

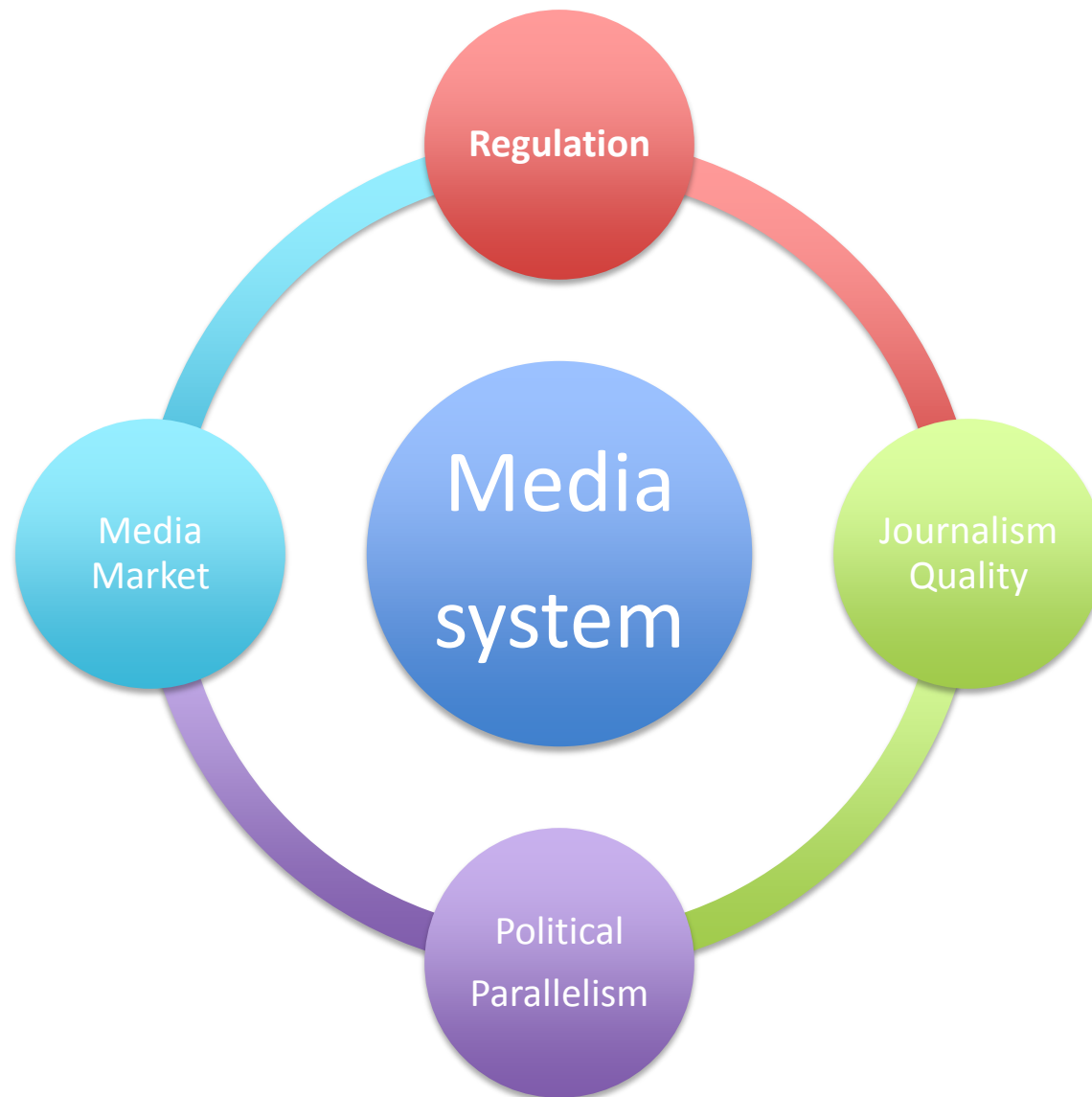
Trends and problems in Latvian media

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Data&Criteria

- **Data:**
 - Media Pluralism Monitor
 - Audience data
 - Advertising market data
 - Documents, events
 - Development of specific media fields
- **Criteria**
 - New phenomenon
 - There is changes/there is no changes

Development of media system in Latvia 2016



Media pluralism – theoretical approach

- ***External* pluralism and *internal* diversity of media content**
- A strong link between plurality of ownership and diversity of content cannot be easily demonstrated in practice.
- But many scholars sustain that extensive media concentration leads to promotion of corporate values and political preferences of media owners and advertisers in media contents.
- Monopoly or oligopolistic dominance of the market by a few major players constitutes a threat to pluralism.
- Regulatory practice is focusing on ownership structures and their potential impact on the news and information markets (Just, 2009).

