

# **Global Media Journal**

**(XIII)**



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**Consolidation in the Name of Regulation:  
The Pakistan Electronic Media Regulatory Authority  
(PEMRA) and the Concentration of Media Ownership in  
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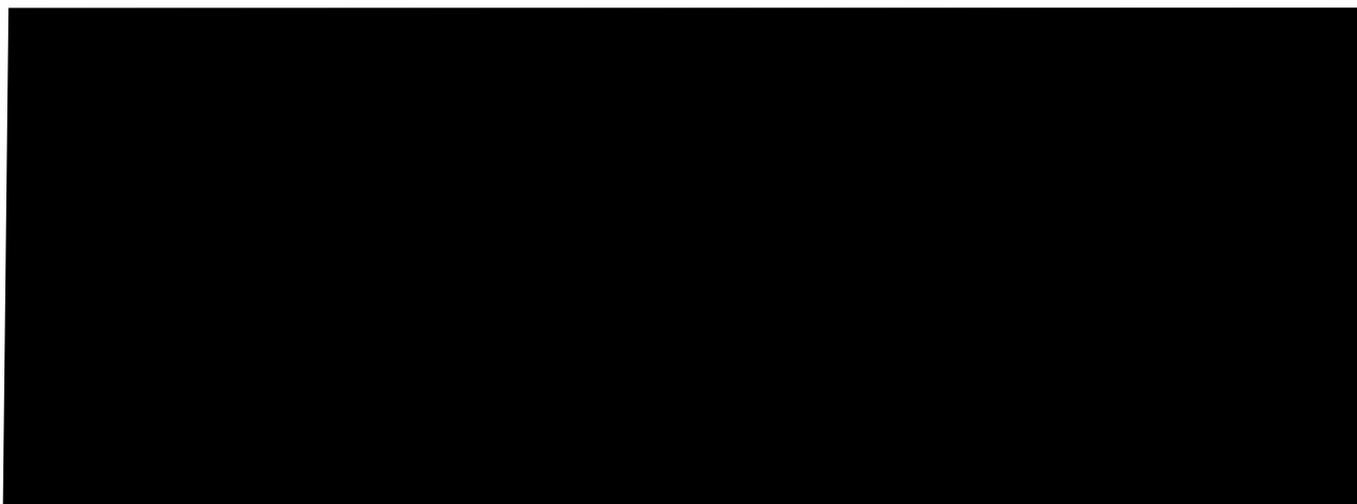
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## Paying for News? The changing face of journalism in the

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**Abstract** In sharp contrast to the Western world, journalism as a business is thriving in India, not least as a result of rising literacy (in the past two decades, it has grown from 52 to 74 per cent of India's population) and the purchasing power of the 300-million strong middle class, major beneficiaries of enthusiastic embrace of new-liberalism. In the world's largest democracy, broadcasting has been transformed, from a highly-regulated state broadcasting monopoly (until 1991) to nearly 800 TV channels within the short period of 20 years. In parallel, a massive

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expansion in newspaper circulation has taken place, making India the world's largest newspaper market, with 110 million copies sold every day. Drawing on latest government and industry data, and contextualizing this with in-depth interviews with leading Indian journalists and media commentators, this article suggests that although journalism as an industry is growing, its professional and ethical standards have been eroded, as market forces dictate editorial priorities, witnessed most starkly in the phenomenon of 'paid news'.

