

**Dr. BRR GOVT DEGREE COLLEGE JADCHERLA**

Department of English



**A PROJECT REPORT**

**ON**

**“JOURNALISM”**

Submitted By

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## DECLARATION

We are hereby declare that the study project: “**JOURNALISM**” is a record of work done by under the supervision of **P SWANA RANI**, faculty of English, Government Degree College, Jadcherla, Mahabubnagar District and that the project has not been previously done by any others in this college and any other college/University.

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Date : 27/06/2022

Place : Jadcherla

## CERTIFICATE

This is to certify that the Study project on “**JOURNALISM**” is a bonafide Project work done by students listed below

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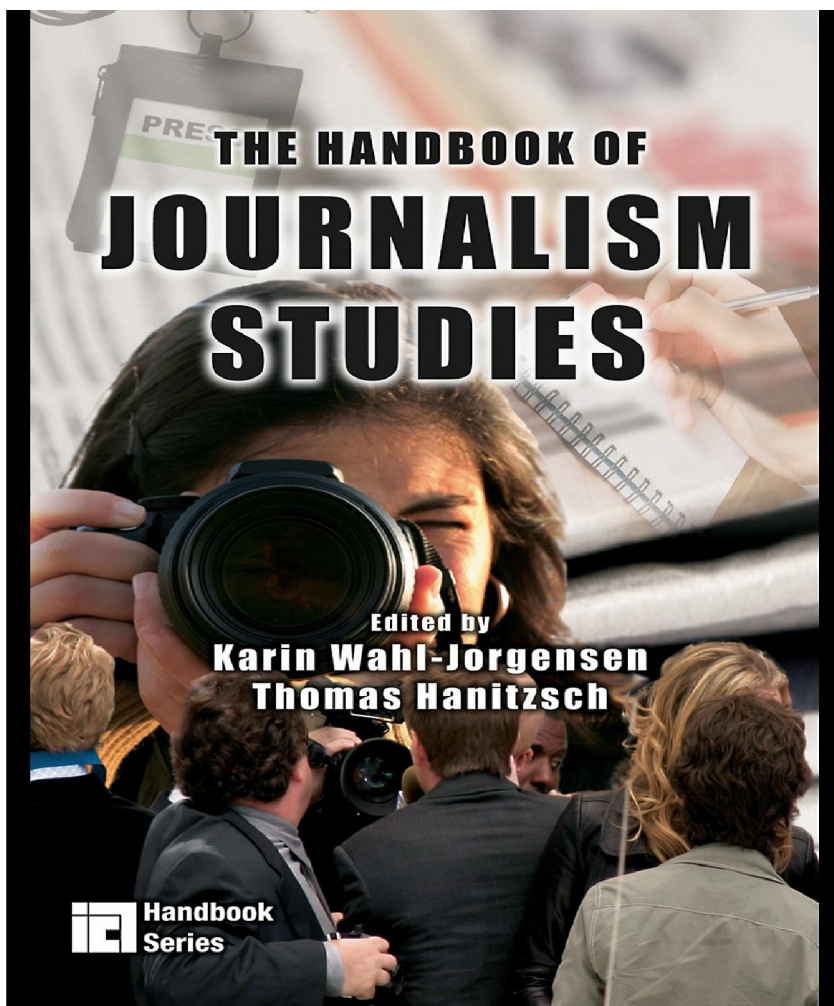
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**KARIN WOHL-JORGENSEN AND THOMAS HANITZSCH**

**A BRIEF HISTORY OF JOURNALISM STUDIES RESEARCH**

**JOURNALISM STUDIES TODAY**

**THE FUTURE OF JOURNALISM STUDIES**



## Introduction:

*Karin Wahl-Jorgensen and Thomas Hanitzsch*

This handbook seeks to provide a sense of what we know about one of the most important social, cultural, and political institutions: journalism.