Media pluralism – theoretical approach

- **Internal pluralism:**
 - quality and diversity of content and variety in the sources of information;
 - fair and diverse representation of and expression by various cultural and social groups,
 - the co-existence of different media types and genres,
 - the public's access to the whole spectrum of political and ideological viewpoints, and the representation of local communities and interests are important aspects of internal pluralism.

Media pluralism – theoretical approach

- **Structural pluralism** refers to a condition where diverse, independent media entities exist within a system and are arranged together ***in a particular way***.
- Autonomy of the system does not automatically imply internal diversity, but pluralism can only be achieved if its constituting elements are independent—**autonomous**.
- Thus, necessarily, any form of media system organisation requires a certain degree of **coherence**, and at the same time, sufficient **redundancy and variety**.

Media pluralism – theoretical approach

- Hereby, close organizational links between political parties and the media, for example, can not only be seen as indicating a lack of differentiation of the media system (Hallin & Mancini, 2004), but also a lack of pluralism of ***autonomous*** media outlets.
- In other words, a normative search for structural pluralism would direct the enquirer to such conditions and arrangements that allow media to **“be autonomous in the regulation of their own selectivity”** (Luhmann, 2000, p. 24).

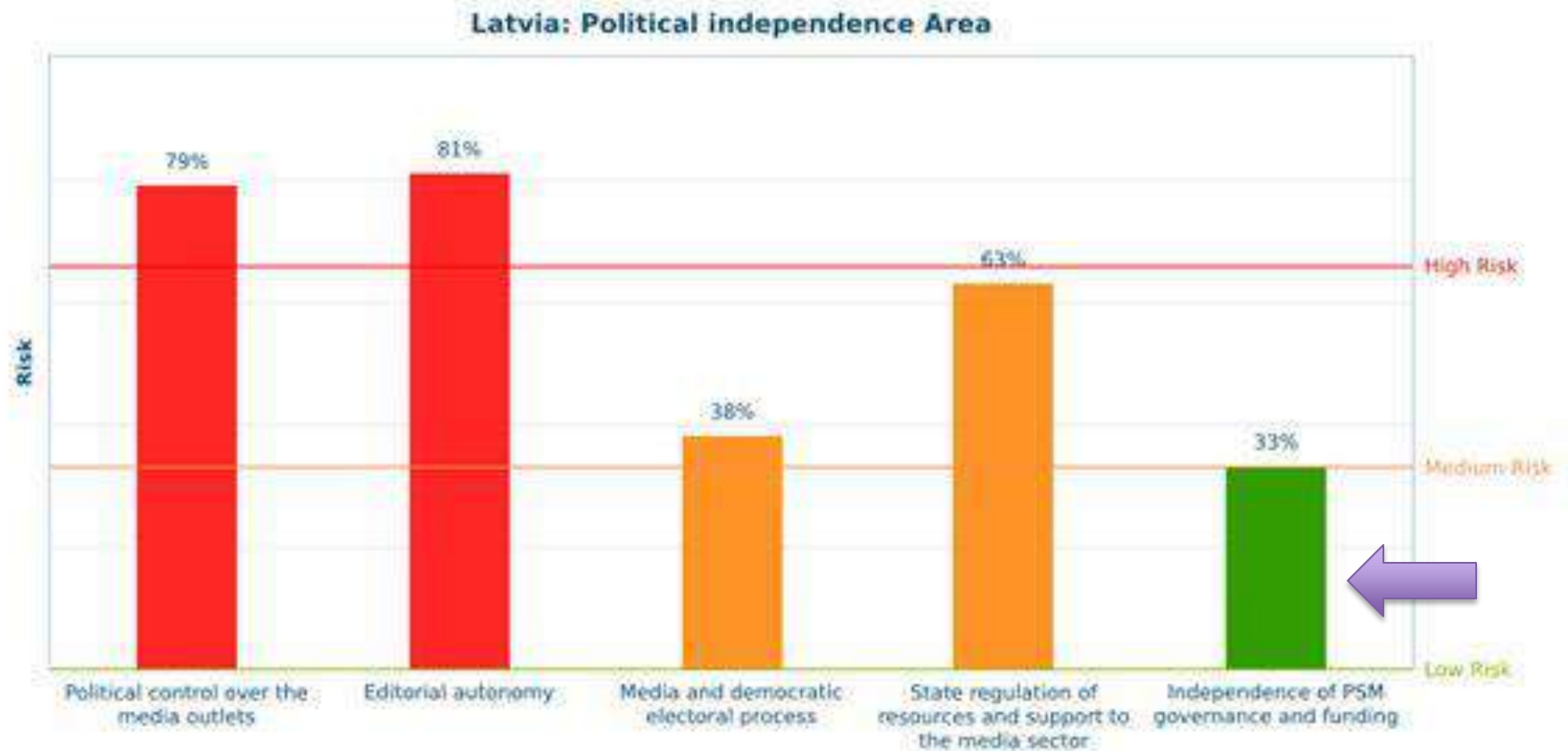
Media pluralism – theoretical approach

- **Media pluralism might be summarized as follows (Klimkiewicz, 2010):**
- 1. Resonance with politics and industry.
