

News reporting and the Rise of Mediatization

Hayat Al-Khatib
Arab Open University Lebanon
hkhatib@aou.edu.lb
<https://orcid.org/0000-0003-4962-5370>

Abstract

The study aims to raise awareness that the emerging new logic in news reporting is departing from the traditional roles and characteristics associated with media and news reporting. Media inclination, in general and news reporting in particular, in the third decade of the 21st century, are accused of meddling propositions with alternative truths, to the extent that is charting a distortion between facts and opinion (Al-Khatib, 2023; Couldry and Hepp, 2013; Hjarvard, 2008). As a result, media and news reporting are perceived to move off from the essential pillars of accuracy, objectivity and transparency (Livingstone, 2009; Lundby, 2009; EWTN News & Franciscan University Conference, 10-11 March 2023). Consequently, a survey released by Gallup and Knight Foundation (15 February 2023) revealed that Americans' trust in the news media is diminishing. However, official state narrative, such as the one articulated by Donald Trump's advisor, Kellyanne Conway (*Washington Post*, 30 January 2018), and Joe Biden's presidential statements (12 October 2023) continue to sensitize news reporting in as much as presenting alternative truths that may not be accurate.

While Couldry (2013) contends that this emerging role of media, "is not a single transformative logic *within* media but a meta-category of social description that points to the changed dynamics and dimensionality of the social world" (p.6). The paper argues that the new role is enunciating the disappearance of reality in favour of what people are led to perceive as real.

Acknowledging discourse as a form of social action (Van Dijk, 2006), the study employs Critical Discourse Analysis in dissecting contemporary official news extracts from prominent news sources, covering critical events in the last decade of this millennium, in pursuit of traditional media characteristics of accuracy, objectivity and transparency. Sociocognitive analysis is applied to establish whether there is a departure from the traditional media aims in pursuit of framing a specific "ideological square". The authentic value of the semantic representation offered in the news media is analyzed to dissect the discourse construction in the data. The cognitive structures, triggering specific of mental representation, schemas and frames are examined through the assessment of the linguistic and rhetorical devices used in discourse to perceive how they contribute to the sociocognitive phenomenon of framing power abuse, casing biases and

projecting alternative realities. The findings support the observation that a new model is emerging that is at variance with the traditional conception of media and news reporting and incorporates new characteristics and media logic.

Key words: new media logic, alternative facts, ideological framing, mediatization.

Introduction

In the latter half of the twentieth century, advancements in communication technology have triggered a change in mass communication as well as altered our perception on the role and influence of the media. The advent of the internet and digital communication have transformed how information is produced and consumed, amidst arguments that the speed at which this took place, surpassed the time allocated for fact checking and verification. In addition, the access afforded to social media platforms and the engagement of their users in “journalistic practices” have contributed to the emergence of a myriad of sources associated with news circulation and mass communication.

However, the reduced time offered to compile, check and circulate mass communication is contributing to the rising concerns on the changing conception of media communication in general and news reporting in particular. International scholars like Marshall McLuhan, the Canadian communication theorist, and Walter Ong, American professor of literature and culture, have emphasized the importance of the metamessages associated with the medium, and their influence on shaping our understanding of the message, perception and behavior. The emerging new trend in news reporting is accompanied with the growing concern that media itself has transformed from being the medium that channels events with neutrality, impartiality, integrity, confidentiality and independence to assuming a more intervening and forceful role that mediatize sensational propositions and alternative truths.

In 2018, Kellyanne Conway, Donald Trump’s advisor, underlined the presence of *alternative* facts in the presentation of truth (Washington Post, 30 January 2018). Her proposition paved the way to considerations of post-truth mediatization of events, amongst concerns that the practice is starting to blur the lines between fact and opinion. In 2023, the dispute escalated on permissibles and impermissibles in news reporting and the difference between “truth” and “fact”, where truth became more seemingly perceived as a media construct. In this context, Fox News network conceded to paying the Dominion Voting Systems Corporation \$787.5 million over accusations of defamation, conveyed through their media communication. Such challenges are starting to bring to the fore new considerations on the untrustworthiness of media communication and concerns that the traditional role of media that was

based on the presentation of objective facts is becoming tainted by the subjective baking of convenient half truths.

