

Media, crisis and news. The struggle for citizen attention in the argentine context - Media and Crisis.

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Media, Crisis and News. The struggle for citizen attention in the Argentine context.

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Abstract

The media industry worldwide is going through a strong structural crisis for 10 years. In 2008, the financial meltdown that impacted the United States and Europe began, motivating the media to turn to a multiplatform approach, reviewing their business models and their organizational models, which they inherited from the media industry.

The global financial and economic crisis was not the only reason why the media made a phenomenal adjustment, great influence also had the technological transformations from the strong penetration of the Internet that had a significant impact on the traditional media industry. On the one hand, the consumption habits of news content were transformed by audiences dispersing their attention through multiple digital platforms, many of them not dedicated to information content, and on the other hand, a change in the production of contents

In the midst of a crisis in the media and journalists in Argentina, the media agenda in Argentina exists, but is it transferable to the audience? Information abounds in the information ecosystem of multiple platforms, but it seems to interest a few. Information is power but although it does not flow horizontally, audiences can interact with them. Is it the death of public opinion? All politicians, all private or state organizations, all educational organizations, social organizations, etc., have at least one blog and participation in the networks, which helps them to talk about them.

The media agenda does not manage to be transferred to the citizens because that list of topics does not interest the citizens, because they basically do not talk about them, they do not know them. Nor is there much news production in the times of fake news. Nor is there too much news (news-news) in the media. What attention do citizens give to the messages of the media? The attention of the audiences in the Argentine context is limited and selective and today the real struggle of the media is to achieve a minimum of audience attention.

Key words: media, crisis, citizenship, attention.

1.Introduction

The media industry worldwide is going through a strong structural crisis during the last 10 years. In 2008, the financial collapse that impacted the United States and Europe began, motivating the media to adopt a cross-platform approach, reviewing their business models and organizational models, which they inherited from the media industry.

The global financial and economic crisis was not the only reason why the media made a deep adjustment, in that phenomenon the technological transformations and the strong penetration of the Internet had a great influence that had a significant impact on the traditional media industry. On the one hand, news content consumption habits were transformed by audiences that dispersed their attention through multiple digital platforms, many of them not dedicated to information content, and on the other hand, a change in content production.

The centrality of communication and new digital technologies as vectors of the new forms of sociability in the development of urban culture define, at present, new processes of development and collective construction that transcend the asymmetric forms of globalization and social representation characteristic of Capitalism (Sierra-Caballero (2018).

The Internet has changed the way we do and experience virtually everything related to the media. Our behavior of consuming media creates a completely new format: it reveals a layer of social data that states that what we like, what we see, who or what we pay attention to and our location at the moment when all these things happen. The digital revolution has profoundly transformed the conventional system of media and political representation contributing to cultural mutations in the public sphere.

Globalization, technological rationality and the constant promise in an inclusive and equitable role of technologies have exposed diverse contradictions and directions. On the one hand, the presence of the New Technologies taken as devices that facilitate access and generate social change and, on the other hand, the same technologies exert control and power at global levels, with geopolitical and biopolitical scope (Sierra Caballero (2018).

2. Audiences

The role of the media consists in distributing, transmitting, delivering the content of the communication to a desired audience. To achieve this, you must be able to generate an audience, capture and maintain their attention. An element that values the media is the quantity and quality of the audience that it is capable of reaching. The audience generated by each medium is diverse in terms of quantity and quality. The quantity goes from the massive to the selective, while the quality can be measured in terms as specific as the sociodemographic profile of the public, or as subjective as their degree of attention, credibility that they give to the environment, etc.

Audiences assume a more decisive and influential role than ever. In general terms, the audience is a group of people (a community of strangers) who consume media products or who pay “attention” to media messages.

López (2017) takes between different concepts of audience that of Butsh (2008) and that of Silverstone (1996). Butsch (2008: 117) refers to the historical evolution of the concept where the conception of audience of isolated individuals was privileged - *"while intellectual discourses of the 1950s constructed the image of a mass of isolated individuals vulnerable to media, empirical researchers constructed an effects paradigm, also based on the solitary individual"*, and Silverstone (1996: 282) focused more on the characteristics of the individual and their membership groups: *"Audiences are not simply or only watchers of television or listeners to radio: they are gendered, aged, and members of social classes; they are skilled and unskilled, educated and uneducated; and they watch television while doing other things"* (López, 2017).

The media needs the audience to pay attention. For this, media and journalists need to produce quality information, something that in recent years in general terms does not abound in Argentina. That means more journalistic work, more time in the construction of the news, elements that the media due to their current work dynamics do not have now.

In the midst of a crisis in the media and journalists in Argentina, the media agenda in Argentina exists, but is it transferable to the audience? Information abounds in the multi-platform information ecosystem, but seems to be of little interest.

Information is power, but although it does not flow horizontally, the public can interact with them. Is it the death of public opinion? All politicians, all private or state organizations, all educational organizations, social organizations, etc., have at least one blog and participation in the networks, which helps them talk about them.