- 2. The nature of hierarchies.
- 3. Dependence on external forces versus self-sustainability.
- 4. The nature of links, alliances, forms of co-operations.
- 5. The logic and climate of media regulation.
- 6. Financial modes, forms of control, and functions
- 7. Media use culture
- 8. Size and scale.

Policy®ulation - Latvia

- First media policy - confirmed in November 2016
- Establishment of Media Foundation
- New media regulation initiatives: three new ideas for media law
 - 1) Universal Media Law;
 - 2) New regulation for public media;
 - 3) New electronic media law.
- Support for non- commercial media content
- Development of media literacy projects

Political independence of PSM



Independence of PSM

governance and funding

PSM funding in 2016
(millions EUR)
Latvia LTV and LR – **19.5**
Lithuania LRT **33,6**
Estonia ERR – **34.9**

- **The Arguments:**
- The government regularly overrules decisions of media authority on the funding of PSM.
- Public media are underfunded un Latvi.

Fake news in social media environment

92% use internet
Active social media
users
Largest social media –
Facebook,
draugiem.lv, twitter
Top activity in the
Internet – usage of
social networks



Influence of Russia's media

More data on Russian media
strategies
Attacks from Kremlin media

FAKE NEWS

Sputnik's Unknown Brother

6. APRIL, 2017 • INGA SPRINĢE, SANITA JEMBERGA, RE:BALTICA



FAKE NEWS

How Russian Propaganda Becomes Even Nastier in Baltic News

29. MARCH, 2017 • INGA SPRINĢE, RE:BALTICA





Market concentration trends

Concentration of Russian dailies: change of owners, unclear information on the new owners

- Concentration of TV market: TV3 Latvia has been sold to global company “Providence Equity Market”