Al-Khatib (2023) in an address at the University of Leipzig raised concerns that news reporting in the third decade of the 21st century is accused of charting a distortion between facts and opinion as it departs from the essential pillars of accuracy, objectivity and transparency. Couldry and Hepp (2013) in their editorial in *Communication Theory* confirmed the emergence of a new theoretical concept for contemporary media and communications research that merits the full attention of scholars of language and communication.

Literature Review

In an attempt to explain the phenomenon, Livingstone (2009: 1-18) proposed that there is a “historically significant change” in newsreporting where “everything is mediated” and this poses questions on the value of the communicated episode and raises concerns on media’s role, which is construed as negative rather than positive in this new transformation. Hjarvard (2008) warned that the new role of media is to be considered a double-sided process that emerged out of high modernity as an independent entity, with a logic of its own, that other social institutions have to accommodate. In his review of international news reporting, Lundby (2009) argued that mainstream media is susceptible to “news management” by the government and this forces the reconsideration of its product, as it departs from the traditional assigned role.

Teun Van Dijk (2006) proposed that all forms of discourse and communication reflect a sociolinguistic theoretical frame that incorporate the influence of social hierarchies, ideologies and power imbalance in discourse. In his social cognitive theory, Van Dijk’s suggested that language presents perceptive frames that trigger cognitive interpretations, where individuals' mental representations, beliefs, and knowledge are enacted in order to interpret language. Van Dijk's model involved the identification and analysis of various discourse strategies used to achieve communicative goals, including persuasion, legitimation, and manipulation.

Norman Fairclough (2011) addressed issues of power, ideology, and manipulation in discourse analysis. He examined how the ideological construction of discourse can naturalize power relations and make them appear as common sense, thereby manipulating public consciousness. In his seminal work, *Language and Power* (2001), Fairclough analyzed how language functions as a medium of social control and power, and how it can be used to manipulate people.

Ruth Wodak (2011) contributed to the understanding of discourse, power, and manipulation, particularly in the context of politics. She emphasized the importance of historical context in understanding how

manipulative discourses draw on and reshape historical narratives and collective memories, and thus manipulate public opinion through rhetorical strategies, framing, and appeals to emotions and identity. The above scholars have traced a new path for media that is also causing a change in its characteristics as well as goals, to the extent that may merit an assessment of a new theoretical concept. Whether news reporting remains faithful to its mission of accuracy, objectivity and transparency or whether there a new trend emerging in news reporting that merits a need to reconceptualize our perception of media are questions that underline this study.

The changing media logic

Jurgen Habermas, A prominent German philosopher and sociologist, was critical of how media can manipulate public opinion and dilute genuine debate. He argued that the rise of mass media has manipulated public discourse, free thinking and democracy (Habermas, 1991). Marshall McLuhan (2001) discusses how different forms of media, afforded through technological tools such as print, television, and the internet, have altered our perceptions and interactions with the world. The venues presented through multi-media communication have allowed novel ways of presenting events that can amount to reconstructing it.

From another perspective, Neil Postman, an American cultural critic and media theorist, argued that television, in particular, has transformed public discourse into entertainment, leading to a trivialization of important issues (Postman, 1992). Postman warned against the dangers of a society overly reliant on media for entertainment, since media producers may follow this trend in media communication and substitute information for entertainment.

Manuel Castells, a Spanish sociologist, examined how the rise of digital communication technologies has transformed power dynamics and social relationships (Castells, 2024). The resources afforded to groups can impact access and manipulation of information. Castells underlined concepts such as the "networked public sphere" and explored the impact of digital media on political activism and identity formation (Castells, 2015).

However, the mediatization of news reporting raises several ethical considerations. The pressure to produce content quickly can compromise journalistic standards and ethics, leading to issues such as inaccurate reporting, invasion of privacy, and the prioritization of profit over public awareness and interest. Traditional news outlets are facing new competition from digital platforms, and the role of journalists is evolving with the demands of real-time reporting and multimedia storytelling. The need for immediacy and constant content generation has led to significant changes in how news is produced,

reported, and consumed. Journalists are faced with a highly competitive environment where speed often trumps fact checking and indepth analysis, and multimedia storytelling becomes paramount.

