

APPROACHES TO DEFINING THE ROLE OF JOURNALISTIC CULTURE IN THE CONTEXT OF THE DEVELOPMENT OF MODERN MEDIA SYSTEMS

ABORDAGENS PARA DEFINIR O PAPEL DA CULTURA JORNALÍSTICA NO CONTEXTO DO DESENVOLVIMENTO DE SISTEMAS DE MÍDIA MODERNOS

Elena Georgieva

Saint Petersburg State University, Russia
elena.georgieva@mail.ru

Aleksey Bykov

Saint Petersburg State University, Russia
a.v.bykov@spbu.ru

Anastasiya Maksim

Saint Petersburg State University, Russia
a.maksim@spbu.ru

Lai Lingzhi

Saint Petersburg State University, Russia
1169478672@qq.com

Iuliia Puiu

Herzen State Pedagogical University of Russia,
Russia
dgudi-spb@yandex.ru

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Corresponding author:

elena.georgieva@mail.ru



funcional, o que nos permite identificar os principais fatores que influenciam a formação da cultura jornalística em princípio, bem como identificar padrões de semelhanças e diferenças entre as culturas jornalísticas nacionais/regionais. O artigo também considera a questão das perspectivas de formação e desenvolvimento de uma cultura jornalística universal.

Palavras-chave: Sistema de mídia. Comunicação social. Cultura jornalística. Profissionalismo jornalístico.

Abstract: The paper aims to study approaches to defining the concept of journalistic culture and determining its role in the development of national media systems at the current stage. The relevance of the study is associated with the definition of the institutional roles of journalism in the modern sociopolitical space and the correlation of these roles with national media systems. The research relies on the principles of comparative and functional analysis, which allow for establishing the main factors affecting the formation of journalistic culture altogether, as well as uncovering patterns in the similarities and differences between national and regional journalistic cultures. The paper also addresses the issue of prospects for the formation and development of a universal journalistic culture.

Keywords: Media system. Social communication. Journalistic culture. Journalistic professionalism.

Resumo: Este artigo tem como objetivo explorar abordagens para definir o conceito de cultura jornalística e identificar seu papel no desenvolvimento dos sistemas de mídia nacionais no estágio atual. A relevância da pesquisa está relacionada à definição dos papéis institucionais do jornalismo no espaço sociopolítico moderno e à correlação desses papéis com os sistemas nacionais de mídia. O estudo baseia-se nos princípios da análise comparativa e

1. Introduction

The current sociocultural context is consistently forging a trend away from globalization and toward regionalism. Transformations have affected both the implementation of the political courses of several countries and regions and the differentiation of cultures with the formation of new ethical standards, in particular in the field of journalism. In consequence, we are observing certain shifts in the principles of implementation of journalistic practice. All of this fits quite logically into the post-pandemic societal context and the conditions of serious political turbulence. Under the conditions of post-industrial society, it is becoming impossible to approach a universal culture of journalism (Vartanova, 2018, p. 10). The question of the principles of covering facts and events within different media systems and how political context and corporate models influence the characteristics of journalistic culture in countries and regions is becoming urgent. This issue is discussed in detail by S. Nikonov et al. (2019).

Under journalistic culture, we understand a certain common ideology in the realm of journalistic principles, practices, and values. Today, in addition to the political, the cultural factor has become the key factor in determining and maintaining the values on which the created media products are based. Until recently, the scientific community has been extensively discussing the possibility and viability of a universal journalistic culture – not only at the level of utilizing universal journalistic practices but in terms of the possibility of maintaining a global communication process at the level of different mass media channels. Yet today, the possibility of global mass communication grounded in common cultural and human values is becoming ethically and technologically unworkable. In current conditions, it is becoming clear that a universal value orientation is not only unviable but also irrelevant.

Differentiation by cultural and value principles is largely contingent on the national media system belonging to a certain type of media system, which is brought together along territorial, political, economic, and cultural lines. The material for this paper is comparative media studies that characterize the development of national media systems in the context of the political culture of a particular country/region and the economic parameters within which national media operate.