TV3



LNT

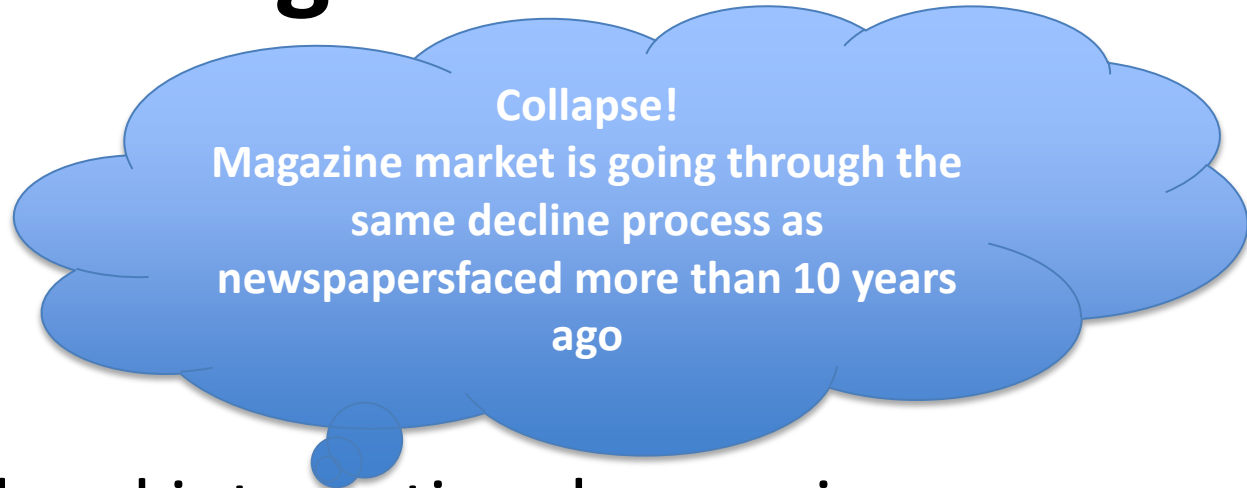


TV6



Kanāls 2

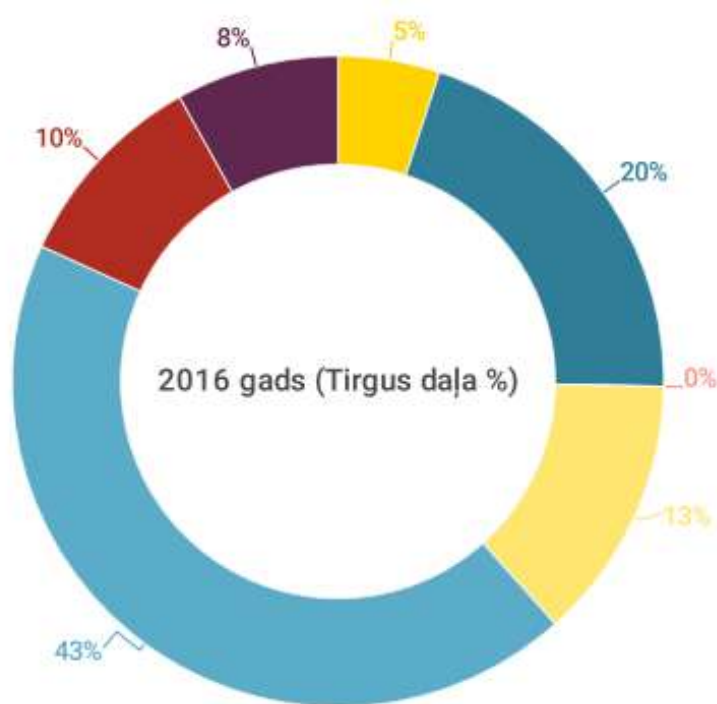
Decline of magazine market



- Important local and international magazine brands have left market: Zīlīte, Ezis, Sīrups, National Geographic, FHM, Shape etc.
- Development of bookazines as consumer titles
- New culture or pop-up magazines funded by Culture Capital Fondation or the other donors.


Stagnation of an ad market

- Ad market capacity – 77, 6 milions euro



Growth of 1%
No data on
share of global
advertisers

Access to regional, local and community media



119 administrative units:
9 towns
110 counties
110 local government
free leaflets investigated
28 independent papers

- **The arguments:**
- Free information leaflets (media) issued by local governments creates unfair competition for independent local media
- Regional, local or community media are not defined by law in Latvia
- Community media are absent in Latvia
- Local government free leaflets serve the interests of local politicians



MANAGEMENT OF LOCAL GOVERNMENTS FREE INFORMATION SHEETS

FROM **110** LEFLETS INCLUDED IN THE RESEARCH PROJECT:

95

CREATED
BY **PUBLIC RELATION
PROFESSIONALS
OF LOCAL
GOVERNMENTS**

4

INFORMATION LEAFLETS
ARE MANAGED WITH
SPECIAL REGULATIONS
AND EDITORIAL COUNCIL
CHAired BY LOCAL
GOVERNMENT MAYORS
AND OTHER AUTHORITIES