Jean Baudrillard, a French sociologist and cultural theorist, explored the concept of mediatisation in the context of hyperreality and the simulation of reality by media. In works like *Simulacra and Simulation*, (Baudrillard, 1994), he discussed how media representations often become more real than reality itself, leading to a loss of meaning and authenticity in contemporary society. The complex relationship between media and society is charting new frontiers in which the subjective involvement in media reporting is shaping our perceptions, interactions, and understanding of the world.

The rise of Mediatisation

Mediatization is the new term that is coined to identify instances of subjective engagement with the event, rather than objective representation of it. As a concept it underlines the influence of media on aspects of social, cultural and political spheres in a society. The rise of mediatization is transforming how information is communicated and consumed.

Silverston (2005: 189) explained mediatization in terms of the emerging interconnectedness between cultural change and symbolic forms and argued that mediatization refers to the process by which media becomes integral to and shapes social, cultural, and political processes. Couldry (2008: 376) confirmed that mediatization, as treated by Hjarvard (2008: 105-134), is targeting the comprehension of various transformations of the social and cultural life. However, later on, Hjarvard (2013) and Couldry (2013: 6) contended that this emerging role of media, “is not a single transformative logic within media but a meta-category of social description that points to the changed dynamics and dimensionality of the social world”. In this interpretation, Couldry points to a more holistic rather than fragmentary impact on societies and cultures.

Contemporary research is probing into the mounting role of mediatization amidst accusations that it has departed from media’s original obligation as a neutral conduit of information and developed into a powerful practice that are shaping as well as creating new dimensions, in representing aspects of reality. Hjarvard (2013) contends that mediatization is reshaping public discourse by amplifying certain voices and issues while marginalizing others. In addition, the dominance of media logic in public communication means that issues are often framed in ways that prioritize sensationalism, conflict, and entertainment value over substantive debate. In terms of communication venues, social media platforms like Twitter, Facebook, and Instagram have become central to contemporary news reporting. These platforms are offering real-time dissemination of information and have demarked news production, allowing individuals

and non-traditional actors to participate in the news-making process. On the other hand, this has also led to a myriad of challenges and misrepresentation.

Castells (2024) cautioned that the digital age, which is regulated by the internet and digital communication technologies, has influenced the emergence of online news platforms, social media, and the 24-hour news cycle, and this in turn, has fundamentally altered the landscape of news reporting and consumption. The proliferation of digital platforms and mobile devices has made news accessible anytime, anywhere, which, sequentially, has made social media the primary news source for many followers and influenced the way in which audiences ingest news.

Methodology

The study traces aspects of manipulation in media discourse to identify instances where there is a complex interplay of language, ideological framing and cognitively prompted interpretation, where their combination in discourse may indicate a new media logic. Contemporary official news extracts from prominent media sources, covering critical events in the last decade of this millennium, are analyzed in pursuit of the traditional characteristics of accuracy, objectivity and transparency. The goal is to determine the underlining characteristics of contemporary media logic, and how this logic is geared to trigger specific transformative interpretations. Therefore, the authentic value of the semantic representation offered in the news media is analyzed to dissect the goals behind the specific discourse construction. In other words, the cognitive structures of mental representation, schemas and frames are examined through the assessment of the linguistic and rhetorical devices used in discourse to perceive how they contribute to the sociocognitive phenomenon of framing power abuse, casing biases and projecting alternative realities. The study employs Critical Discourse Analysis (CDA) in dissecting prominent news extracts from reputable media sources, covering critical events in this decade. The data are selected according to two conditions: that they are associated with prominent events, and that they manifest an explicit illogicality to the traditionally assumed traits of accuracy, objectivity and transparency.

In acknowledging discourse as a form of social action, Van Dijk's socio-cognitive CDA frame (2006) is used to underline the characteristics and traits of such a departure. Van Dijk (2006) proposed that the communicated ideological casings are constructed to serve the interests of dominant groups while obscuring or marginalizing alternative viewpoints. In this study we investigate, through CDA how the analytic casings are framed, their characteristics, and how they contribute to identifying implicit manipulative practices in various communicative contexts.

