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(eds.)*

## *MEDIA TODAY*

*Reflection on Mediality,  
Media and Media Content*

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## ***INTRODUCTION***

The core of this collective volume is formed from texts that originated in lectures given during the academic year 2007/2008 within the frame of the course *Current Question of Media – Media Today* at the Department of Journalism, Faculty of Arts, Palacký University in Olomouc. Various personalities were invited in order that the general composition of the course would be large-scaled and would offer the students as widest scale of thematizations of media/mediality as possible. Chosen personalities were not limited by a particular subject matter or a way of its conception or working-out. Conceptualization of media/mediality is so pluralistic that any unifying conception would necessarily reduce it. After all, the very multiplicity is the characteristic of media studies and it illustrates the impossibility to understand the mediality through any unifying method. Every betokened level discovers a new one which would be necessary to evolve. Thus the single texts differ in form, range, focus, degree of commonness, access method, yet they have something in common: an attempt to enrich the knowledge discourse of media. The texts reflect the crucial characteristic of their research subject – media/mediality do not compose a compendious and systematically structured area of social reality, but they rather vibrate into it in various ways and at various levels.

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## THINKING THE MEDIALITY

Václav Bělohradský

*Proletarians Of All Spectacles, Unite!*

*Essay on Guy Debord and his The Society of the Spectacle*

### ABSTRACT

*This essay deals with Guy Debord's 1967 book *The Society of the Spectacle*, considering also some of his films and his thought in general. Despite all his sympathies for Debord's revolt, however, the author is critical about the French philosopher's critique itself, since it postulates an unbearable antagonistic relationship between spectacular forms of representation and written text, for Debord, the only adequate and authentic form of self-presentation, strictly opposed to expropriation by official massmedia. Debord's „antispectacular“ authority is a parasitic form of participating on the system; it is just another example of how the society of the spectacle can incorporate all alternative views. In order to make a critique of the system sensible, we have to abandon this antagonistic thought by recognition of a common root of the words „spectacle“ and „theory“ (which, in their archaic form, mean to contemplate sthg. or to watch a parade, procession). The author calls for „inversion of spectacle into theory“, an example of which he finds in Chaplin's 1931 movie *City Lights*: to really see we have to distance our gaze from what we are presented with as unmediated (which is what ideology actually does); only then we can turn mass into public.*

**KEY WORDS:** *Guy Debord; The Society of the Spectacle; spectacle; The Affluent Society; bourgeoisie; everyday life; modernity; situation; historicity; Marx; commodity fetishism; science and technology; logos; logo; theory; Chaplin; mass; public*

Jan Keller

*Globalisation, Postmodern Mentality and Mass Media*

### ABSTRACT

*The article studies the character of the process of the globalisation. The author comprehends the globalisation as the process in which the assymetry of the power is established on the basis of the different ability of mobility. In this connection the autor describes risk sof globalisation for democracy. He notices some characteristics of the so called postmodern mentality and show the role of automobile and TV culture in the creating of the postmodern mentality. In this way he describes the modes of the legitimisation of his process to the public.*

**KEY WORDS:** *globalisation – postmodernity – mass media*

Jiří Bystřický

*Media and the Modern World Picture*

### ABSTRACT

*Problems of lived reality of the present world are referred to the processes of mediation the „state of present“, especially to the technologies of elevated data transports, covering the area of media reality as a image of lived space of everydayness. To explain the relationship between the mass media reality and the conventional reality of ordinary day, it is necessary to restore the importance of self-confidence of the present moment. The technique of naturalness is about to be the frame for understanding this relationship, i.e. the way the media will be submitting the construction of the world, in which a man will dispose of verification of the forms, in which the „present“ itself is taking place.*

**KEY WORDS:** *mediation techniques – world picture – modernism – communication – selfreference – postmodernism – mass media reality – concept and depiction*