9

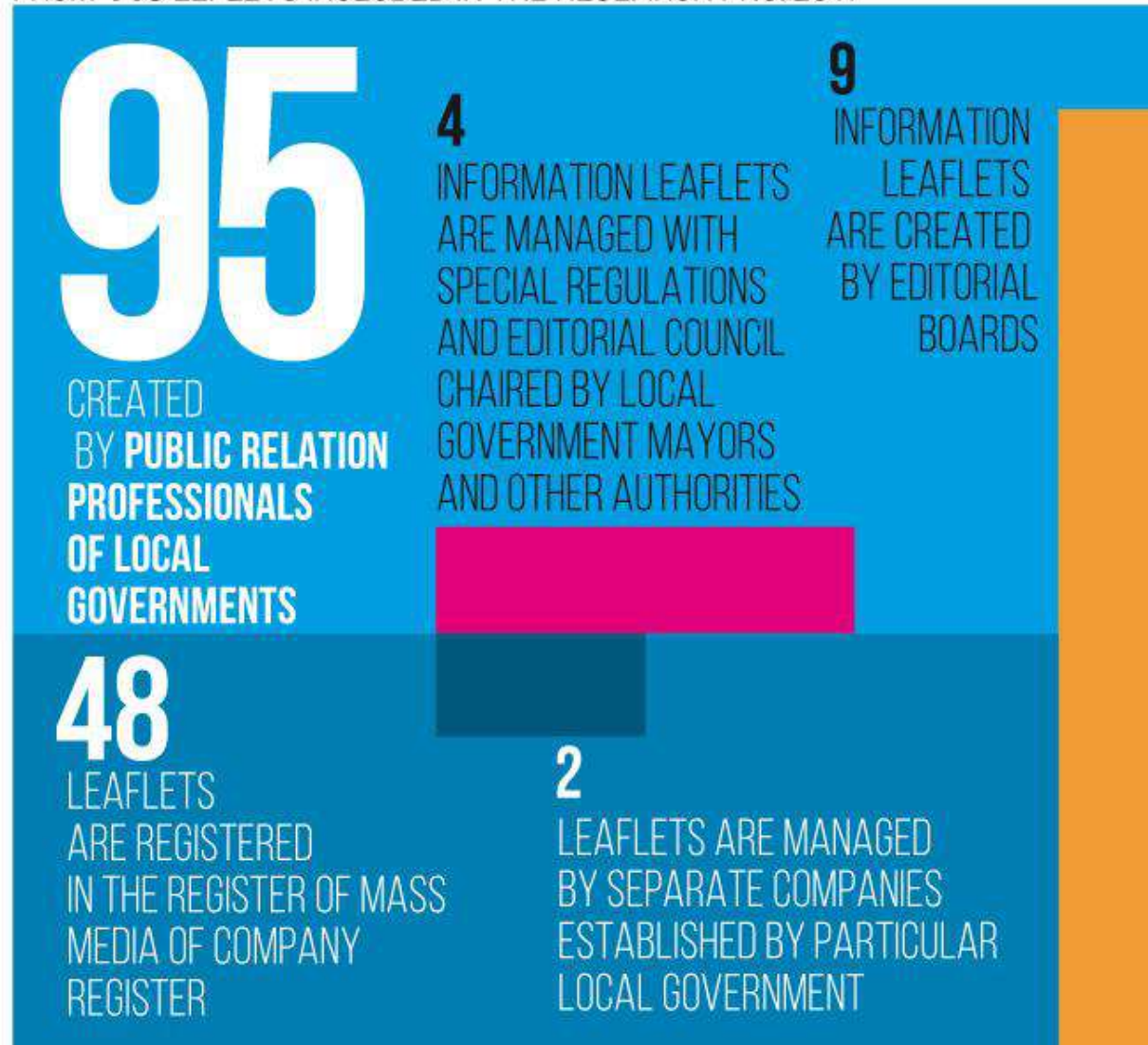
INFORMATION
LEAFLETS
ARE CREATED
BY EDITORIAL
BOARDS