In today's science, a firm place has been gained by comparative media studies that examine national media systems in terms of three criteria (political, economic, and professional) and explore the relationship between the media and the state, and, based on the results, provide a classification of media systems. One of the most cited works in this sphere is a comparative

study by D. Hallin and P. Mancini (2004) who, relying on the above factors, have classified the media systems of Western Europe and North America. In subsequent research, the researchers have also looked into the experiences of South Africa and Latin America, which has allowed them to identify some regional trends in the development of media systems (Hallin & Mancini, 2012).

This direction of research is closely intertwined with the study of journalistic culture in different countries and regions. Hallin and Mancini consider one of the main criteria for classifying media systems to be journalistic professionalism. Under professionalism, the researchers understand adherence to the standards approved by the professional community, autonomy, and orientation toward the ethics of service to society. The problems of professionalism in journalism are directly linked with the historical development and cultural code of the country or region, which, in turn, shape the category of journalistic culture.

In contemporary science, there are varying approaches to the definition of journalistic culture. The globalist approach proceeds from the fragmentation of individual cultures, the value of interaction between cultures and civilizations, and the construction of a global communication process, the so-called "universal superculture". (Kornilov & Kornilova, 2013, p. 33). The study of journalistic cultures also relies on sociological approaches and, at the present stage, goes beyond the theory of journalism. Many researchers, including D. Hallin and P. Mancini, and K. Voltmer, point to the hybridization of media systems under the influence of universal development factors. In particular, J. Ekecrantz has attempted to combine the ideas of F.S. Siebert, T. Peterson, and W. Schramm with Hallin and Mancini's theory of media systems. As a result, Ekecrantz has distinguished two media models – the postmodern media society model (in which the state of culture and cultural traditions of the country/region is of fundamental importance) and the integrated institutional model (which combines media, culture, and the political-technological-industrial complex) (Vartanova, 2018, p. 9-10). In the context of media models, journalistic professionalism needs to be universal and contribute to the establishment of a universal journalistic culture. D. Hesmondhalgh (2014) even insists that since the late 20th century, cultural industries (which include mass media) have had a defining influence on the development of societal values and the shaping of professional standards of journalism (the globalist approach).

Of great interest are comparative studies of the journalistic culture of individual countries and regions, which became popular at the beginning of the 21st century. However, K. Nigmatullina (2019) notes that "the overall focus of the research has been the comparative

analysis of media systems, rather than the methodological unification of research traditions" (p. 85), which would be appropriate in the framework of studying approaches to defining journalistic culture in Russian and foreign scientific discourses. In our study, we rely on the work of T. Hanitzsch et al. (2011) "Mapping journalism cultures across nations", which formulates a concept of journalistic culture based on professional norms, cultural values, and journalistic practices. Similar in direction is the work of H. Harro-Loit (2015), who examines the characteristics of journalistic culture in post-communist countries.

2. Methods

The study employs the methods of comparative and functional analysis, typologization, and generalization.

The research hypothesis is that under current conditions, the cultural factor acquires new dimensions in determining both the specifics of the functioning of national/regional media systems and the transformation of journalistic practices, while the concept of journalistic professionalism takes on more subjective parameters and directly depends on the model of journalistic culture adopted in the country/region.

3. Results and discussion

Traditionally, comparative media studies and the classification of modern media systems have been based on four theories of the press (Siebert et al., 1998). Hallin and Mancini (2004) identify three models of media systems: the North Atlantic, or liberal model, characteristic of the United Kingdom, Ireland, Canada, and the United States; the North European, or democratic corporatist model, common to Austria, Belgium, Denmark, Finland, Germany, the Netherlands, Norway, Sweden, and Switzerland; and the Mediterranean, or polarized pluralist model, present in France, Greece, Italy, Portugal, and Spain. The authors modeled the classification through the examination of four main criteria:

- 1) the development of media markets, considering the strength or weakness of the mass-circulation press;
- 2) political parallelism, which refers to the degree and nature of the relationship between the media and political parties, as well as the level of coverage of political controversies present in society in the media system;

3) the level of development of journalistic professionalism understood as the observance of standards approved by the professional community, autonomy, and orientation toward the ethics of service to society;

4) the degree and nature of government intervention in media systems (Harro-Loit, 2015, p. 21).

