and Evening Telegraph during the nine constructed news weeks (CNW)	90
Table 2.3.1: The Courier and Evening Telegraph's position on Scottish independence as expressed in their news stories	91
Figure 2.3.3: Valence toward Scottish independence as expressed in news stories published by The Courier and Evening Telegraph over the period of the campaign.	92
Table 2.3.2: Valence toward Scottish independence by newspaper and thematic field	95
Table 3.1.1: Differences between journalists, politicians and local decision makers	147
Table 3.2.1: Symmetrical and non-symmetrical relations between the media and the political actors	158
Table 3.2.2: Cross-case synthesis – general characteristics and history	163
Table 3.2.3: Cross-case synthesis – internal editorial factors	165
Table 3.2.4: Cross-case synthesis – external factors – political	167
Table 3.2.5: Symmetrical or non-symmetrical relations – local press versus towns' mayors 2010–2014	169
Table 3.2.6: Cross-case synthesis – external factors – business	169
Table 3.2.7: The importance of business issues in Weekly A and Weekly C	171
Table 3.2.8: Cross-case synthesis – external factors – church	171
Table 3.2.9: The importance of religious/church issues in Weeklies A and C	172
Table 3.2.10: Cross-case synthesis – the role in the local system	173
Table 3.3.1: The audience according to the journalists and the audience from our panel	187
Table 4.3.1: In-depth interviews with media representatives	265
Figure 4.4.1: E-participation in 2003 (selected countries)	288
Figure 4.4.2: E-participation in 2008 (selected countries)	288
Figure 4.4.3: E-participation in 2012 (selected countries)	289
Figure 4.4.4: E-participation in 2016 (selected countries)	289
Figure 4.4.5: Various elements associated with public life	300

CONTRIBUTORS

Pauline Amiel is a former journalist in the local French press. She gained her Ph.D. at LERASS laboratory within Paul Sabatier University in Toulouse, France. Her research focuses on the consequences of the economical mutation of local press companies in France on the discourses, practices and the professional identity of local journalists.

E-mail: pauline.amiel@iut-tlse3.fr

Eneko Bidegain is an instructor of communication at Mondragon Unibertsitatea, Spain. He obtained his doctorate in Basque Studies and History, and his research focuses on the social value of media and the situation of the Basque local media, with an emphasis on the connection between identity, media, and education.

E-mail: ebidegain@mondragon.edu

Iłona Biernacka-Ligieza is a Professor of Humanities in the Faculty of Political Studies at Maria Curie-Skłodowska University, Poland. She was formerly a research fellow at the Institute of Media and Communication at the University of Oslo. Her research interests include local media, mass communication, new media, cross-cultural communication, journalism studies, local democracy, globalization, glocalization, media and politics, and media and identity.

E-mail: ilonkajbl73@gmail.com

Cassandre Burnier is a doctoral student at the Université libre de Bruxelles, Belgium. Her work focuses on local media audiences and marketing communication strategies of media companies towards audiences (readers and advertisers).

E-mail: cburnier@ulb.ac.be

Txema Egaña earned his doctorate in Communication and Education (Mondragon University), and is currently a lecturer and researcher in the Communication Degree and in the Berrimet Official Master Degree at the University of Mondragon, Spain. His research interests focus on digital literacy and the influence of media on society.

E-mail: tegana@mondragon.edu

Olaf Jandura holds a chair of Communication Science and Media Studies focusing on Empirical Research Methods at Heinrich Heine University Düsseldorf, Germany. Before coming to Düsseldorf, he worked as a research assistant and assistant professor at the Universities of Dresden, Munich and Mainz. His main research interests

are political communication, media use, media transitions and research methods.
E-mail: jandura@phil.hhu.de

Raphael Kösters works as a research assistant at the Institute of Social Science of Heinrich Heine University Düsseldorf, Germany. He studied Political Science and Communication Studies in Mannheim, Budapest and Düsseldorf. His main research interests are political communication, political sociology and media content analyses.
E-mail: raphael.koesters@phil.uni-duesseldorf.de