48

LEAFLETS
ARE REGISTERED
IN THE REGISTER OF MASS
MEDIA OF COMPANY
REGISTER

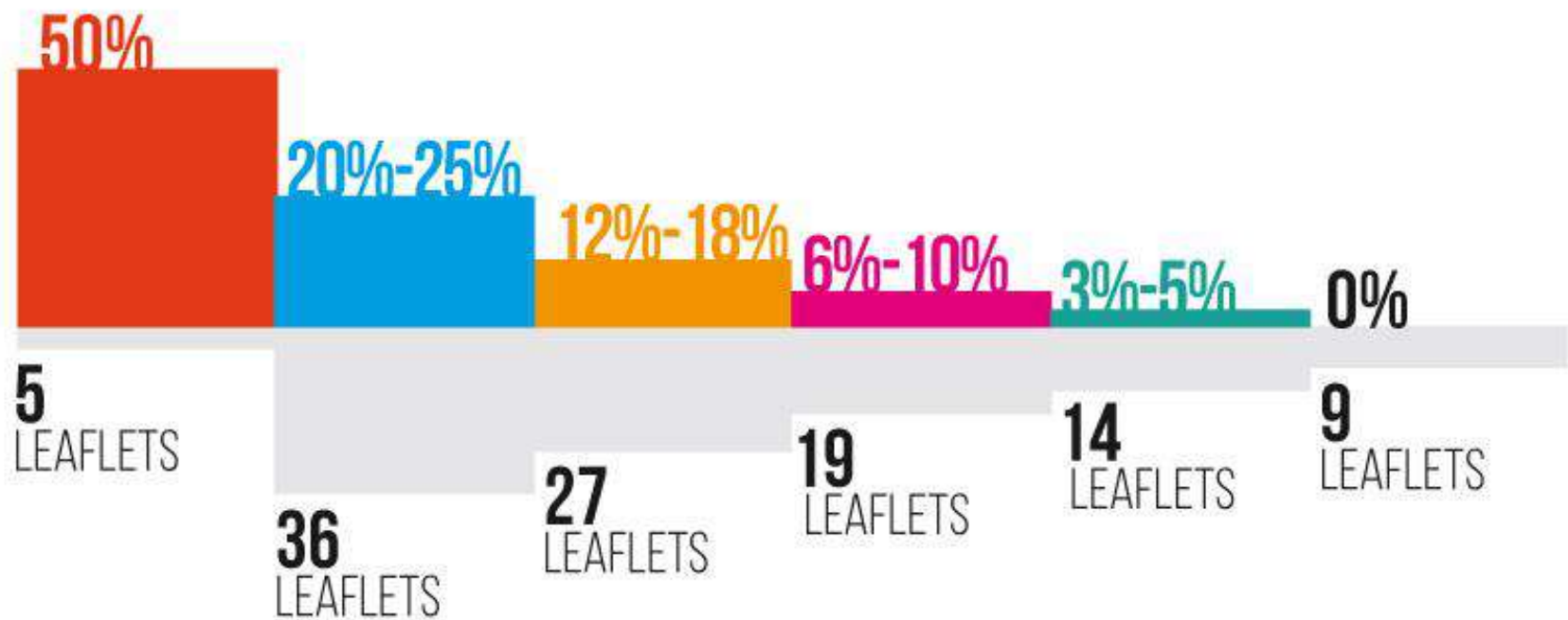
2

LEAFLETS ARE MANAGED
BY SEPARATE COMPANIES
ESTABLISHED BY PARTICULAR
LOCAL GOVERNMENT



Local government leaflets – mandatory information

AMOUNT OF REGULATIONS AND DECISIONS ISSUED OF LOCAL GOVERNMENTS IN THE CONTENT OF FREE INFORMATION SHEETS



Local government leaflets – ad channel for politicians?