Thus, the liberal model is distinguished by the domination of market mechanisms in the development of the media system, as a consequence of which there is an increase in the commercialization of the media. In the democratic corporatist model, commercialized media coexist with organized social and political groups with a limited active role of the state. The polarized pluralistic model is marked by forms of association of the media with party politics, together with a pronounced role of the state. Researchers also analyze the forms of media regulation depending on the political regime represented in the country and formulate the concept of political parallelism. Political parallelism is based on the concepts of external and internal pluralism, which determine the diversity of the media's connections with parties, organizations, political ideas, movements, and trends that may arise both within and outside the media systems.

A 2012 comparative media study edited by Hallin and Manchini confirms the validity of the comparative systems approach to the study of media systems and validates some of the earlier conclusions that political regimes, technological developments, and culture and professionalism in journalism are central to the current development of media systems (Hallin & Manchini, 2012). However, in studying the regions of Eastern Europe, the Middle East, South Africa, and Latin America, the authors of each of the regional case studies find that historical development, culture, and the mentality of society are extremely powerful factors that determine the vector of development of national media systems and the characteristics of local journalistic culture.

In the context of this study, the criterion of journalistic professionalism is of particular interest. According to researchers, it is this criterion that distinguishes journalism from media instrumentalization and political clientelism, which are associated with service to political and commercial interests and the implementation of a politically engaged form of communication. The fundamental criterion for journalistic professionalism in all cultures and regions is the principle of service to society. Thus, the substance of this concept is directly contingent on the ethical and value orientations of the particular society (country or region).

In the 21st century, the concept of journalistic culture has received contemporary justification in the works of many authors. For instance, C.A. Hollifield, M. Kosicki, and L. Becker (2001) examine the individual components of journalistic culture, including the culture of production of news, newspapers, editorial culture, and publishing. Of particular interest is research by T. Hanitzsch et al. (2011), who, relying on a comparative systems approach, systematize journalistic cultures along territorial, essentialist, and value-based lines. In earlier studies, Hanitzsch (2007) had already come to conceptualize journalistic culture as reliant on the traditions of interaction between society and political elites, as well as journalists' perception of their role and professional norms and values. The concept of journalistic culture is also based on the activity (action-oriented) approach, which means that it is the daily practice of journalism that ultimately shapes the communication environment of political elites and society, creates discourses and relationships between participants in the communication process, and has a decisive impact on the ethical views and value orientations of society. Journalistic norms, practices, and values develop dynamically within daily professional practice and are deeply embedded in the media discourse, at the center of which is the personality of the journalist.

Journalistic culture can be assessed both at the level of implementation of certain principles of professional practice and compliance with professional standards and at the level of perception of the product of journalistic activity. Thus, the culture of a journalist encompasses a broad field of activity that includes the choice of operating methods in the process of creating a media product, understanding of one's professional role in the political and sociocultural space, and the ability to broadcast this role to society and influence the public's perception and interpretation of the proposed media product as an audience. In this regard, researchers emphasize that culture and ideology are not identical concepts in the field of journalistic professionalism, but ideology can significantly affect all components that form the concept of journalistic culture.

In their article “What shapes the news around the world? How journalists in 18 countries perceive influences on their work”, Hallin and Manchini report the results of a comparative study of the ethical attitudes, perceptions of one's role, and epistemological orientations of 1,800 journalists from 18 countries (Hanitzsch & Mellado, 2011). The sample of countries covers six continents, democratic and authoritarian contexts, and developed and developing countries.

