



MEDIA MATTERS

First Draft

by Richard R. Becker, ABC

Copywrite, Ink.

The Six Divisions of Modern Media

Old media has gone the way of the dinosaur. If you missed it, you only did because things tend to happen slowly, with old media going out with a whimper and not a bang.

In its place, we are left with six divisions of modern media and few of them are objective.

Editor-Driven Media. Editor-driven media allows experts to choose the news, with the best of them following traditional guidelines and the worst of them setting agendas or practicing "he said, she said" media.

Blogger-Driven Media. While the majority of bloggers have no intention of becoming citizen journalists, their focus on specific niches and varied readership can influence conversations.

Citizen-Driven Media. There are three tiers of citizen journalism, individual bloggers who aspire news, networks that resemble online newspapers, and crowd-sourced content following a wiki model.

Consumer-Driven Media. Whether the content is editor-driven or citizen-driven, the content tends to be biased to provide consumers with the "news" they're looking for and/or an affirmation of their opinions.

Propaganda-Driven Media. Whether they are once traditional news desks with an obvious slant or special interests creating entirely new media outlets, propaganda-driven media is predisposed to researching, sourcing, filtering, and presenting information to further a singular point of view.

Advertising-Driven Media. Advertising-driven media comes in two primary forms. Content created by the organization and content created by news desks that no longer separate themselves from the advertising department.

These six divisions of modern media are having a profound impact on public relations and the general public. 2010 will mark will likely be the year that consumers make a choice: do we want to support what we and/or our associates believe (true or not) or do we want to support the truth even when we don't want to read it?