**Stanislav Hubík**

## **Media Abstraction and Speed**

### **ABSTRACT**

*Process called media abstraction is the way by means of which certain part of the reality is represented by signs. This process depends on the sort of media as well as on speed and the networks. Eg. media abstraction based on writing produces one type of representation, media abstraction based on technical picture co-creates quite different representation. The result of the media abstraction – representation of the reality – is thus determined by inner logic hidden in media nature. The theories of M. Castells, J. Derrida, V. Flusser and P. Virilio are relevant theoretical tools for identifying and grasping this logic and that is why they are the theoretical framework of this article.*

**KEY WORDS:** *media abstraction – speed – Virilio – writing – Derrida – technical picture – Flusser – network society – Castells – Baudrillard*

**Miroslav Marcelli**

## **City and Communication**

### **ABSTRACT**

*The study deals with the relation between two structures: of urban space on the one hand, and of the communication networks on the other. The author justifies the assumption that there are correspondences between these two levels and that on their basis we can form common models. His starting points are Roland Barthes' semiotic studies, Vilém Flusser's communicology and, above all, the concept of rhizome, that was introduced and developed by Gilles Deleuze and Félix Guattari. The last part points out the possibilities that this concept offers in the studies of cyberspace and cyberculture.*

**KEY WORDS:** *city – communication – rhizome – cyberculture*

**Miroslav Petříček**

## **Science and Art in the New Media Era**

### **ABSTRACT**

*The article presents a short study concerning the close interconnections between science and art at the end of 20th century, especially the convergent evolution of concepts „text” and „picture”. As the middle, mediating term could be seen the concept of event.*

**KEY WORDS:** *text – picture – event – limit as frontier – dynamical definitions*

## MEDIALITY AND SEMIOTICS OF E-COMMUNICATION

**Jan Kořenský**      **Semiotics of Communication and Its Terminological Problems**

### **ABSTRACT**

*Wide-spread use of the term “medium” and its derivations outside the domain of materially and technically mediating communication structures’ components is characteristic of contemporary terminology in the field of mediated communication. The author is evaluating and formulating conceptual relations of above-mentioned terms and comes to the conclusion that the expansion of usage of the term “medium” along with its derivations is the consequence of the fact that just the mediating technology motivates the existence of new sorts and types of messages, texts, genres, forms and ways of communication on the whole.*

**KEY WORDS:** *medium – code – canal – message – text – technology – inter/transtextuality – intermediality – multitextuality – multimediality – multicoding – hypertextuality*

**Peter Valček**      **Diplasties - Unfocused Meaning Recurrence  
Mass Media Message Culture in a Mental Centre of E-civilisation**

### **ABSTRACT**

*The craft of a Lasswellian “historical engineering” in the democracy consists not only in an effort of arguments, but also in a consequence oscilation of a meaning between asemantic right and full semantic left hemisphere of human brain. “We are in the same way an auto loading system as a spirit, and it is resulting in the fact, that the implements of the persuasive are not only pieces of evidence.” (Pascal: Pensées) The paper describes the mentioned system of the human belief as a result of neurobiological equipment in cognitive appliance of human being as an entity sunk in to the culture.*

**KEY WORDS:** *inprinting – e-civilisation – attachment psychology – interdiction hypothesis (Porshnyev) – elite decision versus public ratification of the decision in democracy – mutlimedia messages*

**Otakar Šoltys**      **Melonisation and Bublification of TV News Jingles**

### **ABSTRACT**

*The semiotic analysis try, firstly, to prove that the development of media semiosis has had a strong tendency to overcome form the communication using symbolic signs to the iconic ones after 1989 (Velvet Revolution). This development can be characterized as media logics. The commercialization of media contains the widening of markets and lowering of costs. Both processes come to reality in the Czech Republic. Surprisingly to mention that this development incorporates the media of public service too. It seems, secondly, proven that the semiotic analysis as a qualitative method dependent on “hic et nunc” conditions cannot reveal these dependencies, it is necessary to rely on the sign systems and mutual relations among signs to recognize development tendencies.*

