

Lecture Steinhardt: Communication and Media Theories

Portfolio – Submission 3

The structured communication of events

Resources:

S. Hall: The Structured Communication of Events. University of Birmingham. 1973

Further Reading (not necessary to answer the questions):

D. Gauntlett: Ten Things Wrong with the Media “Effects” Model. theory.org.uk. 1998.

Retrieved from: <http://davidgauntlett.com/wp-content/uploads/2018/04/Ten-Things-Wrong-2006-version.pdf>

Reference:

Document: Document1_Task3, Document2_Task3 in TUWEL

Assignment:

Review the following questions/tasks related to the sources cited above and write down the answers, arguments, explanations and justifications within your portfolio. Please phrase in full sentences (German or English).

TASK 3/1:

Explain why "balanced reportings" (e.g. the BBC, the Austrian ORF or other quality media) are neither systematically biased nor capable of being independent. Carry out Stuart Hall's arguments on this matter.

Which are the differences between "balanced reportings" and "fake news", and why do some mass media which are not committed to balanced reporting broadcast fake news?

TASK 3/2:

Explain and justify, what Stuart Hall means with the sentence „Producing the news means interpreting reality“ and why this is an inevitable process. What does the „encoding process“ stand for in this context?

TASK 3/3:

How is it with Hall's argumentation to be justified that the concept underlying media effects research is an inaccurate explanatory approach for the involvement of mass media with social context?

TASK 3/4:

Consider and explain - by going beyond Stuart Hall's work - which (additional) meanings are transported from the media, which are not committed to the balanced reporting (tabloids, commercial TV channels such as RTL, Sky, Servus-TV, etc...).

Portfolio – Aufgabenstellung 3:

- At least 900 words (without the task description) and written in whole sentences
- Detailed argumentation requested (argumentation links to statements and justifies them)
- Max. 9 points