Data and discussion

The data below manifest the multifaceted new media logic that is feeding into the rise of the concept of mediatization. A close reading of the extracts underline the complex work undertaken by language in framing the ideological connotations, in the construction of meaning and triggering specific conceptual interpretations. The specific framing of the ideological component of the discourse and the rhetorical strategies used to present it regulate the manipulative effects of the media discourse on the contextual political, social and cultural environment of its recipients. The integration of mediatization into news not only transform factual narratives and understandings but also redefines the projected realities and ideological constructs associated with the communication. In some of the below extracts, the weaving of the narrative incorporated suspense elements of fiction as rhetorical strategies rather than the traditional straight forward media prose.

In a CNN report by Nic Robertson 22 May 2024, accessed on

<https://edition.cnn.com/2024/05/21/middleeast/iran-president-helicopter-crash-sanctions-intl/index.html> , the presentation of events in the report, challenge straightforward factual narrative and

trigger specific cognitive interpretations. Applying pseudo-interactive rhetorical questions such as, “why did Iran risk both president and foreign minister on the same helicopter, when there were three helicopters used that day to carry the delegation to the dam opening on the border with Azerbaijan?” create a specific ideological square that projects the type of interpretation that may follow. Adopting such a style is intended to lead the reader to cognitively follow the frames set by the writer to construct a particular mental representation. The same technique continues with backgrounding information like, “when Raisi, accompanied by his Foreign Minister Hossein Amir-Abdollahian, the provincial governor Malek Rahmati, and the influential Imam of Friday prayers in Tabriz, Mohammed Ali Alehashem, got out of the helicopter at the Qiz Ghal’e dam Sunday morning visibility was good. On the route picked by the flight crew for their journey to the regional center of Tabriz, where the president’s plane was waiting, the weather was worsening. Did hubris among the president’s staff or in the upper echelons of the military chose to trust to chance?” The intervention with subjective dialogue persists in order to create the required dramatic impact rather than to get an answer to the question. The mediatization of events through the construction of this cognitive triggering narrative aims to influence the way recipients interpret the presented events. Public consciousness is manipulated through the ideological construction of events into the specific “common sense” interpretation.

Institutions like media, interfere through specific strategies in constructing events, thereby influencing interpretations. Through such techniques the properties of the communicated situation generate a specific image which contribute to the interpretation in the reader's mind.

In another provocative social media post on X, *Was Raisi's helicopter hit by a space laser?* On May 22, 2024, entertaining claims with mystical aspect were spread that a space laser weapon targeted the helicopter carrying Iran's President Ebrahim Raisi and Foreign Minister Amir Abdollahian. Despite lacking authentication, the post went viral within seconds of dispatching. This user-generated content has influenced social recipients by providing alternative perspectives and basic narratives that challenged mainstream media.

The rise of social media platforms allowed individuals to create and share content, thus engaging a metacategory of a more participatory culture. In a commentary on the changed dynamics and dimensionality in media communication, Paul Weaver (1994), a former writer and editor for *Fortune* magazine, argued that journalists and officials fabricate an alternate reality in what has become a quest to entertain rather than inform audience. In such a context, the pursuit of entertainment takes over the pursuit of facts.

In a BBC report by Jane Corbin, accessed 17 June 2015 from <https://www.bbc.com/news/world-middle-east-33152315> *Have we been told the truth about Bin Laden's death?* Michael Morell, the deputy director of the CIA who led the intelligence gathering and was in the CIA operations centre on the night of the raid in 2011, provided an insider's account on the events that took place. His use of language, or the mediatized narrative on his account, confirmed that he had seen photos and video of the burial, however, at the same time deflected questions on whether the public would ever see them. Again, here, the provided narrative is rendered ambiguous and mediated by suspense and uncertainty. The released text states, "events on the night of the raid to kill Bin Laden still raise a number of questions with no definite answers. He was shot dead within 12 minutes of the first Seals, members of the US Navy's special operations force, landing. But one of the helicopters crashed, there was shooting and blasting of doors and some Seals were on the ground for 40 minutes". Michael Morell concedes, in the same report, that there are parts of the US account the world may never be told. "A hundred per cent of the story that's out there is true; but not a hundred per cent of the story is out there" he admits. In this case, language functions to project power and social control. Dominant groups' narrative controls "the ideological square" that frames the mental representation and regulates the interpretation of the events. Access to resources including unavailable information determined the rules of engagement as well as the plausible topics of discussion. Additionally,

weaving suspense and intensity into the report contributes to departing from straightforward traditional media narrative into other realms.