*The detail semiotic analysis of news introducing complex communicates has proved that the development during the last 19 years in the Czech public service and private media has followed the trajectory of a globalization, simplification and trivialization in the sign usage. The development follows the arrows in the Peircian classification of sign from ontological thirdness to the ontological firstness. The beginnings after the year 1989 had been symbolically sophisticated, the ends are iconically attractive.*

**KEY WORDS:** *iconic sign – symbolic sign – national representation – simplification – eye catching icons*

## THEORETICAL FRAMES OF MEDIA CONTENTS

**Irena Reifová**

### **Cultural Studies in the Post-communist Situation**

#### **ABSTRACT**

*The paper discusses relationship between specificity of post-communist situation and the field of cultural studies. Cultural studies are sometimes claimed to be exhausted after the collapse of ethnographic paradigm and melting the discipline into mainstream social studies. Can post-communist experience bring new perspectives to cultural studies? The paper suggests that there is still much to say about the concept of ideology. Post-communist perspective reveals that cultural studies did not pay proper attention to the ideological mode in totalitarian societies. The paper also explains why cultural studies are valuable point of view for post-communist societies. Hereby, popular culture is broadly attractive but still not wholly accepted as the object of scholar inquiry. The example of statistical figures on Czech television serial narratives production is offered in presenting the argument.*

**KEYWORDS:** *post-communist situation – cultural studies – ideology – liberal and totalitarian societies – popular culture – television serial narrative*

**Renáta Sedláková**

### **Media Construction of Reality – Representation of the Others**

#### **ABSTRACT**

*The paper is introducing the theoretical background, which is possible to apply to the research of media representation of minorities for example. It is based on the theory of media construction of reality and theory of representation of cultural studies and concept of the Other and Othering. Especially works of S. Hall and M. Pickering are discussed. The spiral model of media representation of reality based on thoughts of D. Boorstin is introduced.*

**KEY WORDS:** *representation – media construction of reality – theory of the Other*

**Pavel Zahrádka**

### **A Myth about the Beauty Myth**

#### **ABSTRACT**

*This article offers a critical review of a book The Beauty Myth written by **American** feminist Naomi Wolf. Wolf's sceptical position against ideal of feminine beauty in contemporary society contains three main thesis: (1a) the ideal of feminine beauty is a social construction, (2a) the physical image of beauty hurts women and prevents them from emancipation, (3a) it would be better to do away with this normative ideal of beauty. Wolf leaves out the verification of the first thesis and primarily focuses on demonstration of the second and third thesis. The aim of this article is: (2b) critical evaluation of Wolf's analysis of the negative effects of beauty myth in the workplace (employment discrimination, sexual harassment) and in sexual behavior (pornography, sexual violence), (3b) critical evaluation of Wolf's proposed transformation of the concept of beauty. The article ends with (1b) the discussion concerning the ontological status of human beauty by presenting the conception of social constructivism against the conception of evolutionary biology.*

**KEY WORDS:** *beauty myth – social construction – employment discrimination – sexual harassment – pornography – violence – evolutionary biology*

**Arnošt Novák**

## **Nature and Environment in the News Media**

### **ABSTRACT**

*The article presents a brief insight into the problems of media coverage of environmental themes. It has in essence two main parts. In the first one there are debated a different concepts of nature and environments and using the adjectiv natural too. In the second part the article deals with some aspects of news media coverage of environmental problems, primarily how the news media choose environmental stories, who is the news sources and who is primary definers of environmental news.*

