



**Global Transformations in Media and Communication Research**

# Advancing Media Production Research

*Shifting Sites, Methods, and Politics*

Edited by Chris Paterson, David Lee,  
Anamik Saha and Anna Zoellner

**A Palgrave/IAMCR Series**



# Advancing Media Production Research

## *Global Transformations in Media and Communication Research*

Series Editors: **Marjan de Bruin**, The University of the West Indies, Jamaica and **Claudia Padovani**, University of Padova, Italy

Advisory Board:

**Pradip Thomas**, Vice-President of IAMCR, University of Queensland, Australia, **Antonio Pasquali**, Universidad Central de Venezuela, **Daya Kishan Thussu**, University of Westminster, UK, **Francesca Musiani**, CSI, MINES ParisTech, France, **Gerard Goggin**, University of Sydney, Australia, **Liu Liqun**, Communication University, China, **Hillel Nosssek**, The College of Management Academic Studies, Israel, **Ibrahim Saleh**, University of Cape Town, South Africa, **Kaarle Nordenstreng**, University of Tampere, Finland, **Karin Wilkins**, University of Texas, Austin, **Marc Raboy**, McGill University, Canada, **Martin Becerra**, Universidad Nacional de Quilmes, Argentina, **Robin Mansell**, London School of Economics, UK, **Ruth Teer-Tomaselli**, University of KwaZuluNatal, South Africa, **Todd Holden**, Tohoku University, Japan, **Usha Raman**, University of Hyderabad, India.

This series contributes to exploring, in creative and trans-disciplinary manners, the challenges posed by fast-evolving communication developments in an increasingly connected world. It provides a venue for collecting state of the art, sound and innovative scholarly perspectives on specific aspects of communication transformations.

Due to ever-increasing global interactions amongst individuals, communities and communication devices, scholars face the challenge to rethink the very categories – of space, time, boundaries and technology – through which communication and media studies have evolved, thus contributing to identifying and refining concepts, theories and methods to explore the diverse realities of communication in a changing world.

The IAMCR has a long tradition of being a truly international academic association, with members working in all corners of the globe. This unique feature makes it possible to include in the Palgrave/IAMCR series contributions from highly diverse geo-cultural and disciplinary traditions.

The series fosters and generates research that explores critical communication and media concerns from a variety of theoretical and methodological approaches. Outstanding contributions from non-Anglophone areas will also be made available to a global readership, after translation into English.

*Titles include:*

Claudia Padovani and Andrew Calabrese (*editors*)  
COMMUNICATION RIGHTS AND SOCIAL JUSTICE  
Historical Accounts of Transnational Mobilizations

Luis Albornoz (*editor*)  
POWER, MEDIA, CULTURE  
A Critical View from the Political Economy of Communication

Maria Way (*translator*)  
THE THEORY OF THE SOCIAL PRACTICE OF INFORMATION

Chris Paterson, David Lee, Anamik Saha and Anna Zoellner (*editors*)  
ADVANCING MEDIA PRODUCTION RESEARCH  
Shifting Sites, Methods, and Politics

---

### **Global Transformations in Media and Communication Research**

**Series Standing Order ISBN 978-1-137-43370-1 (Hardback)**  
**978-1-137-43371-8 (Paperback)**

*(outside North America only)*

You can receive future titles in this series as they are published by placing a standing order. Please contact your bookseller or, in case of difficulty, write to us at the address below with your name and address, the title of the series and one of the ISBNs quoted above.

Customer Services Department, Macmillan Distribution Ltd, Houndmills, Basingstoke, Hampshire RG21 6XS, England

---

# Advancing Media Production Research

Shifting Sites, Methods, and Politics

Edited by

Chris Paterson

*University of Leeds, UK*

David Lee

*University of Leeds, UK*

Anamik Saha

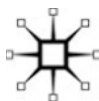
*Goldsmiths, University of London*

and

Anna Zoellner

*University of Leeds, UK*

palgrave  
macmillan



Selection and editorial matter © Chris Paterson, David Lee,

Anamik Saha and Anna Zoellner 2016

Epilogue © C.W. Anderson 2016

Remaining chapters © Individual authors 2016

Softcover reprint of the hardcover 1st edition 2016 978-1-137-54193-2

All rights reserved. No reproduction, copy or transmission of this publication may be made without written permission.

No portion of this publication may be reproduced, copied or transmitted save with written permission or in accordance with the provisions of the Copyright, Designs and Patents Act 1988, or under the terms of any licence permitting limited copying issued by the Copyright Licensing Agency, Saffron House, 6–10 Kirby Street, London EC1N 8TS.