In NBC news 12 October 2023 <https://www.nbcnews.com/politics/white-house/biden-deliver-remarks-roundtable-jewish-community-leaders-rcna119865> US President Joe Biden delivered remarks at the White House in Washington D.C., on October 11, 2023 in which he claimed he had seen “*confirmed* [sic] pictures of terrorists beheading children”. In his remarks, while addressing Jewish leaders at the White House, he adamantly confirmed the version of reality he was projecting. Biden said: “It is important for Americans to see what is happening. I have been doing this for a long time. I never thought that I would see and have confirmed pictures of terrorists beheading children”. In this presidential narrative, using the specific terminology and tense to frame the event has put the presumed factual information as credible, since it was uttered by a trustworthy source. However, the use of this type of assertion rhetoric to justify the adopted position or discredit opposition was later discredited. On October 13, the White House released that the President’s remark was based on media reports and on *claims* from Israeli Prime Minister Benjamin Netanyahu’s spokesperson (Washington Post, 13. 10. 2023). The White House spokesperson clarified that Biden and other US officials have *not seen* or were able to independently confirm that Hamas beheaded Israeli children. In this episode, the state narrative underlined the power of the new media logic as it charted a post-objectivity claim and assured new characteristics in presenting information. Such examples contribute to the widening gap in media narrative between the presentation of fact and the presentation of a constructed subjective reality. The synthesized narrative was circulated on mass media notwithstanding the later correction.

Dominant groups often frame issues in ways that serve their interests, project a specific ideological frame and marginalize alternative perspectives. The specific language that is used can carry connotations that reinforce specific ideological squares and power dynamics. Relegated groups may be represented through negative stereotypes or reductive labels, and this framing and mediatization of events influence public opinion, societies and culture.

According to Fairclough (1989), discourse dimensions of power abuse and injustice refer to the various ways in which language and communication reflect, perpetuate, and challenge imbalances and social injustices. These dimensions can be analyzed through multiple lenses, each highlighting different aspects of how discourse operates within contexts of power and inequality. Al-Khatib (2023) explains that people with social power and privilege attempt to spread a specific ideology implicitly within media text, pushing their preferred frames of interpretation. Choosing a specific terminology, repeating it continuously, linking

it to sensitive issues, using it to attach labels to others or distort their image, and change ideas and beliefs of a specific culture all fall under the new media logic that brings about the upsurge of mediatization.

From another angle, the 24-hour news channels like CNN and Fox News that operate on a continuous news cycle, increase the pressure for constant content generation that keeps their audience entertained and hence resort to sensationalism, thus significantly altering the characteristics of traditional news reporting. The need to fill airtime with news that attract and entertain notwithstanding authenticity has resulted in the blurring of lines between news and entertainment and further complicated the landscape of contemporary news reporting.

The BBC in engaging audience, has reported the effect of state conditioning on soldiers. Merlyn Thomas, Jamie Ryan and Paul Brown's report, accessed 22 May 2024 from <https://www.bbc.com/news/world-middle-east-69020237> present the views of some interviewed soldiers involved in Gaza war, "The culture in the military, when it comes to Palestinians, is that they are only targets. They are not human beings. This is how the military teaches you to behave." The narrative exposes how dominant ranks or institutions often shape collective memory in ways that legitimize their power. The presented text identifies the alignment of specific characteristics and indoctrination with specific groups, often resulting in biased visions and beliefs that are influenced by political affiliations and manipulation. Language is used to normalize and perpetuate ideologies supporting the status quo. Such narrative is circulated and reflects public accounts about current events, reinforcing dominant perspectives and marginalizing dissent. The discourse used by the soldier is narrated as the 'common sense' way of understanding the world, thus, making alternative views seem irrational. The extract further underlines how impartial representations can feed into discrimination and prejudice.