Ainhoa Larrañaga is a lecturer of communication at Mondragon Unibertsitatea, Spain. She earned her doctorate in Cooperative Law and her research focuses on the situation of the Basque media, with an emphasis on the connection between identity, media, and education.
E-mail: alarranaga@mondragon.edu

Carl-Gustav Lindén is a media and journalism scholar at the Swedish School of Social Science, University of Helsinki, Finland. During recent years, he has mostly focused his research on automated software for news automation and new business models for media and journalism based on fieldwork conducted in the EU and the United States. He has a background in business journalism and has worked as a communications consultant to the United Nations University, among other clients. He is also an affiliated lecturer at the Södertörn University in Stockholm.
E-mail: carl-gustav.linden@helsinki.fi

Birgit Røe Mathisen is an Associate Professor at the School of Journalism at Nord University in Norway. Her research focuses on local journalism, commentary journalism, freelance journalism, and media innovation.
E-mail: birgit.r.mathisen@nord.no

Sylwia Męćfal is an Adjunct Professor at the Department of Social Research Methods and Techniques, Faculty of Economics and Sociology, University of Łódź, Poland. Her doctoral thesis investigates the significant social issues connected with the formal and informal relationships between media, politics and business at the local level and their consequences for local communities. Her professional interests also include qualitative and quantitative methods of social research, social research ethics, and research concerning sensitive phenomena.
Websites: <https://unilodz.academia.edu/SylwiaMecfal>,
<https://www.linkedin.com/in/sylwia-mecfal-a1145a38>
E-mail: sylwia.mecfal@wp.pl

Lisbeth Morlandstø is a Professor of Journalism Studies and Media at the School of Journalism at Nord University in Norway. Her research focuses on local journalism, media innovation, commentary journalism, and media representations of marginalized groups.

E-mail: lisbeth.morlandsto@nord.no

Gunnar Nygren is a Professor of Journalism at Södertörn University, Stockholm, Sweden. He has published many studies on local journalism and media development over the past two decades.

E-mail: gunnar.nygren@sh.se

Caitlin Parr is a sessional academic in the School of Creative Industries, Faculty of Education & Arts, University of Newcastle, NSW, Australia. Her doctoral thesis examined representations of Islam in local newspaper reporting. Her research interests include discourse theory, media representations, and identity. She teaches in the areas of Communication and Discourse Theories, and Creativity and Cultural Production. Research papers from her postgraduate studies have been presented at local, national and international conferences and published in peer reviewed conference proceedings and academic journals.

E-mail: caitlin.parr@uon.edu.au

Anne Schubert studied Applied Media Science (BA) and Media and Communication Science (MA) at the University of Ilmenau (TU Ilmenau). After completing her studies in 2013, she worked as a Research Assistant at the University of Ilmenau (TU Ilmenau), Germany. From November 2013, she has been a Supervisor for City Marketing and Civic Participation at Municipality Zella-Mehlis (Thuringia). Her research interests include civic participation, political communication, and research on media effects.

E-mail: schubert.anne@freenet.de

Carina Tenor is a project researcher in journalism at Södertörn University, Stockholm, Sweden and a journalist with more than 20 years work experience in local journalism at a Swedish regional newspaper.

Email: carina.tenor@gmail.com

Jan-Philipp Wagner is a graduate student in Political Science at the University of British Columbia, Canada. In 2016, he received his undergraduate degree in Geopolitics from the University of Dundee. At the University of British Columbia, Jan-Philipp received the R E McKechnie Graduate Scholarship and the Faculty of Arts

Graduate Award. His research interests include media effects, journalistic role-conceptions, local media, populism, secession movements, and practical wisdom. He is currently working on a research project investigating journalists' role-conceptions in the face of populism in Canada, Germany, and the United Kingdom.

