

THREE PARADIGMS OF MEDIA DISCOURSE

Abstract

In this approach, media culture and media content are viewed discursively. Media practice is regarded as public communication and media discourse as its outcome. Likewise, journalism is considered as one of the main methods of media practice, or public communication, and journalistic discourse as one of its main outcomes. For this reason, the study starts with news as an archetype of public and media discourse and proposes a specific constitutive model or paradigm of journalism. The paradigm is comprised of the principles of truthfulness and responsibility, as well as the attributes of three groups of metatheoretical questions – the attitude to social reality, newsworthiness, and language or a communicational code. The constitutive model is further used for the deconstruction of three most common paradigms of media discourse, both in journalism and in market communication, i.e., in advertising and public relations: public, political and commercial. The attributes of the constitutive paradigm can be operationalized in research as indicators of certain paradigms or paradigms of media discourse, or of their hybridization.

Keywords: media discourse, constitutive model of journalism, public paradigm, political paradigm, commercial paradigm