Understanding how mediatization contributes to these dimensions can help us understand how power abuse and injustice are constructed, maintained, and contested through language. The ability to probe analytically beneath the narrative can be a powerful tool for identifying and challenging the mechanisms that sustain inequality and abuse and find ways to raise awareness on how to overcome them.

In election campaigns, the use of specific terminology to influence audience and communicate politicians' vision and agenda, in manipulative ways, in order to distort the image of others, or reinforce the vision of a specific political group falls within the functional frames of language use and the new media logic. In the 2008 and 2016 U.S. presidential election campaigns, illustrative examples highlighted both the potential as well as the peril of mediatization. Widespread dissemination of misinformation was key to reinforcing political divisions. Barack Obama's 2008 campaign leveraged social media to mobilize voters and disseminate campaign messages, that contributed to taking digital political communication to new

heights. Social media platforms like Twitter and Facebook were pivotal in framing political narratives and mobilizing voters. In 2016, Donald Trump's use of Twitter exemplified how direct, unfiltered communication, through social media dominated news cycles and influenced public opinion. In these events the mediatization of news played a role in shaping perceptions and conflicts as well as fueling polarization. Election campaigns became heavily mediated events, with strategies designed to maximize media impact.

In April 2020, the Standard newspaper, mixing facts and entertainment, described how Trump suggested injecting disinfectant as coronavirus treatment. Luke O'Reilly on 24 April 2020, reported how the then US president discussed new government research during Thursday's White House briefing. In his overview, Trump summarized scientists' views on how the virus reacts to different temperatures, climates and surfaces. He then added that researchers were looking at the effects of disinfectants on the virus, and expressed his personal opinion that disinfectants may have a good outcome if injected into people. <https://www.standard.co.uk/news/world/donald-trump-inject-disinfectant-coronavirus-treatment-a4422816.html> . In stating his idea that injecting Covid-19 patients with disinfectant "sounds interesting to me", Donald Trump raised the eyebrows of his audience. Media reported several times the incident and that Trump's medical advisors Dr Deborah Birx remained visibly silent as he turned towards her for approval of his suggestion. The fact that media became more keen on entertainment through repetitive ingestion and circulation of absurd events stands in sharp contrast with its older responsibilities of educating, informing and advocating.

In another study on the influence of mediatization on youth religious affiliations, media in China is used to influence religious interpretations and sectarian beliefs. A study by Mengxue Wei (2024) analyzed popular Chinese animated films such as "Ne Zha: Birth of the Demon Child" and "New Gods: Yang Jian" in order to explore how media products help traverse regulatory environments while impacting national cultural narratives. The mediatization of religion in China, through popular films like "Ne Zha: Birth of the Demon Child," influenced young individuals to engage with religious themes in a way that aligns with contemporary cultural and political contexts. This engagement contributed to shaping their identities by integrating traditional religious elements into modern, mediated forms. Media is influencing identity formation through navigating cultural narratives and symbols. These films allow young fans to engage with religious symbols and narratives in a way that aligns with state ideology, and at the same time shapes their personal religious perspectives and practices.

As can be seen from the above data, the role of media is changing and its new logic is shaping public opinion and changing common perception towards special issues. Media representations of social groups

is influencing how individuals perceive themselves and others. Monti (2022) has underlined the existing influence of the social media in offering spaces where people cluster together and discount opposing claims. In the same vein and as can be seen from the above analysis, social media can serve as breeding grounds for spreading misleading information that can also manipulate public opinion and distort facts. Positive or negative portrayals in media can reinforce or challenge stereotypes, impact self-identity and allow or control social inclusion. The mediatization of healthy ageing through neuroimaging studies created a cultural narrative that promoted certain ideals of ageing, potentially marginalizing those who do not meet these ideals and influencing their self-perception and societal roles. The mediatization of neuroscience, particularly neuroimaging, is a trend that is shaping public perceptions of healthy ageing. Khalili-Mahani (2024) critiqued how media representations of neuroimaging studies is creating cultural shifts regarding ageing. The portrayal of benchmarks that individuals aspire to, shape societal norms and cultural perceptions around health, fitness, and achievement. In a similar manner to the episode of conditioning soldiers, media is contributing to the normalization of specific ideals and values within society. This normalization process leads to the internalization of the set ideals and the ideologies. Through selective coverage and emphasis, media is shaping moral and ethical standards within society by highlighting certain behaviours and condemning others.