Journalism has been around “since people recognized a need to share information about themselves with others” (Zelizer, 2004, p. 2). However, the *study* of journalism is a more recent phenomenon. There are several reasons why the study of journalism is a worthwhile endeavor for scholars. First, news shapes the way we see the world, ourselves and each other. It is the stories of journalists that construct and maintain our shared realities (cf. Carey, 1989). Because of this, news can become a singularly important form of social glue; our consumption of stories about current events large and small binds us together in an “imagined community” (Anderson, 1983) of co-readers. Through the rituals of consuming and discussing the texts of journalism we come to understand and construct ourselves as subjects within local, national and, increasingly, global contexts. In particular, journalism is seen as intrinsically tied to democracy. It plays a key role in shaping our identities as citizens, making possible the conversations and deliberations between and among citizens and their representatives so essential to successful self-governance. In short, news is “the stuff which makes political action [...] possible” (Park, 1940, p. 678).

Not all scholars share such an optimistic view of the persistence and prospects of journalism in its professional and institutionalized mode. With the advent of interactive communication technologies, journalism as we know it has been proclaimed “dead” and called a “zombie institution” (Deuze, 2006, p. 2), and researchers continue to speculate about the “end of journalism” (e.g., Bromley, 1997; Waisbord, 2001). It is especially the potential decline of traditional political journalism that raises normative concerns for many theorists, as “[i]ts loss would rob us of the centerpiece of deliberative politics” (Habermas, 2006, p. 423). However, to appropriate Mark Twain’s adage, rumors of the death of journalism may be greatly exaggerated. We might be witnessing not the end of journalism but rather its re-invention (Weber, 2007).

As a textual form journalism is, as Hartley (1996, pp. 32–34) put it, the primary “sense-making practice of modernity.” It advances the key narratives of modernity and provides a store for our collective memory. The texts of journalism constitute “the first draft of history.” It is primarily through journalistic texts that historians and other observers of an age apprehend that back

accounts of and reactions to events and people. Journalism is the primary means for articulating and playing out both consensus (Hall, Critcher, Jefferson, Clarke, & Roberts, 1978) and conflicts (Cottle, 2006) in society; so news stories capture the ongoing drama of the battles between the dominant ideology and its challengers.

If journalism plays such a central role in society, studying it is all the more important for anyone wishing to understand contemporary culture. Doing so has become an



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increasingly popular endeavor. Today, journalism studies is a fast-growing field within the communication discipline. Over the past decades, the number of scholars identifying themselves as journalism researchers has increased tremendously, helped along, among other things, by the foundation of several new journals in the area, including *Journalism: Theory, Practice and Criticism*, *Journalism Studies*, and *Journalism Practice*. The past few years have also seen the creation of Journalism Studies divisions in the International Communication Association (ICA), the International Association for Media and Communication research (IAMCR), and the European Communication Research and Education Association (ECREA). The number of regional journals covering journalism studies is constantly growing, including, for instance, the *Brazilian Journalism Research*, *Ecquid Novi: African Journalism Studies*, *Pacific Journalism Review*, as well as a significant number of semi-trade journals, such as the *British Journalism Review*, *Global Journalism Review* and the *American Journalism Review*.

As journalism studies has matured to become a field of its own, it has produced its own body of theories and literature. Books addressed to an audience of journalism researchers are increasingly appearing in the market. Recent volumes such as *Journalism* (Tumber, 2008), *Key concepts in journalism studies* (Franklin, Hamer, Hanna, Kinsey, & Richardson, 2005), *Journalism: Critical issues* (Allan, 2005), *News: A reader* (Tumber, 1999) and *Social meanings of news: A text-reader* (Berkowitz, 1997) have all helped to consolidate journalism studies as a field, with a companion to news and journalism studies (Allan, forthcoming) and an introductory textbook on journalism research (Hanitzsch & Quandt, forthcoming) underway. Yet the roots and subsequent growth of this solidifying field are diverse and complex. Here, we identify four distinct, but overlapping and co-existing phases in the history of journalism research: While the field came out of *normative* research by German scholars on the role of the press in society, it gained prominence with the *empirical turn*, particularly significant in the United States, was enriched by a subsequent *sociological* turn, particularly among Anglo-American scholars, and has now, with the *global-comparative* turn, expanded its scope to reflect the realities of a globalized world.