Any person who does any unauthorized act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

The authors have asserted their rights to be identified as the authors of this work in accordance with the Copyright, Designs and Patents Act 1988.

First published 2016 by  
PALGRAVE MACMILLAN

Palgrave Macmillan in the UK is an imprint of Macmillan Publishers Limited, registered in England, company number 785998, of Houndmills, Basingstoke, Hampshire RG21 6XS.

Palgrave Macmillan in the US is a division of St Martin's Press LLC, 175 Fifth Avenue, New York, NY 10010.

Palgrave Macmillan is the global academic imprint of the above companies and has companies and representatives throughout the world.

Palgrave® and Macmillan® are registered trademarks in the United States, the United Kingdom, Europe and other countries.

ISBN 978-1-349-55303-7 ISBN 978-1-137-54194-9 (eBook)

DOI 10.1007/978-1-137-54194-9

This book is printed on paper suitable for recycling and made from fully managed and sustained forest sources. Logging, pulping and manufacturing processes are expected to conform to the environmental regulations of the country of origin.

A catalogue record for this book is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Advancing media production research : shifting sites, methods, and politics / Chris Paterson, University of Leeds, UK ; David Lee, University of Leeds, UK ; Anamik Saha, Goldsmiths, University of London ; Anna Zoellner, University of Leeds, UK.

pages cm

Includes bibliographical references and index.

1. Mass media – Research – Methodology. I. Paterson, Chris, 1963 – editor. II. Lee, David, 1975 – editor. III. Saha, Anamik, 1977 – editor. IV. Zoellner, Anna, editor.

P91.3.A39 2015  
302.23072—dc23

2015023916

# Contents

*Acknowledgements* vii

*Notes on Contributors* ix

## **Part I Debates and Transitions**

- 1 Production Research: Continuity and Transformation 3  
*Chris Paterson, David Lee, Anamik Saha, and Anna Zoellner*
- 2 On the Vagaries of Production Research 20  
*Philip Schlesinger*
- 3 The Importance of Time in Media Production Research 38  
*David M. Ryfe*

## **Part II Theory and Research**

- 4 Field Theory and Media Production: A Bridge-Building Strategy 53  
*Ida Willig*
- 5 Studying News Production: From Process to Meanings 68  
*Daniel A. Berkowitz and Zhengjia Liu*
- 6 News Media Ecosystems and Population Dynamics: A Cross-Cultural Analysis 79  
*Wilson Lowrey and Elina Erzikova*
- 7 Micro vs. Macro: A Reflection on the Potentials of Field Analysis 95  
*Tore Slaatta*

## **Part III Matters of Method**

- 8 Applying Grounded Theory in Media Production Studies 115  
*Astrid Gynnild*
- 9 The Qualitative Interview in Media Production Studies 131  
*Hanne Bruun*

10	When You Can't Rely on Public or Private: Using the Ethnographic Self as Resource <i>Michael B. Munnik</i>	147
11	Investigating the Backstage of Newswriting with Process Analysis <i>Daniel Perrin</i>	161
<b>Part IV Beyond the Newsroom</b>		
12	From 'Poetics' to 'Production': Genres as Active Ingredients in Media Production <i>Ana Alacovska</i>	181
13	Production Studies and Documentary Participants: A Method <i>Willemien Sanders</i>	200
14	A Cultural Biography of Application Software <i>Frederik Lesage</i>	217
	Epilogue <i>C.W. Anderson</i>	233
	<i>Index</i>	237

# Acknowledgements

This book arises from a one-day conference amongst scholars with an interest in improving our understanding of how the products of information and culture are created: 'Advancing Media Production Research' was simultaneously an International Association of Media and Communication Researchers (IAMCR) pre-conference and an International Communication Association (ICA) post-conference, conceived to take advantage of a unique opportunity to tap the expertise of well over a thousand media scholars from around the world who had converged on the British Isles in the summer of 2013 to attend one or both of the conferences of those associations (ICA in London, IAMCR in Dublin).

The event was sandwiched between those large conferences and drew about 60 scholars to the University of Leeds. It was initiated and co-sponsored by the IAMCR Media Production Analysis Working Group along with the Journalism Studies section of the ICA and the Media Industries and Cultural Production Working Group of ECREA (European Communication Research and Education Association) – yielding an unprecedented international and inter-associational collaboration. The event was organized primarily by editors Chris Paterson, Anamik Saha, and David Lee, along with University of Leeds Institute for Communication Studies (now School of Media and Communication) colleagues Toussaint Nothias, Daniel Mutibwa, and research administrator Liz Pollard.