**POLITICAL LEADERS OF LOCAL GOVERNMENTS
ARE POPULARISED BY 87 COUNTIES LEAFLETS**



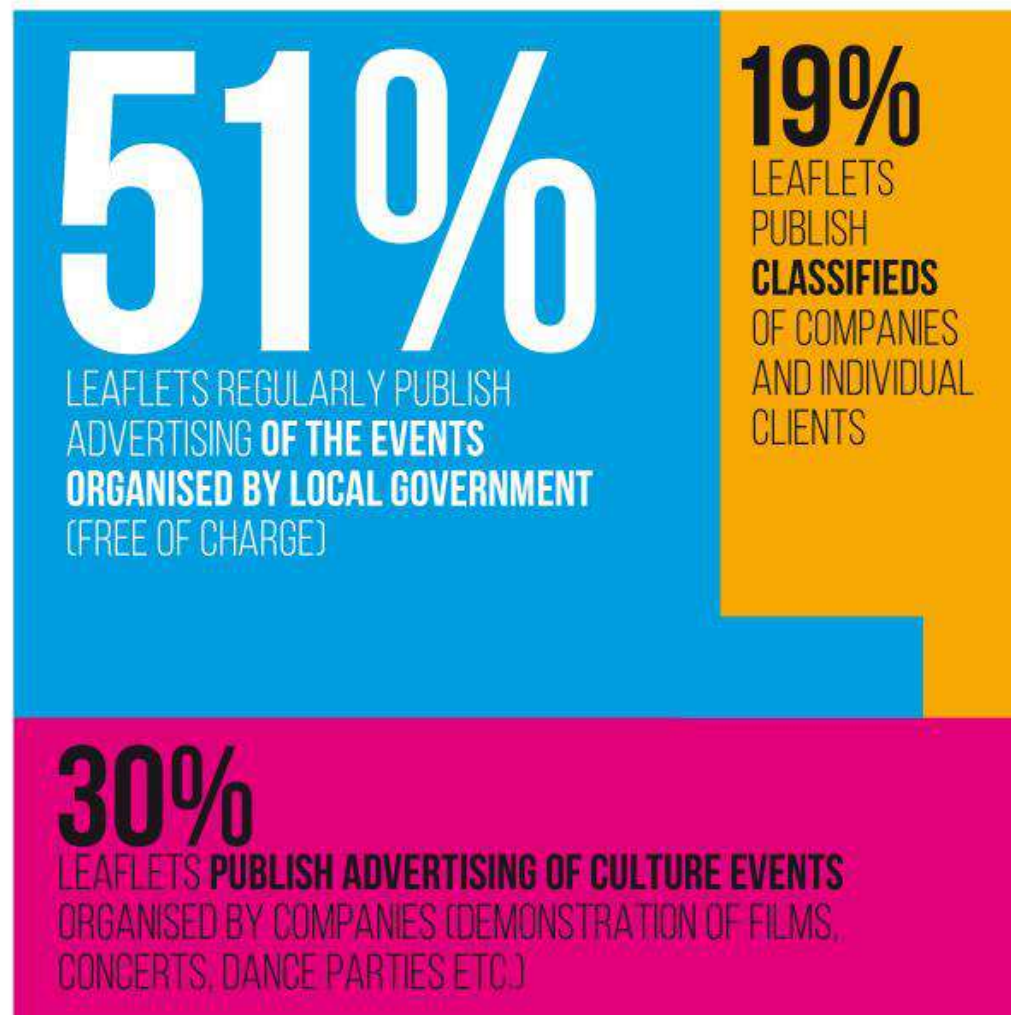
Local government leaflets – content

CONTENT OF LOCAL GOVERNMENTS' LEAFLETS



Local government leaflets – commercial information

ADS AND CLASSIFIEDS PUBLISHED BY FREE LEAFLETS



Conclusions

- **Development of local governments' leaflets affects the all aspects of media system and the all aspects of media pluralism;**
- Operation of municipal leaflets reflects instrumental media culture;
- **Limited pluralism of owners - increases concentration at local and national level;**
- Limited content pluralism – determine that the public agenda is set by municipalities; it creates limits for discussion development, thus set limits of the correlation function of media.

Conclusions

- One-sided information;
- Local media role ar limited as «propagandist informant» and «entertainer»;
- Limited pluralism of culture and politics;
- Local governments' leaflets play media role, but they can not play a role of guard dog or wach dog they are like the lap dogs;
- Clear signs of «media capture».

Journalism and media can be damaged not only by authoritarian state, but also by entertainment state (Nielsen, 2007) or – in Latvian version – state of „positive message“



Thank you!

Ready for questions!