## A BRIEF HISTORY OF JOURNALISM STUDIES RESEARCH

### The Prehistory: Normative Theories

In some ways journalism studies can be seen as both a newcomer and an old hand on the stage of scholarly research. Most observers have argued that scholarly work in the field began in the early 20th century alongside the emergence of journalism as a profession and a social force. However, some have found even earlier antecedents. As James Carey (2002) and Hanno Hardt (2002) observed, many of the originating impulses behind research on communication and journalism came from Germany in the mid-19th century. As such, the “prehistory” of journalism studies research can be found in the work of critical German social theorists (Hardt, 2002, p. 1), highlighting the *normative* impulses which gave the field its founding impetus. Hanno Hardt, in his now-classic work on *Social Theories of the Press* (2002), traced affinities, continuities, departures between and among early German and American thinkers on the press. Among 19th and early 20th century

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German theorists, he pinpointed the work of Karl Marx, Albert Schäffle, Karl Knies, Karl Bücher, Ferdinand Tönnies, and Max Weber as particularly influential in their conceptions of the social place of journalism (Hardt, 2002, p. 15).

Similarly, Löffelholz (2008), in tracing the German tradition of journalism studies, found the ancestry of contemporary journalism theory in the work of the German writer and literary historian Robert Eduard Prutz (1816–1872). In 1845, long before the establishment of news- paper studies (“Zeitungskunde”) as a field of research, Prutz published *The History of German Journalism*. Most early German theorists looked at journalism through a historical and normative lens, based on the view that journalism is a craft of more or less talented individuals (Löffelholz, 2008). Journalism scholars were more concerned with what journalism ought to be in the context of social communication and political deliberation than with the processes and structures of news production. The engagement with journalism as seen from a macro-sociological perspective has, in many ways, endured in German communication scholarship—often at the expense of empirical research. While Max Weber, in an address to the first annual convention of German sociologists, called for a comprehensive survey of journalists as early as 1910, such a study was not carried out until the early 1990s (Schoenbach, Stuerzebecher, & Schneider, 1998; Weischenberg, Löffelholz, & Scholl, 1998).

### The Empirical Turn

An interest in the processes and structures of news production, as well as the people involved, only began to emerge in the context of journalism training, first and most notably in the United States. In this sense, *empirical*, rather than normative/theoretical work on journalism probably got its start in the context of professional educators gaining an interest in sharing knowledge about their work. It is certainly the case that in the US context, the study of journalism sprang out of professional education (Singer, 2008) and was often administrative in nature. The establishment of *Journalism Quarterly* in 1924 (later to become *Journalism & Mass Communication Quarterly*), heralded this new age of journalism scholarship. Among other things, the first issue contained an essay by University of Wisconsin’s Willard “Daddy” Bleyer outlining key approaches to newspaper research (Singer, 2008). As Rogers and Chaffee (1994) pointed out, Bleyer was instrumental in initiating a new age of journalism scholarship which took journalism seriously both as a practical endeavor and an object of study. In the 1930s, Bleyer proceeded to create a PhD minor within already-existing doctoral programs in political science and sociology (Singer, 2008).

In other countries, such as the UK and Denmark, journalism education took place outside of the academy, within news organizations where journalists were trained through apprenticeships and skills-based short courses (Wahl-Jorgensen & Franklin, 2008). Under those conditions, the education of journalists was considered along pragmatic lines, so that students took courses in topics such as shorthand and journalism law. Because of the separation of journalism training from the academy, a more reflective and scholarly approach was lacking from this model, and it has meant that in countries where this has been the template for journalism training, most scholarship on journalism has come from social sciences and humanities disciplines that have taken up journalism among many other interests. This may be one of the key reasons for the historically interdisciplinary nature of journalism studies.



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In the United States, the empirical study of journalism was given a renewed impetus when early communication research emerged in the 1950s. This work came out of disciplines of sociology, political science and psychology, and was spearheaded by larger-than-life figures such

as Paul Lazarsfeld, Carl Hovland, Kurt Lewin, and Harold D. Lasswell. The origins within the social sciences had a profound impact on the production of knowledge about journalism. In particular, this influence solidified the empirical turn, drawing on methods such as experiments and surveys to understand the workings of news media.

While most research in this period was concerned with audiences and media effects, the emerging field of journalism studies slowly turned its attention to “news people” and their professional values, as well as to editorial structures and routines. Theories and concepts were generated by and based on empirical research, such as the gatekeeper model (White, 1950), the professionalization paradigm (McLeod & Hawley, 1964), and theories of news values (Galtung & Ruge, 1965) and agenda setting (McCombs & Shaw, 1972). The ground-breaking research of these scholars belongs to the relatively few studies in the history of journalism studies that can consensually be referred to as “classics.” They have generated genuine journalism theories that remain influential and important. And although many of their ideas may seem dated and have been superseded by subsequent research, they continue to be significant to the field to the extent that they have established important research traditions. These classic studies “may not be the most advanced in either theory or method, but they capture the imagination” (Reese & Ballinger, 2001, p. 642).