Frandsen *et al* (2022) used automated content analysis to explore pseudo-events in "The New York Times" from 1980 to 2019. The study identified pseudo-events as key indicators of mediatization, demonstrating how media logic shapes the coverage of events and influences public perception. Frandsen *et al* highlighted the changing role of media and its pervasive influence in constructing social realities across different societal domains.

The transmission of pseudo-events, or events created solely for media coverage are designed to attract media attention and shape public opinion, through constructing social realities. The increased prevalence of pseudo-events demonstrates how media priorities impact the societal agenda and shape what people consider important.

Conclusion

The evolution of news reporting and the rise of mediatization have profoundly transformed the media landscape. From the early days of print to the digital age, the processes and institutions of news media have continually adapted to technological advancements and societal changes. The role of social media has become a noticeable power in accelerating how public opinion can change and become more polarised. The characteristics associated with the emerging construct underline the involvement of the

text producer in manipulating the presentation of events, and the role of language in framing specific interpretations.

Understanding how media logic works can unveil the norms, formats, and processes of media production and dissect how they shape events through ways in which they are communicated and perceived. The analysis of key words and their repetition, the recurrent sequences of words in lexical bundles, the semantic connotations and multidimensional analysis provides a window on the techniques used in framing, legitimizing and polarizing the discourse in the data above.

The new media logic influences not only what is presented as news but also how it is presented, often prioritizing sensationalism and conflict over nuanced discussion. As a result, public perception of events becomes molded by how events are framed and the ways utilized by media in presents the reality. In this way, the constructed reality can differ significantly from the actual event. The above analysis has identified the emergence of new media logic that permits injecting facts with opinion, synthesize events for entertainment and control and allow alternative representations.

Our conclusion is that a new theoretical construct is emerging that accentuate the divide between media as we knew it and mediatization that mandate engagement in the societal aspects that are reported. Politics, education, religion, cultural norms, values, and practices, are framed within the specific ideological square of the narrator and a subjective presentation of event is offered.

In summary, mediatization has contributed to redefining social realities and individual identities by shaping public perception, influencing cultural narratives and normalizing societal ideals. Mediatization has brought about significant shifts in journalistic practices, news consumption, public discourse, and political communication, presenting both opportunities and challenges for contemporary news reporting. These processes have underscored the profound impact of media on how we understand ourselves and the world around us. The deep integration of media into society is perceived as long-term and has specific characteristics that are identifiable and geared towards specific transformative and pervasive goals that influence how society functions and evolves.

Upholding principles of accuracy, fairness, and impartiality, and addressing issues such as bias, misinformation, and the impact of commercial pressures on media need to be addressed in order to ensure public trust and integrity in mediatizing media. Media organizations and the people involved in them must engage in continuous ethical reflection and adapt to the evolving media environment to the objective and informative role of the media and guard against levels of (mis)representation that are established through the above political, ideological and sociolinguistic strata.

As we look to the future, mediatization continues to be a system of axioms subject to extra restrictions on narrative, ideology and associativity. The continued interplay between media, technology, and society will continue to shape the trajectory of news reporting and its oscillation between ensuring integrity, quality, and ethical standards and integrating the complexities of the modern media landscape and the dynamics and implications of mediatization.

Author's short bio

Hayat Al-Khatib is Professor of Applied Linguistics at the Arab Open University Lebanon. She received the degree of PhD from the University of London in 2002. Hayat Al-Khatib is active in regional and international conferences, with an interest in linguistics, sociolinguistics, language teaching and education. She participated by invitation as speaker in conferences in Scotland, Spain, South Africa, Belgium, Germany, Switzerland, Greece, France, Cuba and Australia. Hayat Al-Khatib was shortlisted for best paper award at the Cambridge Fourteenth International Conference, Cambridge University, September 2011. She held a number administrative and academic positions and acted as external examiner to PhD students at European and Lebanese universities.

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