**KEY WORDS:** *nature – environment – news media*

**Marek Lapčík**

## **Discursive Outlines of TV News and Possibilities of Their Analysis**

### **ABSTRACT**

*Against a background of thematization of TV news' specific character this text tries to propose an analytical instrument which would allow a description of components and procedures forming the discursive nature of this kind of media content. While the "usual" approaches to news analysis are focusing on analysing information connected with particular events, the concept of structural discourse analysis is on the contrary trying to identify and describe the "stable" structures of TV news. This concept is created on the basis of connection of Peter Dahlgren's "TV news as a specific cultural discourse type" theory and the principles of discursive analysis.*

**KEYWORDS:** *TV news - discourse – discourse analysis – structural discourse analysis – discursive strategies*

**Jaromír Volek**

## **The Transformation of Media Audiences: Post-critical Perspective**

### **ABSTRACT**

*The paper deals with the argument is that the new global constellation of technocapitalism is based on new forms of everyday life culture which transform media audiences behaviour. To reflect this situation we are proposing new post-critical perspective, which substitute old „ideologie critique“ and tries to synthesize some aspects of “critique of ideology” and “critique of information”. In general, transdisciplinary approach of this perspective see new media audiences as a fragmented produkt of symbolic effects of new ITC technologies which de-ideologize their behavior. Members of media audiences are both transformed and transform themselves into lukewarm players.*

**KEY WORDS:** *critical paradigma – diffused audience – fragmented audience – post-critical perspective – new ICT*

## MEDIALITY AND VISUALITY

**Marta Filipová**

### **Visual Studies: History, Contents and Methods**

#### **ABSTRACT**

*Visual studies is a relatively new subject that appeared at universities in the early 1990s first in the United Kingdom and the United States. Soon, visual studies started appearing in other countries, including the Czech Republic. The reasons for establishment and popularity of this field are many, but emphasis is usually put on the increasing extent of visual information today, the neglect of a large amount of images by history of art and an attempt to examine images of various scientific disciplines. This led to the need to devise theoretical approaches to these visual phenomena and an effort to find appropriate discourse. Today, visual studies is a relatively well-established subject and embraces a variety of methods that contribute to its interdisciplinary character.*

**KEY WORDS:** *visual culture – visual studies – media studies – image – new media – interdisciplinarity – art history – cultural theory*

**Vítězslav Horák**

### **Mediamorphosis: Image, Word and Hybrid Signs**

#### **ABSTRACT:**

*Human treatment of image and type produces number of mixed forms. The image-visual quality of calligrams, graffiti, medieval initials or present company logos is striking the eyes and it partly became a research subject. On the contrary pictographs and signets are on the part of scientists perceived as border-line cases of image that have lots in common with type. Mixed forms between image and type create a new view of the concept of image and type that are the subjects of intensive research in the Germanspeaking countries over the last 15 years. Hence this text focuses on the forms of communication, which combine image and type not side-by-side, but nesting. With their help I will, in terms of philosophy, reflect broader methodical questions of research on type and images: What is the function of sign materiality in creating the meaning with the help of image and text? Which way do the images and type create the meaning? Are image and type two alternative symbolical systems?*

**KEY WORDS:** *image – type – sign – semiotics*

**Martin Foret**

### **Visual Culture – Visual Media – Visual Literacy**

#### **ABSTRACT**

*When studying the current media culture/communication, we more frequently than ever meet the assertions about visual dominance. Visuality more often becomes the subject of analysis within the frame of different discourses. In reference to the privileged position of photographic picture, this deals with definition of its character and is attending to questions of analogy, realism and perspective, as well as with metamorphoses of photography in the era of digitalisation and its relations to drawing and digital picture. Despite of the underestimated receptive strategies in the act of “reading” of pictures, the gap between the levels of receptive and productive competences is being deepened. Referring to need of developing the key competences and implementing the media education, there is a question of competences that can be marked as visual literacy. This paper intends to try to define this concept and refer to some basic problems which are adherent to the reception of picture and which should be reflected.*

**KEY WORDS:** *picture – visuality – visual texts – icon – denotation and connotation – analogy (similitude) – perspective – realism – drawing vs. photography – digital picture – technical pictures – literacy – media literacy – receptive and productive components of literacy – visual literacy – coding*