It is suitable, then, for this book to be published as part of the IAMCR's series 'Global Transformations in Media and Communication Research', launched in 2014, and this anthology is an important milestone in over 15 years of IAMCR facilitated scholarship combining that organization's history of critical, and very international, scholarship with advocacy of direct, exhaustive, and rigorous researcher engagement with complex and fast-changing media production environments, as is manifest in work of the Media Production Analysis Working Group.

Prominent scholars from around the world who participated in that conference included C.W. Anderson, Georgina Born, Tim Havens, Dave Hesmondhalgh, Philip Schlesinger, and Ida Willig, and we are pleased that some of them are represented in this volume. While most of the



chapters here were presented in an earlier form at our conference, a few have been generously authored by other researchers on our invitation. The editors are especially grateful for those efforts. Finally, thanks are due to IAMCR series co-editors Marjan de Bruin and Claudia Padovani for their considerable work in developing and coordinating this important collaboration with Palgrave Macmillan.

# Notes on Contributors

**Ana Alacovska** is an assistant professor at Copenhagen Business School. Under the auspices of the Danish Council for Independent Research – the Humanities, she is conducting a post-doc study of the production of Scandinavian crime fiction in the Danish publishing industry. She is also the leader of a research project on post-socialist creative labour funded by the Swiss Development Agency. Her doctoral work on the production of travel guidebooks appeared in the *European Journal of Cultural Studies, Communication, Culture & Critique* and *The Sociological Review/Sociological Review Monograph*.

**C.W. Anderson** is an associate professor at the College of Staten Island, CUNY. He is the author of *Rebuilding the News: Metropolitan Journalism in the Digital Age*, and the forthcoming *Journalism and News: What Everyone Needs to Know*, with Len Downie and Michael Schudson. His project takes a historical look at the use of data in news from the 1910s until the present.

**Daniel A. Berkowitz** is Professor of Journalism and Mass Communication at the University of Iowa, USA. His research involves the study of news cultures, news production and news texts through the lens of media memory, mythical narrative and boundary work. He is the editor of two books in those areas: *Social Meanings of News* and *Cultural Meanings of News*.

**Hanne Bruun** is Associate Professor and Head of the Research Programme Media and Communication in the Department of Media and Journalism Studies at Aarhus University, Denmark. Her research areas are the aesthetics of television and its genres with a focus on journalism and entertainment, media history, audience studies and production studies. She is the author of seven books (in Danish), the latest being *Danish Television Satire: Entertainment with an Edge* (2011). She has contributed to several books and journals, including *International Journal of Digital Television*, *European Journal of Communication* and *Nordicom Information*.

**Elina Erzikova** is Associate Professor of Public Relations in the Department of Journalism at Central Michigan University. She holds a PhD in Mass Communications from the University of Alabama. A

former newspaper editor, Erzikova researches the post-Soviet Russian mass media system and the role of power in relationships between media and government.

**Astrid Gynnild** is Professor of Journalism and Media Studies and Chair of the Journalism Program in the Department of Information Science and Media Studies at the University of Bergen, Norway. Gynnild has authored a number of international articles and books at the crossroads of technology and online journalism. Her recent works focus on visual technologies and innovative dimensions of journalism. Gynnild has generated several grounded theories and is the editor of the multidisciplinary journal *Grounded Theory Review*. She is also co-author of *Grounded Theory: The Philosophy, Method and Work of Barney Glaser*.

**David Lee** is Lecturer in Cultural Industries and Communication in the School of Media and Communication at the University of Leeds. He is the author of a number of articles and chapters on creative work, cultural policy, copyright and television studies in international journals including the *International Journal of Cultural Policy*, *Cultural Trends*, *Media, Culture & Society*, and *Television & New Media*. He is the co-author of *Culture, Economy and Politics: The Case of New Labour* (along with David Hesmondhalgh, Kate Oakley and Melissa Nisbett), published by Palgrave Macmillan in 2015. Before working in academia, David worked in documentary production at the BBC on series such as *Newsnight*, *Panorama* and *The Money Programme*.

**Frederik Lesage** is an assistant professor in the School of Communication at Simon Fraser University (SFU). His research interests involve applying mediation theory to an analysis of how consumer-oriented digital media are designed and used. His research has appeared in international journals including *Leonardo*, *Digital Creativity*, *Journal of Broadcasting* and *Electronic Media and Convergence*.

**Zhengjia Liu** is a PhD graduate from the School of Journalism and Mass Communication at the University of Iowa and works as a marketing communications professional in a multinational high-tech corporation. Her main research interests focus on field and constructionist approaches to the study of social media from a cultural perspective. Some of her recent articles appeared in *Journalism: Theory, Practice and Criticism*, *International Journal of Sports Communication* and *Journal of Magazine and New Media Research*.

