

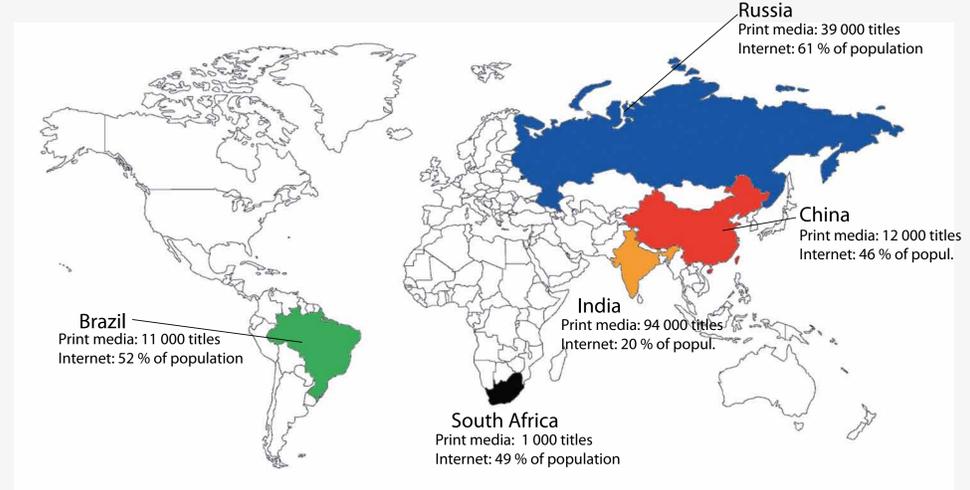
# Media Systems in Flux: The Challenge of the BRICS Countries

This project is funded by the Academy of Finland in 2012-2016. It focuses on the new coalition in global politics made up of Brazil, Russia, India, China and South Africa, challenging the Western ways of approaching media and the role of journalism in society. With leading scholars from the BRICS countries it examines the theoretical concepts of a media system, freedom and democracy and the empirical situation of contemporary media landscapes, particularly journalists.



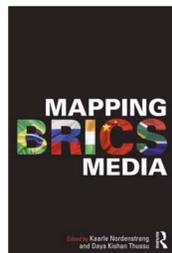
Launching workshop held in Tampere 2012, followed by conferences in Moscow, Dublin (2013), Hyderabad (2014), Rio (2015) and Beijing (2016)

## Media landscapes



## General approach

- Comparing media systems in BRICS countries by noting both similarities and differences
- Locating them in a historical and global context
- Maintaining a critical distance to the BRICS concept itself
- Aiming at theory building beyond dominant Western traditions
- Covering journalism against broader information environment including entertainment
- Covering both conventional mass media and new internet-based media



First book in March 2015

## TV drama and film

- Key questions:
  - What is the place of the national identity within the national media and their crossing borders?
  - What impact does screening cultures in each country have on democracy?
  - What is the function of these media and their views on "the nation" for multicultural identity?
  - How can socialist/post-socialist and colonial/post-colonial legacies be traced and challenged by the media?
- Book in 2015 edited by Iiris Ruoho (Tampere) and Viola Milton (South Africa)



viola milton



Iiris Ruoho

## Comparative survey of journalists

- In-depth interviews of 144 journalists in each country, total 720 interviews
  - two metro cities (capital and 2nd largest): 48 journalists from 24 media
  - two provincial cities: 24 journalists in 12 media
  - sample includes both old conventional media and new online media
- National reports in special issue of African Journalism Studies in 2015, edited by Svetlana Pasti (Tampere) and Jyotika Ramaprasad (India/USA)
- Book on cross-cutting themes in 2016, edited by Svetlana Pasti
- Separate review on education of journalists



Project women in Hyderabad 2014, from left: Claudia Lago (Brazil), Iiris Ruoho (Finland), Raquel Paiva (Brazil), Jyotika Ramaprasad (India/USA), Svetlana Pasti (Finland)



### Contact

Project director: Professor Emeritus Kaarle Nordenstreng  
 Senior researcher: Docent Svetlana Pasti  
 Senior lecturer: Docent Iiris Ruoho  
 Doctoral student: Leonardo da Costa Custodio

Project homepage <http://uta.fi/cmt/tutkimus/BRICS.html>