The main categories of the study (components of journalistic culture) are defined as (Hanitzsch et al., 2011, p. 275-277):

1) Perception of the institutional roles of journalism (normative and factual category). In this category, the authors distinguish three dimensions of the perception of institutional roles. The first dimension, interventionism, describes the extent to which journalists carry out certain missions and promote values. The second dimension relates to setting distance in relation to power elites. The third dimension defines the degree of market orientation, which characterizes journalists' attitude toward the audience as citizens and consumers, and thus the pursuit of public interests (according to the authors, this is characteristic of developed journalistic cultures);

2) Epistemological perceptions of journalists determine the accessibility of reality and the nature of acceptable evidence in a media product. The authors divide this category into two components. The first one, objectivism, answers the question of how objective a reflection of reality can be in principle (most journalists can be described as subjective in the sense that they define news as a selective representation of the world that requires interpretation). The second component, empiricism, has to do with how a journalist corroborates facts. As poles, the researchers distinguish journalistic cultures that prioritize empirical reasoning versus the cultures dominated by analytical reasoning;

3) Ethical views (in some cases ideologies) demonstrate the nature of journalists' responses to ethical dilemmas. The authors propose to understand ethical ideologies as relativism (denotes the degree to which an individual accepts or rejects universal moral principles) and idealism (denotes the degree to which an individual expects idealistic outcomes) as elaborated by D.R. Forsyth (1980). The researchers argue that ethical attitudes/ideologies depend largely on the cultural context, as do the social functions of journalism. Thus, journalists in different countries hold different ethical attitudes and professional values, which does not imply that one or the other culture is more advanced or successful.

As a result of the conducted research, the authors define four types of journalistic cultures that demonstrate certain patterns in the similarities and differences of national models. Among the similarities, the researchers mention a commitment to truthful, reliable, and impartial information, to providing sufficient political information, and to monitoring government performance. Another common feature is a commitment to universal ethical principles, although their significance may vary from country to country. The differences relate to particular aspects of interventionism, objectivism, and the separation of fact from opinion. Journalists from Western democracies, for example, tend to adhere more to universal principles of journalistic ethics and do not support the promotion of specific values or ideas for social change. Journalists from non-Western contexts tend to be more interventionist in their role assumptions and more

flexible in their ethical views, and national journalistic cultures in developing countries exhibit high levels of hybridization (Hanitzsch et al., 2011, p. 286-287; Mellado et al., 2019).

In a study of the journalistic culture of post-communist countries, H. Harro-Loit (2015, p. 12) points to another feature of national models in transitional democracies, namely the "horizontal rupture" between journalism educators and media researchers, media elites and ordinary journalists, and journalists and citizens, as well as "insufficient dialogue" between local and foreign researchers. These trends are natural and endemic in one way or another to the vast majority of transitional democracies, which greatly impedes the pursuit of a global or universal model of journalistic culture.

In studying Russian and foreign approaches to defining the professional culture of a journalist, K. Nigmatullina (2019, p. 99), along with other researchers, comes to conclude that the category of journalistic professionalism is one of the most controversial because its basis consists of values, standards, and ethical attitudes.

4. Conclusion

Today's research tends to confirm that journalistic culture plays an important and equal role in the formation of modern media systems, and in many ways determines the nature of communication with the audience and the promotion of one or another ethical viewpoint and value orientation. Media science theorists concur that the categories of journalistic culture and journalistic professionalism are also the most subjective and directly depend on historical factors, the patterns of development of sociocultural context, and the degree of involvement in international and intercultural dialogue at the level of research and journalistic practice. The results of studies reviewed in this paper show that it is the features of the formation and development of sociocultural context that have a major effect on journalists' understanding of the institutional role of journalism and their view of their personal social functions at the professional level. This, in turn, shapes certain expectations of the audience and affects its perception of society as an active or passive component of the political system.

The studies cited focus on capturing and exploring diversity in the field of journalistic culture and do not insist that certain cultures have greater advantages or merits than others. Researchers in their views on the existence of universal principles of professionalism in journalism, with which practicing journalists from various countries, political regimes, and sociocultural contexts agree. According to scholars, journalists also agree that any media product

is characterized by great subjectivity. However, the differences, which mainly relate to the ethical views of journalists, the epistemological grounding of journalism, and the presence of an open and continuous intercultural and interethnic dialogue at the level of media research and practical journalism, do not allow us to speak of the possibility of forming a universal journalistic culture at this time.

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