**Wilson Lowrey** is Professor and Chair of the Journalism Department at the University of Alabama. His scholarship focuses on media sociology. He is co-editor of *Changing the News: The Forces Shaping Journalism in Uncertain Times*, and his research has appeared in a number of academic journals, including *Journalism*, *Journalism & Mass Communication Quarterly*, *Journalism Studies*, *Political Communication* and *International Communication Gazette*.

**Michael B. Munnik** is Lecturer in Social Science Theories and Methods at Cardiff University. He completed his doctorate at the University of Edinburgh, after an MA in Religion in Contemporary Society from King's College London. Prior to undertaking postgraduate study, he worked for eight years as a journalist with the Canadian Broadcasting Corporation in Ottawa, Canada. His research concerns journalist–source relations, Muslims in Britain, and the role of religion in the public sphere.

**Chris Paterson** is Senior Lecturer in International Communication in the School of Media and Communication at the University of Leeds. He originated and co-edited, with David Domingo, two volumes of *Making Online News* (2007, 2011) and is the founder of the IAMCR working group on media production analysis. He authored *The International Television News Agencies* (2011) and *War Reporters under Threat: The United States and Media Freedom* (2014). His research encompasses international journalism, communication for development, and news production.

**Daniel Perrin** is Professor of Media Linguistics, Director of the Institute of Applied Media Studies (IAM) of the Zurich University of Applied Sciences, Winterthur; Vice President of the International Association of Applied Linguistics (AILA); and co-editor of the *International Journal of Applied Linguistics* and the De Gruyter Mouton *Handbooks of Applied Linguistics* series. His main areas of research and teaching are text linguistics, media linguistics, methodology of applied linguistics, text production research, and analysis of language use in the media and in professional communication. Daniel worked as a journalist and writing coach before his academic career and is still engaged in training and coaching media and communication professionals.

**David M. Ryfe** is Professor and Director of the School of Journalism and Mass Communication at the University of Iowa. He has written widely in the areas of public deliberation, political communication, and the history and sociology of news. His most recent book, *Can Journalism Survive?* (2012), represents the most intensive ethnographic study of

newsrooms in a generation. His current work examines the growth of online news sites in regions across the United States.

**Anamik Saha** is a lecturer in the Department of Media and Communications at Goldsmiths, University of London. His research interests are in race and the cultural industries. His work has appeared in journals including *Media, Culture & Society*, *Ethnic and Racial Studies*, and *European Journal of Cultural Studies*. Most recently he has edited a special issue of *Popular Communication* with David Hesmondhalgh on race and ethnicity in cultural production.

**Willemien Sanders** is an assistant professor at the Institute for Cultural Inquiry (ICON) and the Department of Media and Culture Studies at Utrecht University, The Netherlands. In her thesis, 'Participatory Spaces' (2012), she investigates documentary filmmaking ethics. Her research interests include documentary film, production studies and digital media studies. She is involved in EUscreenXL ([www.euscreen.eu](http://www.euscreen.eu)) and in SiFTI ([www.sifti.no](http://www.sifti.no)).

**Philip Schlesinger** is Inaugural Chair in Cultural Policy at the University of Glasgow, Scotland, UK and Deputy Director of CREATE, the UK Research Councils' Centre for Copyright and New Business Models in the Creative Economy. He is researching cultural crisis in Europe and is also working on a study of contemporary British film policy. His most recent, co-authored, books are *The Rise and Fall of the UK Film Council* (2015) and *Curators of Cultural Enterprise* (2015).

**Tore Slaatta** is a professor in the Department of Media and Communication at the University of Oslo, working on cultural theory, media and art sociology and production studies. He is Director of the NRC project *Art! Power: Orders and Borders in Contemporary Art in Norway* (2012–2015) and engages in research on literature, international publishing and European cultural policies. He translated two books by Pierre Bourdieu into Norwegian in 2007 and was a visiting professor at MSH/CNRS in Paris in 2006.

**Ida Willig** is Professor of Journalism Studies at Roskilde University, Denmark. Her research interests include journalistic practices, norms and values, media systems, press history and reflexive sociology. Her current projects focus on media pluralism and journalistic quality (using a mixed-methods approach of content analysis, survey and policy study of Danish news media).

**Anna Zoellner** is Lecturer in Media Industries at the University of Leeds with a professional background in documentary production. Her research interests are the intersection of media industries, media production studies, cultural labour research, and television studies with a methodological interest in ethnography and internationally comparative research. Her work has appeared in a number of edited volumes and journals including *Mass Communication and Society*, *Journal for the Study of British Cultures* and *Journal of Media Practice*.

# **Part I**

## **Debates and Transitions**