### The Sociological Turn

The 1970s and 1980s witnessed a stronger influence of sociology and anthropology on journalism research, leading to what might be described as a *sociological turn* in the field. The focus shifted to a critical engagement with journalism’s conventions and routines, professional and occupational ideologies and cultures, interpretive communities, and to concepts related to news texts, such as framing, storytelling and narrative, as well as to the growing importance of the popular in the news. The increasing attention paid to cultural issues went hand in hand with the adoption of qualitative methodologies, most notably ethnographic and discourse analytical strategies. Among the figures who have left a lasting imprint on journalism studies in this tradition are sociologists such as Gaye Tuchman, Herbert J. Gans, Philip Schlesinger, and Peter Golding, as well as cultural studies proponents such as James Carey, Stuart Hall, John Hartley, and Barbie Zelizer. This tradition of scholarship, often focused on work in and of national and elite news organizations, allowed for a greater understanding of news production processes through descriptive work, but also paved the way for a view of journalism’s role in constructing and maintaining dominant ideologies (Wahl-Jorgensen & Franklin, 2008).

### The Global-Comparative Turn

Finally, the 1990s have seen a *global-comparative turn* in journalism studies: While cross-cultural research was pioneered by Jack McLeod as early as in the 1960s (McLeod &

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Rush 1969a, b), it has taken up until the past two decades before the comparative study of journalism could establish a tradition of its own.<sup>1</sup> The global rise of international and comparative research has been accelerated by political changes and new communication technologies. Journalism researchers are finding more and more opportunities to meet with colleagues from afar, made possible by the end of the cold war and increasing globalization. New communication technologies have triggered the rise of institutionalized global networks of scientists, while it has become much easier to acquire funding for international studies. As journalism itself is an increasingly global phenomenon, its study is becoming an international and collaborative endeavor.

## JOURNALISM STUDIES TODAY

The onward march of globalization notwithstanding, journalism studies is still an extremely diverse scholarly occupation. This diversity has been profoundly shaped by different national traditions, resulting from the fact that the field has borrowed unevenly from the social sciences and humanities (Zelizer, 2004). US scholarship stands out because of its strong empirical and quantitative focus and the use of middle-range theories, while research in the UK and Australia has unfolded within a critical tradition influenced by British cultural studies. By contrast, French journalism research draws heavily on semiology and structuralism and is largely invisible to the international academy, whereas German scholarship has a tradition of theorizing journalism on a macro scale, influenced by systems theory and other theories of social differentiation. Many journalism researchers in Asia have been educated in the United States and have therefore internalized a strong American orientation. Scholars in Latin America, on the other hand, are currently re-orienting themselves, moving away from a reliance on US examples to an orientation towards Mediterranean countries, most notably Spain, Portugal, and France.

In the face of the growing internationalization of the field, however, the key English-language journals continue to be dominated by Anglo-American scholars, though with a steadily increasing degree of international contributions. *Journalism & Mass Communication Quarterly (JMCQ)*, which was, until recently, the most important home to publications in journalism studies, draws heavily on US contributors, so that scholarship from or about other countries is a glaring exception. The composition of the journal's editorship and editorial board bespeaks the strong American dominance, with only two out of 80 editors and board members coming from outside the United States (see Table 1.1). To be sure, *JMCQ* is published by the Association for Education in Journalism and Mass Communication (AEJMC), but the journal is extensively used as a source and reference in many journalism and communication schools around the world.

