

PARTIES AND POLITICAL SYSTEMS IN EUROPE: COMMUNICATION OF THE ACTORS

MEDIA AND POLITICAL ACTORS IN POLITICAL COMMUNICATION

4th lesson

EFOP-3.6.2-16-2017-00007

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LEARNING GUIDE

- Lesson length: **7** slides
- Content:
 - Media and politics relationship
 - Political actors



- Recommended minimum duration for review: 20 minutes
- Suggested minimum time for learning: 1 hour
- The learning of the curriculum is aided by a reading lecture and self-assessment questions.
- Recommended minimum duration of this full lesson: 1 hour 45 minutes.

MEDIA AND POLITICS RELATIONSHIP

- Classification could happen through the media-politics interactions:
 - State control on the media
 - Media partisanship
 - Integration between political and medial elites
 - Journalists' professional ethos

WHAT THE OTHERS SAY: THE HALLIN AND MANCINI'S MODEL

	Mediterranean or Polarized Pluralist Model <hr/> France, Greece, Italy, Portugal, Spain	Northern European or Democratic Corporatist Model <hr/> Austria, Belgium, Denmark, Finland, Germany, Netherlands, Norway, Sweden, Switzerland	North Atlantic or Liberal Model <hr/> Britain, United States, Canada, Ireland
Newspaper Industry	Low newspaper circulation; elite politically oriented press	High newspaper circulation; early development of mass-circulation press	Medium newspaper circulation early development of mass- circulation commercial press
Political Parallelism	High political parallelism; external pluralism, commentary-oriented journalism; parliamentary or government model of broadcast governance – politics-over-broadcasting systems	External pluralism especially in national press; historically strong party press; shift toward neutral commercial press; politics-in-broadcasting system with substantial autonomy	Neutral commercial press; information-oriented journalism; internal pluralism (but external pluralism in Britain); professional model of broadcast governance – formally autonomous system
Professionalization	Weaker professionalization; instrumentalization	Strong professionalization; institutionalized self-regulation	Strong professionalization; noninstitutionalized self-regulation
Role of the State in Media System	Strong state intervention; press subsidies in France and Italy; periods of censorship; “savage deregulation” (except France)	Strong state intervention but with protection for press freedom; press subsidies, particularly strong in Scandinavia; strong public-service broadcasting	Market dominated (except strong public broadcasting in Britain, Ireland)

WHAT THE OTHERS SAY: THE HALLIN AND MANCINI'S MODEL

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	France, Greece, Italy, Portugal, Spain	Austria, Belgium, Denmark, Finland, Germany, Netherlands, Norway, Sweden, Switzerland	Britain, United States, Canada, Ireland
Political History; Patterns of Conflict and Consensus	Late democratization; polarized pluralism	Early democratization; moderate pluralism (except Germany, Austria pre-1945)	Early democratization; moderate pluralism
Consensus or Majoritarian Government	Both	Predominantly consensus	Predominantly majoritarian
Individual vs. Organized Pluralism	Organized pluralism; strong role of political parties	Organized pluralism; history of segmented pluralism; democratic corporatism	Individualized representation rather than organized pluralism (especially United States)
Role of the State	Dirigisme, strong involvement of state and parties in economy; periods of authoritarianism, strong welfare state in France, Italy	Strong welfare state; significant involvement of state in economy	Liberalism; weaker welfare state particularly in United States
Rational Legal Authority	Weaker development of rational legal authority (except France); clientelism	Strong development of rational-legal authority	Strong development of rational-legal authority

ALTERNATIVE RELATIONSHIPS OF MEDIA–POLITICS

- Adversarial model: [watchdog](#), [advocacy](#).
- Collateralism model: media are dominated by politicians.
- Exchange model: media and politicians need each other.
- Competition model: media have their own political goals.
- Market model: entails sensationalism, infotainment, soft news.

INTERNET AND NEW MEDIA-POLITICS RELATIONSHIPS

- Participatory journalism: traditional media accept contributions from the web.
- Citizen journalism: self-produced information (news) by citizens.
- Self-mediaticization: self stage management.

POLITICAL ACTORS

- In general, political actors are
 - Partisan actors: parties and party leaders, candidates, interest groups.
 - Institutional actors: government, parliament, judiciary.
- Each actor has its own goal in communication.

POLITICAL ACTORS, SOME EXAMPLES

- **Presidents** will use the strategy of „going public”.
- **Governments** will use professionals to manage the spin in the media or get close to journalists to gain their sympathy.
- In **parliamentary** communication rumors and leaking are usual components of strategy.
- **Parties** will also use the same strategy as parliaments, but the leaders will be visible (almost) all the time.

ABOUT THIS LESSON

The images used in the curriculum can be found online and are freely accessible.

The curriculum is for educational purposes only.

Compulsory and recommended literature sources for the given course were used as sources for the lesson.

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