
The MMJ became a McJob: The McDonaldization of Multimedia Journalism

KOME – An International Journal of Pure
Communication Inquiry
Volume 8 Issue 2, p. 23-42.
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Published by the Hungarian
Communication Studies Association
DOI: 10.17646/KOME.75672.55

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Abstract: Broadcast news corporations want to make the Multimedia Journalist (MMJ) a vital part of their future employee structure. This study examines the present use of the MMJ method in television news production. A sample of television news professionals, from all DMA markets, was surveyed. The results show expertise in one skill is not required, but overall ability to complete tasks is desirable. The consequence is a "McDonaldization" of the profession. TV managers give new hires minimal training and work is routinized. The MMJ is becoming a "McJob"; attracting young workers with transitional goals for future career employment opportunities.

Keywords: Multimedia Journalism, News production, Labor Process Theory, burnout, news business