**Key words** India, market-driven journalism, paid news, vernacular media, infotainment, public sphere

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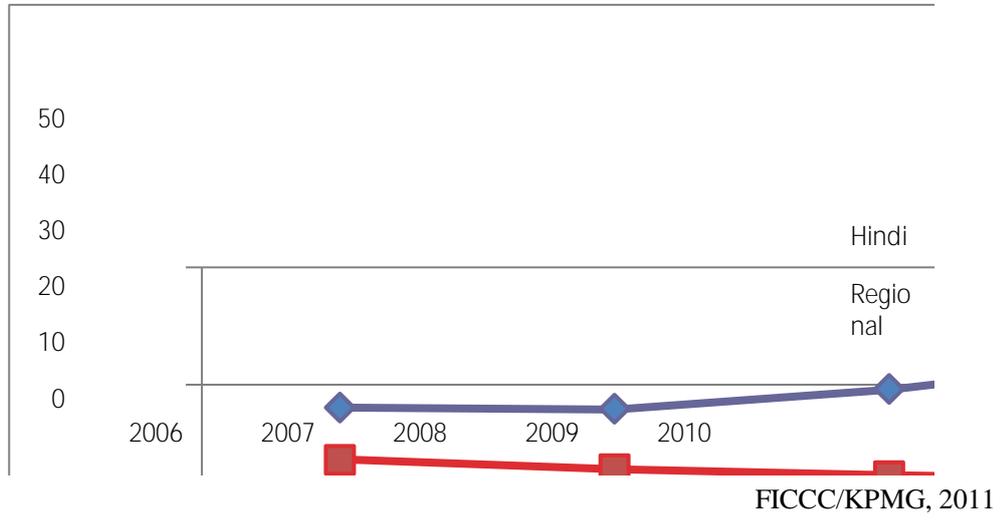
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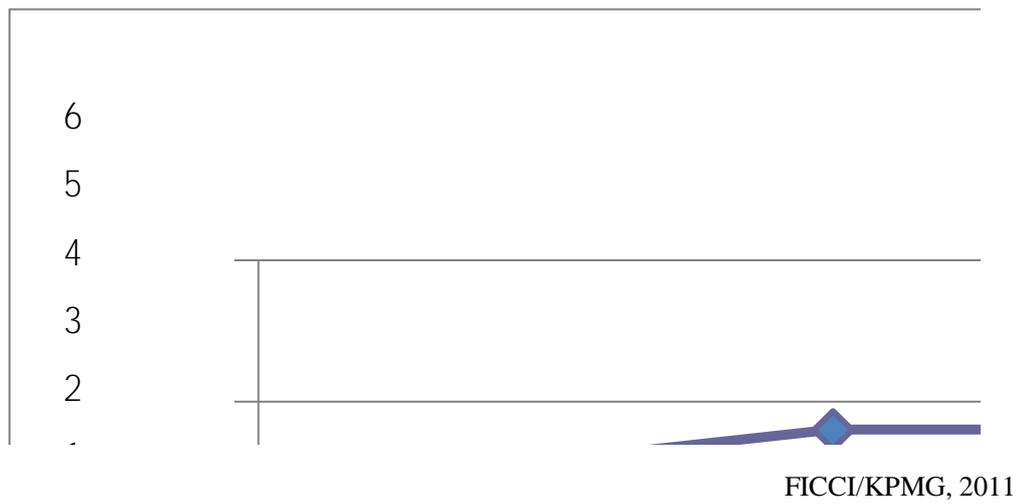
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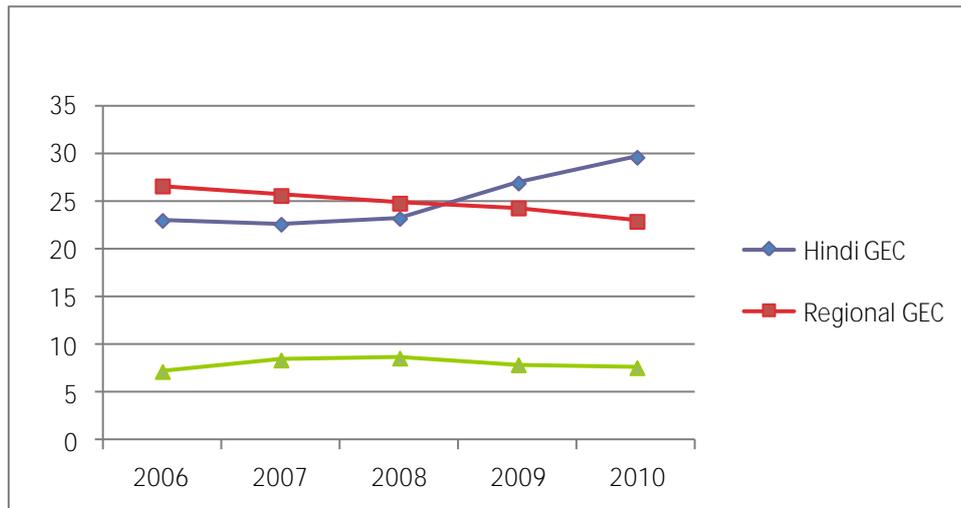
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**Dialectics of the Sensationalism**  
**Interpret the Discourse Strategy of the American Journalism**  
**from the Progressive Era**

**Abstract** The Sensationalism, which occurred in a certain social foundation, is an important discourse strategy of the American journalism. As an industry and tool of public opinion, the American journalism had to restrict the sensationalism with the journalistic professionalism as a self-discipline mechanism in order to maintain its legitimacy. But the journalistic professionalism cannot offset the sensationalism. Thus, the sensationalism transformed from a pragmatic narrative strategy into the compromise mechanism for the concept of objectivity.

**Keywords:** progressive era, sensationalism, journalistic professionalism, discourse strategy

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**Echoing the value orientation of the urban middle class:**

**from the perspective of cultural studies**

**Abstract:** Food documentary *A Bite of China* appeals to a lot of people to watch and comment since it was broadcasted, this thesis aims to analyze such phenomenon from cultural studies perspective. Although audiences understand this documentary differently because they use various decoding ways, one reason why this documentary has received so much responds is that it caters to the value orientation of the urban middle class currently. On the one hand, it constructs a kind of healthy and safe country life picture that appeals to audiences lived in big cities. On the

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other hand this documentary conveys sustainable development attitude to criticize discourse of industrialism politely, which is partly responsible for psychological deficit of the urban middle class.

**Key words:** a bite of China, decoding, the other, discourse of industrialism

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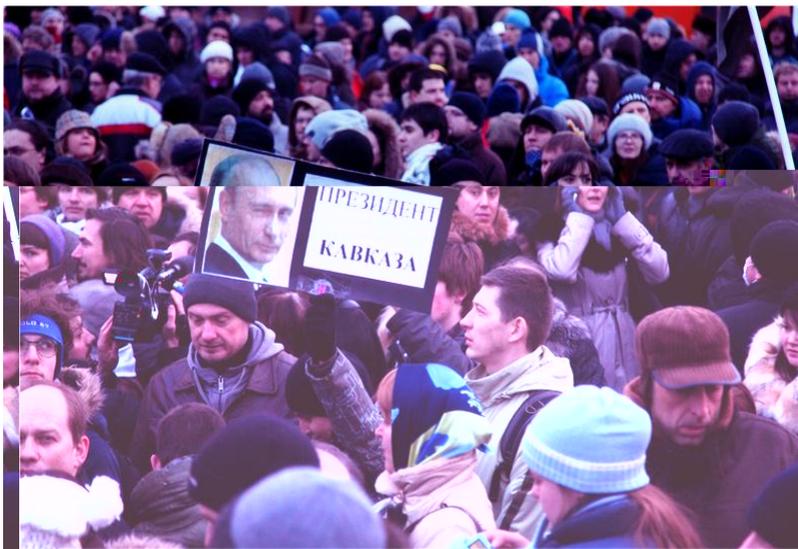
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