**CZECH MEDIA: HISTORICAL BREAKS  
(BREAKS IN HISTORY OF THE CZECH MEDIA)**

**Jakub Končelík**

**Regulation and Press Control  
in the Protectorate of Bohemia and Moravia**

**ABSTRACT**

*The article deals with the issue of press control and regulation in the Protectorate of Bohemia and Moravia from 1939–1945. It provides an introduction of the mechanisms influencing the contents and formal aspects of the press communication to match the interests and needs of the occupying forces. The main part of the text presents the role of the Press Department of the Council of Ministers and the Press Department and the Cultural and Political Department of the Reich Protector.*

**KEY WORDS:** *media – press regulation – press meetings – Protectorate of Bohemia and Moravia – 1939 to 1945 – Czech press – censorship – totalitarian media*

**Petr Orság**

**Czechoslovak Exile Media in the Time of “Order  
Restoration”. On Some Aspects of Exile Periodicals  
Development after August of 1968**

**ABSTRACT**

*The text focuses on transformations within the exile media scene and on the birth of new exile periodicals as one of the concrete expressions of the massive wave of exile which followed the Warsaw Pact invasion of Czechoslovakia in August, 1968. In the early phase most of the newly established periodicals were primarily designed as bearers of practical information for refugees from the enemy-occupied country. Later some of them became important communication forums for Czechoslovak exiles whereby valuable discussion begun during the Prague Spring period in the official media of the Czechoslovak Socialist Republic was able to continue.*

**KEY WORDS:** *Czechoslovak exile periodicals – 1968 – normalization – exile – emigration – media – National Security*

## CONSTRUCTIONING THE MEDIA PROFESSION

**Jan Jirák**

### **On the Approaches to Journalistic Education**

#### **ABSTRACT**

*Journalism is one of the constitutive features of public communication and because of that an important political and communication phenomenon of contemporary societies. Journalism conquered this position step by step, with substantial support of technological development within the sphere of public communication, especially television. The development of journalism is connected with the development of journalistic education as a way how to get prepared for the journalistic profession. The substance of journalistic profession remains unclear and this uncertainty is reflected by the uncertainty of the proper shape of journalistic education. The education started as a “on-the-job” or “in-house” training, continued as mid-career and pre-career professional training and end up as university education. Each of these types of journalistic education has its own historical roots and reasons, its advantages and limits. “On-the-job” education is focused upon skill-orientated training and ignores the general education aspect and the role of a journalist as a educated professional. Midcareer and pre-career professional education follows the same track, but focuses also upon general education and technological innovations. The main attribute of university education is to strengthen the general educational background of future journalists, but is suffers from the tension between academic tradition of universities and pragmatic demands of media industry.*

**KEY WORDS:** *mass media – journalism – journalists – journalistic profession – journalistic education*

**David Macháček**

### **Sweating Beating Match or Journalism among Academicians, Students and Journalists**

#### **ABSTRACT**

*The word „journalism“ connects three vocational groups – practising journalists, academicians and teachers and undergraduates. However, instead of unity the common word is bringing disagreements, battles and disillusiones. On the basis of his personal experiences author describes the main abrasive surfaces among the three journalistic groups and analyses the most frequent conflicts.*

**KEY WORDS:** *journalism – journalists – students of journalism – journalistic education – theory of journalism*

**Renáta Sedláková a kol.**

### **What Should Be and What Should Know a Young Journalist (research report)**

#### **ABSTRACT**

*This paper presents the results of on-line questionnaire research with representatives of the Czech media realized by the Department of Journalism of Faculty of Arts, Palacký University during the spring 2008. The text communicates opinions and experiences of journalists, working in broad kinds of media, with young trainees, students of journalism. The main aim of the research was to investigate which knowledge and skills are considered to be the key factors for this job. First of all vocational skills are regarded as important, especially the knowledge of main genres, competence of background research and basic editing skills are expected by polled editors in chief. On the contrary proper journalist education is not necessary according to them.*