In the Argentine context 2018-2019 with a strong social and economic crisis where the media have had to survive the implications of technological change

The media agenda cannot be transferred to citizens because that list of issues that the media proposes does not interest citizens, because they basically don't talk about them, they don't know them.

3. News Production

Nor is there much news production in times of false news. Nor is there too much news (news-news) in the media. Now what attention do citizens give to media messages? The attention of the audience in the Argentine context is limited and selective and today the real struggle of the Argentine media is to achieve a minimum of audience attention. Now, how is the influence of those who decide on the media and citizens? - Aruguete asks (2015).

The media industry worldwide is going through a strong structural crisis during the last 10 years. In 2008, the financial collapse that impacted the United States and Europe began, motivating the media to adopt a multiplatform approach, which forced them to review their business models and organizational models, which they inherited from the traditional media industry.

While in the twentieth century, music and cinema replaced books as the main social media, at the beginning of the twenty-first century, the Internet has become the most used medium after the

increase in broadband connections, the improvement exponential in computer technology and the constant and progressive growth rate in the telecommunications sector.

Digital change, the generalization of the Internet protocol and the rapid adoption of these technologies are transforming the way we produce, store, distribute and consume goods and services.

The digital transformation impacted the entire economy, although quite irregularly, varying according to economic sectors. The media and content industries - covering the book, broadcasting, film, music, journalism and videogames sectors - are among the most affected.

Some significant changes have affected digital media, especially traditional production and consumption models, and have led to a sensitive restructuring, in the context of drastic changes in demand models.

The global financial and economic crisis was not the only reason why the media made a phenomenal adjustment, the great influence also had the technological transformations of the strong Internet penetration that had a significant impact on the traditional media industry. On the one hand, news content consumption habits were transformed by audiences that dispersed their attention across multiple digital platforms or have selective attention and on the other hand, a change in content production.

4. The agendas

The concept of agenda-setting is a construction carried out by McCombs together with Donald Shaw (1972), and it refers to the influence that media content has on people's concerns, on topics of debate, on the management of your interests, etc. McCombs (2006) explained that the media when selecting the themes build representations of reality, although not all media have the same power or capacity to install the agenda. In the long term, they organize the way the world is perceived, understanding that the media tell people what issues to think about and generate hierarchies of importance.

One of the central questions asked by the "traditional" research of the setting agenda is who determines the media agenda? One of the ways to answer this question is to specify who the actors that participate in the news are. Successive investigations have determined that official sources have predominance in news construction. Studies inspired by this trend were mainly devoted to measuring the influence exerted by sources by comparing the media content of the discourses of one or several sources and the thematic content of the press discourse, with the idea of establishing a causal relationship between them.

Aruguete (2015) argues that there are three agendas: media, public and politics and the game between the political and media agenda is bidirectional. Aruguete (2015) has expressed that the idea of the ability of one agenda to influence the other, and because, in addition, the agenda setting is a theory of effects and the effect that they seek to analyze and verify, is an agenda effect. The public agenda cannot be imposed on the media agenda - Aruguete argues - but it can be said that the media

agenda cannot be imposed on the public one without resistance and without dialogue. It is about thinking the agendas in a relationship of mutual influence with the political and public agendas.

The construction that occurs within the media agenda cannot occur without attending to the other agendas. The agendas always establish a dialogue and interaction and who has more power outside the agenda is the one who has the greatest capacity to impose theirs Aruguete (2015).

The media do not act independently of the political system and their presence in the public space must be examined for the influences that they generate in public opinion and for the multiplicity of factors that in media organizations condition current journalism. Media and journalists have undergone sensitive transformations in recent years with the crisis of traditional media, changes in audiences, etc., internet and the progressive digitalization of society has modified the landscape of the media and the public.

The media in general, build and elaborate their views on reality, presenting it based on their own value system, their productive routines, their decision levels, their quality criteria, their opportunity criteria and their relevance criteria formulating a media reality (La Rosa, 2013).

In the midst of a crisis in the media and journalists in Argentina, the media agenda in Argentina exists, but is it transferable to the audience? Information abounds in the multi-platform information ecosystem, but seems to be of little interest. Information is power, but although it does not flow horizontally, the public can interact with them. Is it the death of public opinion? All politicians, all private or state organizations, all educational organizations, social organizations, etc., have at least one blog and participation in the networks, which helps them talk about them.

The media agenda cannot be transferred to citizens because that list of issues that the media proposes does not interest citizens, because they basically don't talk about them, they don't know them.

Nor is there much news production in times of false news. News production conditions are increasingly limited, poor and fast. Nor is there too much news (news-news) in the media because of the dynamics of media work and journalists. What attention do citizens give to media messages? The attention of the audience in the Argentine context is limited and selective and today the real struggle of the media is to achieve a minimum portion of audience attention.

In this context, social networks are used to measure the public agenda, but they are not representative of the public because access to networks is limited. But we can hardly say that they are representative of the general public because there is quite limited access to the networks. There are algorithms that make one read what matches what one thinks.

Aruguete (2015) argues that it should be analyzed if the same information circulating in traditional media circulates in the networks. While there is some agreement between the news of a traditional medium and the contents that are dumped on the networks, there is also the posting of information that users do not agree or discuss.

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