

Clear, Unclear and Non-media – an Attempt at Conceptualisation

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Abstract: Today, the expression "media" firmly retains a broad language function both in professional and public discourse, the essence of which is a signification of the auditory, visual, audiovisual and digital-electronic "press", including both the tools and agents. The term seems scientific from academic viewpoint and precise in public discourse. However, analogies drawn from some of its connotations, which can serve as a foundation to signify various media organisations, are adequate only for some segments of the semantic field of the term and for the roles of various entities described as "media" in the context of mass communication studies. In this paper we shall make an attempt to clarify whether the general name "media" and the more specific "medium" adequately marks the complex institutional system and its individual members to which it is applied in mass communication studies. To this end, after outlining the semantic scope of the term, we will try to identify differences postulated essential in the structure and operation of the constituents of the institutional structure it marks. These differences, viewed through specific types and cases, can either corroborate its use or can necessitate a refinement or rejection of its application.

Keywords: media, producent, vertical integration, content production, influence, transformation, transition

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