Some academic associations, including the International Association for Media and Communication Research (IAMCR) and the International Communication Association (ICA) are, however, actively supporting a more equal representation of scholars from around the world, and seeking to boost their international membership and visibility. New scholarly journals, including *Journalism: Theory, Practice and Criticism*, *Journalism Studies* and *Journalism Practice*, have deliberately positioned themselves as international in orientation by introducing greater national diversity on their editorial boards. However, most editors and editorial board members are US- and UK-based, and scholars from

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outside the English-speaking world are still a minority. Against this background, the findings of a recent study of contributions to *Journalism: Theory,*

**TABLE 1.1**

**International Distribution of Editors and Editorial Board Members in Leading Academic Journals in the Field of Journalism Studies (as of March 2008)**

	<i>Editors and EB members from the U.S. and U.K.</i>	<i>Editors and EB members from outside the English-speaking world</i>	<i>Total number of editors and EB members</i>
<i>Journalism &amp; Mass Communication Quarterly</i>	78 (all U.S.)	2	80
<i>Journalism: Theory, Practice and Criticism</i>	42	12	58
<i>Journalism Studies</i>	35	18	50
<i>Journalism Practice</i>	16	13	31

*Practice and Criticism (JTPC)* and *Journalism Studies (JS)* are hardly surprising. Cushion (2008) concludes:

The data, overall, indicates a clear North American/Euro dominance in scholarly contributions. This dominance is more apparent in *JS* where nine in ten articles published have either a US or European based author. North American Universities account for a majority of articles in *JTPC*, while European institutions are the most frequent contributors to *JS*. Less than one in ten authors lie outside US/Europe in *JS*. Contributions from Asia and Australia mean *JTPC* fares slightly better at roughly three in twenty. Scholars from African and South American institutions have contributed little to both journals. (p. 283)

Cushion (2008) further observes that close to half of all authors in *Journalism* and over a third in *Journalism Studies* come from American universities. The geographical origins of authors are, in turn, highly predictive of the area they study, so that the work of US news organizations is extremely well charted, whereas we know excruciatingly little about what goes on in newsrooms and media content in Africa, Asia, and Latin America.

Most of the research published in these journals and elsewhere focuses on journalists, their practices and the texts they produce. For example, an examination of publications in the past 10 years in the three premier journals is revealing of the preoccupations of journalism

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scholars. In the US context, the paradigm of framing research gives impetus to much of the current research on journalism texts, whereas scholars elsewhere are more likely to draw on discourse and textual analysis. However, *Journalism & Mass Communication Quarterly* has traditionally drawn extensively on content analysis, so that, for example, a quarter of articles published between 1975 and 1995 used this method (Riffe & Freitag, 1997). Nevertheless, *JMCQ* features considerably more research on news audiences than the other journals, because it includes frequent contributions drawing on experimental research influenced by the effects tradition. There is a considerable number of articles on the third-person effect, as well as application of concepts such as salience and attribution. Nevertheless, the majority of contributions remain focused on the psychology and sociology of journalism.

Despite the strength of an empirical tradition that has held sway since the early years of communication research, and the growing importance of global perspectives, the field is heavily influenced by a particular set of normative presumptions that we could do well to reflect on: We assume, as implied at the beginning of this chapter, that journalism is a benevolent force of social good, essential to citizenship, and that it constitutes a “fourth estate” or plays a “watchdog role” by providing a check on excesses of state power. As such, we also assume that journalists understand themselves as defenders of free speech and as independent forces for the common good. In this, contemporary journalism studies scholars of all stripes share the concerns that drove the work of the pioneering German thinkers.

However, by drawing on these assumptions we ignore the fact that in many parts of the world outside the liberal and often libertarian Anglo-American tradition, the press has, in fact, been heavily instrumentalized. Totalitarian regimes around the world have shown a profound understanding of the power of the press, from the use of journalism to advance national socialist ideology in Nazi Germany (Weischenberg & Malik, 2008, p. 159) to China’s “watchdogs on party leashes” (Zhao, 2000). We should also not ignore the fact that journalism has been used to facilitate genocide and fuel hatred and intolerance, thus powering conflict. This has been well documented, for example in the cases of Rwanda, Liberia, and Sierra Leone (M’Bayo, 2005). Recently, ever since the Danish newspaper *Jyllandsposten*’s controversial publication of cartoons featuring the Prophet Muhammad, it has become apparent that claims of free speech universal-

ism rub up against cultural and religious sensibilities in a globalized world (Berkowitz & Eko, 2007).

Journalism researchers aware of these complexities are increasingly interested in tracing the consequences of profound transformations in journalism organizations, production practices, content and audiences that have come about as a result of globalization and political, economic, social, and technological change.