E-mail: janphilippw@googlemail.com

Lenka Waschková Císařová works as a Assistant Professor at the Department of Media Studies and Journalism, Faculty of Social Studies, Masaryk University, Brno, Czech Republic. Her teaching and research focuses on journalism studies, media ownership, local media and the transformation of media markets. She is the author of a monograph on Czech local media developments and several journal articles and book chapters on related topics. Previously, she worked for more than ten years as a reporter and editor-in-chief of local newspapers.

E-mail: cisarova@fss.muni.cz

Jens Wolling studied Communication Science at the University of Berlin (FU Berlin). Previously, he was a Research Assistant at the University of Dresden (TU Dresden). After finishing his doctorate in 1999, he was an Assistant Professor at the University of Ilmenau (TU Ilmenau), followed by a stint as a Professor at the University of Munich (LMU München). Since 2006 he is a Professor for Communication Research and Political Communication at the University of Ilmenau (TU Ilmenau), Germany. His research interest include media effects and media use, political communication, media quality and sustainability communication.

E-mail: jens.wolling@tu-ilmenau.de

Aitor Zuberogoitia gained his doctorate in Journalism (EHU-UPV). He is currently a lecturer and researcher in the Communication Degree at Mondragon University, Spain, where he coordinates the research group Hezikom. His research interests focus on the influence of the media on society and on media ethics and accountability, the history of communication in the Basque language, innovation in the media, and in communication studies and media literacy.

E-mail: azuberogoitia@mondragon.edu

PREFACE

Local media are ideal objects of interest, and similarly worthy of admiration. They are fragile yet strong, traditional while innovative, predictable and surprising at the same time. The strong force which surrounds their performance is one of emotion. And the “blame” rests not within the lifeless, general “local media”, but rather the particular, passionate people behind them – namely the local stakeholders. These include local audiences, local journalists, local media owners, local pub owners, local hairdressers, local teachers as well as you and I.

I first came to recognize the character of local media when I initially sought to create the first Czech database of local press organizations in 2007. At the time, I spoke with a local press weekly editor-in-chief about his title and promised to call him the following week for more information related to this and the history behind it. But the following week nobody answered the phone. I later found out that that editor-in-chief had unfortunately suddenly passed away. That weekly, primarily run by this one individual, had simply closed down. And yet, to this day, that local community reflects his strong contribution to the quality of local communication and journalistic integrity. This example serves to illustrate the point that local media are more about emotions than about “being sexy”, further underscoring the need and relevance for investigation into their activities and impact.

It is no longer the case that local media remain largely ignored within communication research. There are more and more scholarly articles (e.g. a special issue of the *Journal of Applied Journalism and Media Studies* on the local and regional press), manuscripts (e.g. Nielsen, 2015; Ali, 2017; Hess & Waller, 2017), and compelling international conferences (e.g. *Local journalism around the world*, Oxford, 2014; *Is No Local News Bad News?*, Toronto, 2017).

Yet the topics of the local in general and local media in particular deserve more concentrated, regular and deeper examination. The locality needs to have a voice. Therefore the aim of this book is to stimulate further international academic discussion on the local and local media topics. They should not be understood as exotic, but rather as compelling and relevant.

This feeling illustrates my motivation behind the effort to create this book. The intention to produce an edited book on local media originated at the ECREA pre-conference *Dealing with the Local: Media, Proximity and Community*¹ which me and my colleagues organized in Prague in November 2016. The impression that all

1 For more about the conference see <http://medzur.fss.muni.cz/veda-a-vyzkum/prekonference-ecrea>

participants were engaged in similar topics but remained unaware of one another's work led to a discussion regarding the prospect of further cooperation related to achieving broader local media research goal. The first outcome from this cooperation is this book, for which I would like to wholeheartedly thank all the conference participants as well as the chapters' authors. Further heartfelt thanks are extended to my colleagues for their valuable feedback on the manuscript at its various stages, as well as my family for the time, understanding and patience.

