

# Decoding the Dynamics in Local News Consumption

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# Local Journalism : A Pillar in Trouble in the Functioning of Democracy

## An Activity in Shambles

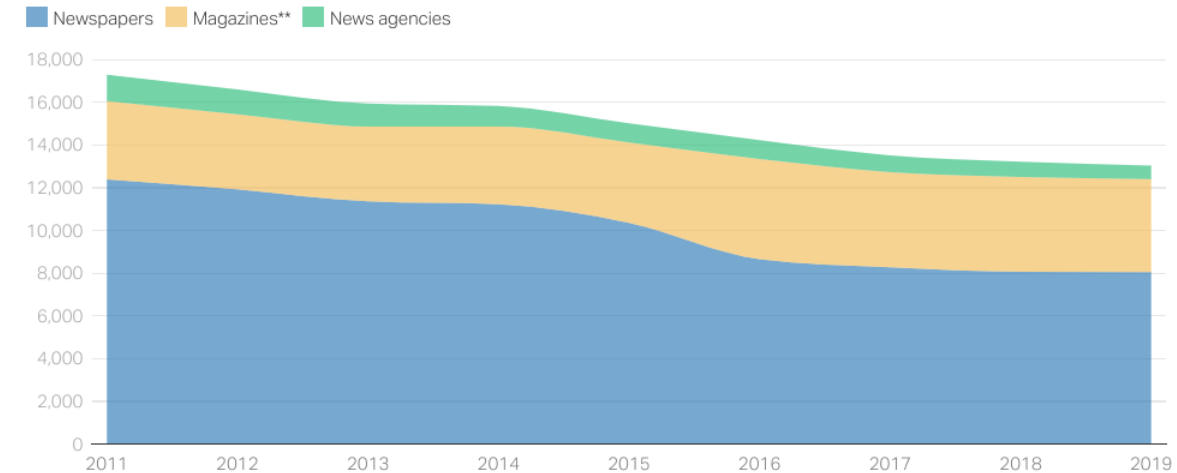
- Lower readership
- Fewer distribution points
- Lower Ad Income
- Fewer senior positions

## The Community Link at Risk [2]

- “News Desert” and global distrust
- High correlation institutional engagement and local press activity
- Maintain community together as a “Good Neighbor” and revitalization initiatives

### Swiss media jobs are slowly disappearing

An overview of the number of journalism jobs by media category in recent years



\*print or online newspapers, including advertising newspapers / \*\* print and digital magazines or similar publications (including radio and television programming schedules) / activities of freelance journalists and photojournalists are excluded.

Chart: ptur • Source: [Business figures of the Federal Statistical Office](#) • [Get the data](#)

SWI swissinfo.ch

[1] <https://www.swissinfo.ch/eng/business/swiss-media-workforce-keeps-shrinking/47346300>

[2] Hess, Kristy., Waller, Lisa. Local Journalism in a Digital World: Theory and Practice in the Digital Age. United Kingdom: Bloomsbury Publishing, 2017.

# Comparative Analysis for Community Proximity Discourse

What is *local* in Local News ?



***Le Nouvelliste***

## Quantitative Metrics

- Content metrics
- NER
- Readability
- Lexical Richness
- Topicality

## Qualitative Analysis

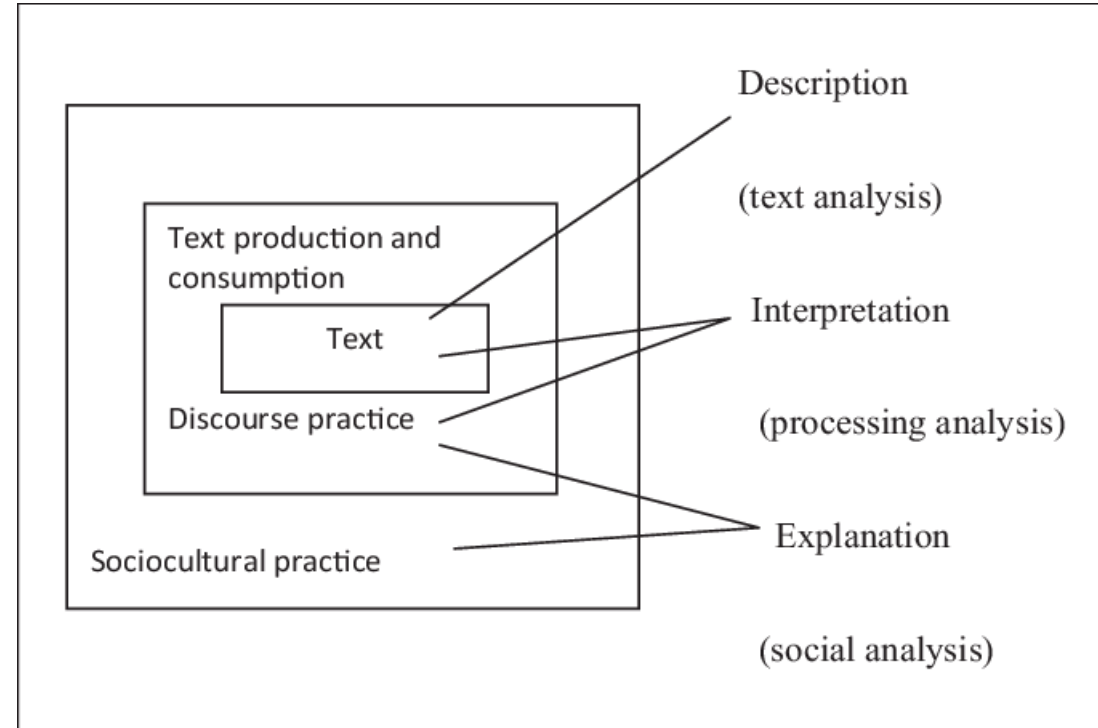
Critical Content Analysis via

- Grounded Theory

Framework of Analysis considered

- Fairclough's 3-dim
- Goffman Frame Analysis

# Bridging the Gap with Media Studies Methodologies



Fairclough's three dimensional framework for analysis of discourse



# Emerging Theories after Saturation of Content Analysis

1

Proportionality of temporal and geographical scales

- Link between the distribution scale and the scale of the entities mentioned, the organizations, the time scale mentioned
- Sports events, cultural events

2

Promotion of direct consumption versus advertising campaign.

- In Local, the boundary between information about local business and ad is thin
- National events promotes large advertising campaign

3

Pedagogy and popularization of technicality vs direct communication

- In National, larger and irregular readers more context
- Local link the information to the utility to the community

4

Narrative coherence balanced with informational objectives

- Storytelling prevails to maintain a coherence in the discourse
- e.g relationship to Nature, celebrations of champions, etc.

# Thank you!

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