**KEY WORDS:** *journalism – journalistic profession – competencies*

## CURRENT TRENDS IN MEDIA

Michal Bočák - Juraj Rusnák

### On the Way to Listener and Viewer: Notes on the Programming Trends in Broadcast Media

#### ABSTRACT

*This paper deals with the basic problems of production, function and reception of programme in broadcast media. Authors focus themselves especially on the creation and functioning of programme formats, in both relevant senses of the term (1. targetted broadcast media programming and 2. commodified manual for programme production). The number of programming strategies in broadcast media are discussed and illustrated by examples from Slovak broadcast media and the concepts are applied in a comprehensive analysis of Slovak televisions' access-prime and prime-time programming.*

**KEY WORDS:** *broadcast media – programming – scheduling – programming strategies – programme format – television – prime-time*

Milan Kruml

### Current Trends in the TV Entertainment

#### ABSTRACT

*The article focuses on actual trends in TV programming mainly by commercial televisions with focus on entertainment programmes/genres. The article describes few essential tendencies dominating the current TV market – i.e. tendency to pretend “real” situations whether in a form of reality show or in form so called “docusoap”, emphasis on event-like character of contests and competitions, transformation of dramatic series into more “costly” production that is closer to motion picture production, and synergy of TV and internet.*

**KEY WORDS:** *fiction – reality show – docusoap – event – internet*

Miloš Čermák

### Blogosphere: a Reservation Full of Beasts or a Beautiful New World?

#### ABSTRACT

*In 2002 approximately twenty reports on blogs appeared in the Czech media, in 2007 there were more than thirty thousand. The blogs became not only a favourite media subject, but particularly their part. Simultaneously certain expectations that the blogs will change media and journalism in principle did not come true. Relations of traditional and new media represented i.a. by blogs settled on some kind of symbiosis. However, that is not a closing balance. Press is losing its readers, television its viewers, technologies are changing boisterously. We live in a very exciting era when the role and form of future media is being decided. And these changes will maybe change the society in a crucial way. In this article I am offering rather cursory glance at five or more precisely ten years of blogs' existence (in the Czech Republic and in the world), including notes and observations at the edge of this short history. It is certainly neither closed nor definitive.*

**KEY WORDS:** *blogs – blogging – blogosphere*

**Adam Javůrek**

## **Hyperlocal Journalism**

### **ABSTRACT**

*Hyperlocal journalism is defined as journalism disseminated via the Internet, focusing on a specific geographic area whose residents see themselves as members of one community, and co-created or exclusively created by the users. Its arrival has been significantly changing traditional forms of local journalism: the lowered costs make it possible to focus on smaller areas while collaborative tools allow the involvement of amateurs and new technologies help to personalise the news. However, there are few success stories. Site owners are still struggling to find the best ways to moderate the content, to motivate and lead the community and to generate profit. Another problem is that the news personalization tools are still quite primitive, unable to deal with the complex preferences of the readers.*

**KEY WORDS:** *online journalism – hyperlocal journalism – amateurization – personalization – user generated content – gatewatching – communities – database journalism – mash-ups – public journalism – bayosphere – backfence – bluffton today – unique-selling proposition – semantic web – web 2.0 – blogs – long tail*

**Karel Hvízd'ala**

## **Two Dangerous Displacements in Global Media Village**

### **ABSTRACT**

*The struggle on the media market sharpened even among the best known media as The Wall Street Journal and The New York Times. Almost all rich people would like to possess a medium because the profit figure is still high in proportion to other business. Example of the Berliner Zeitung points another way of making money: to do business with the subscribers' addresses.*

**KEY WORDS:** *The New York Times – economy drive – struggle for shares – Berliner Zeitung – editorial independency – profit – more important than the readers are the addresses*

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