Finally, as the editor, I would like to thank reviewers of this book, namely two distinguished scholars, Kristy Hess from Deakin University, Australia and April Lindgren from Ryerson University, Canada. Kristy Hess appreciates this book because "its true strength is the way it embraces context by fusing together a variety of international perspectives to fill an important gap in the scholarship to date. It draws on the expertise of place-based scholars who understand the media environments they research. What is equally refreshing is the placement of audience and community needs front and centre in this book. Overall, however, this text certainly provides cause for optimism when it comes to the future of local news". April Lindgren points out that "the studies selected for this collection are well chosen in that they illustrate how methodologies employed to investigate national media and reporting on national issues can be adapted to scholarly research on local journalism. The variety of methodologies is further proof of the growing maturity and sophistication of scholarly research in this field".

This book offers a kaleidoscope of views on the local media, particularly from the perspective of local audiences. The chapters are grounded in research findings from nine countries. The text is structured into four main sections, which are grouped in a manner to flesh out new grounded perspectives on research in this realm. The first, introductory theoretical chapter called *The Voice of the Locality* is focused on the emotions behind the local media/local audience relationship. The second, called *The Voice of the Voiceless: Reflections of the Local, Audiences and Community Needs* is focused particularly on local audiences. Authors of chapters in the third section, titled *Building Closeness: The Relationships behind the Local* emphasize the importance of relationships among local players. While the chapters in the final section, titled *Filling the Gap: Local Media in Specific Conditions* offer a broader, local communication context.

All of the chapters' authors reflect the specific conditions of local media from particular localities and their respective particular points of view. Nevertheless, the chapters intersect in the way the researchers' shared attitudes and assumptions speak literally "one language". For this reason, scholars and researchers must not remain voiceless. Rather, developing that voice can serve to deepen their connection and passion regarding the topic close so as to fill in the gaps around local media research.

Lenka Waschková Čísařová, Brno, December 2017

CHAPTER I

THE VOICE OF THE LOCALITY

1.

THE VOICE OF THE LOCALITY

Lenka Waschková Císařová

Locality has in its nature something irresistible, that plays on a string of emotions. We can see it every day in, for example, the adoration of local products, local dishes, local craftsmanship, or local media. Moreover, emotions associated with locality attract attention though they might be strong and negative at the same time. In my opinion, however, the former neglect of the topic of local media among academics does not mean that local is not sexy (cf. Nielsen, 2016). It rather means that researchers are less willing to deal with complicated layers of emotions (cf. Kotišová, 2017) than with more graspable facts. One can see it, often anecdotally, at media conferences where researchers admit that they do research on local media in localities where they come from. They go on the thin ice of researching emotions (maybe also their own) while at the same time knowing the locality with important contacts therein, so they still somewhat remain on the safe side of pragmatism. If it was agreed that there was something important behind the *local* in general and *local media* in particular, the problems stimulated by the strength of emotionality behind locality can emerge illustrating the vagueness of local media discourse. Underscoring the problem directly, Kitch (2008) points to how journalism scholars have been unwilling to research emotions which are often deemed “soft” and subjective.

The aim of this introductory theoretical overview is to introduce a clear set of basic concepts which underlie the local in general and local media in particular, especially as they pertain to emotions. As such, this introduction seeks to address gaps in critical reflexivity related to local media scholarship. In doing so, we seek to underline the notion that local media is an important research subject deserving more thorough analyses and understanding. In other words, the intention is to give voice to the local as an important scholarly topic without repeating the shortcomings of certain previous local media analyses that were in many cases undermined by vague definitions, shallow theoretical foundations, black-and-white frames, myths or self-fulfilling prophecies.

The Local

The times when the “local” was haughtily understood as peripheral, parochial, uninspiring and neglected are apparently gone. Nowadays, the local is empowered in