

CHAPTER II

THEORETICAL FOUNDATION

2.1 Literature Review

2.1.1 Lifestyle Magazine Role in Society

Magazines at its early stages are introduced as a product for elitist, in which only the privilege and most-educated part of the population that can enrich from the medium. As time went by magazines reached its stage of specialization after going through a popular stage where everyone can take advantage of the mass medium. In the phase of specialization magazines broke down into segments targeting for specific audience with particular interests. Though the birth of magazine start as early as the 18th century, but only in the latter part of the media evolution special interest magazine start to rise. It was a turning point for the medium as both advertisers and readers began to turn to the mass media platform. The start of target marketing started to rise and affect the media industry as a whole. Among the many types of existing magazines, consumer magazines is one of the kind of magazine that still relevant until the today. This type of magazine advertise and cater information about the lifestyle of consumers (Rodman, 2012).

In an article entitled “*Journalistic Roles and Everyday Life*” published on the journal of “*Journalism Studies*” whereas the author relate the genre of lifestyle journalism with Hanitzsch’s model of journalism culture. The notion that lifestyle journalism genre tend to being derided as less critical components of information has been re-evaluated in this article as the author discussed Hartley’s (2000) argument how soft news content able to “*extend the reach of the media, teach audiences the pleasures of staying tuned, who popularize knowledge.*” the discussion goes into an extent identifying four key themes of academic studies on lifestyle journalism, as stated below (Hanusch, 2017):

Lifestyle journalism through cultural studies point of view that revolves on aspects of representation and construction of identity, based on analysis on travel journalism, identity templates on women’s magazine, as well as food reporting.

Insignificant when viewed from political and critical perspectives, combated with reporting on critical discussion in travel, environmental issues reporting, and technology. Studies has been very much concerned in consumerist and commercial aspect of this genre of journalism. The impact of digital age and the result of “democratization” of the industry through participatory technological innovation.

Through the research done by Hanusch who explores the field through the perspective of the professionals, in this case lifestyle journalist, it was shown in the result that the role of the genre in the industry and society is incline towards its economic importance for the media industry and the industries impacted and its societal consequences as the audiences look up to the media for guidance on how to live their lives. Through the research we can conclude that journalists in this field also acknowledge several roles pointing out to them such as service providers, by providing information and reporting on behalf of the consumers; life coaches, as they navigate the audience by providing examples; community advocates, a role that corresponds to basic journalistic principles, media as a watchdog providing critical, ethical and investigational reporting on lifestyle aspects; as the fourth and last dimension, lifestyle journalists as inspiring entertainers, as they provide positive, entertaining, and inspiring content for audiences’ leisure needs (2017).

Therefore, the study emphasize on the importance of how lifestyle journalism contributes to the quality of the public (Fürsich, 2012). Serving the same importance as other genre of journalism. Though it is impossible to treat it as it is as this genre houses large number of sub-genres that is not able to be portrayed in uniform. The study also highlighted the importance of academic contribution on a more comprehensive or even holistic understanding of the genre given its ante on economic and cultural emergence in today’s setting.

2.1.2 Features of Online Lifestyle Magazine

Journalism studies has reach out to the scope of digital platform since almost 25 years ago. Increasingly, discussions about the internet in the field of journalism have been implemented and are inevitable. The article “*Digital journalism: 25 years of research.*” reviewed the work of communication and journalism scholars who turn heads to study the invasion of technological advances in the field of sharing information. From political science perspective and moving towards sociological sphere as an entity and within media platforms, the study continues to review academic interpretation of the current situation of media industry after the influence of digital.

Expressions ranging from “*digital journalism*” (Kawamoto, 2003) to “*multimedia journalism*” (Deuza, 2004), though the term varies depending on the place and situation, the most common expression of this discipline uses the word “digital” as an agreement highlighting the change of medium in the practice of journalism. The start of journalism encounter with digital go way back before the invention of internet, computing advances have been a major part of the development of journalism in its history, from literal to visual, technology holds an important role (Salaverria, 2019).

The study that revolves on the models of digital journalism in this article only resonate around the scope of media industry in Spain, however it concisely depicts how journalism works in this discipline. Though the development still continues as of today, in accordance to Scolari (2013) the early stage of media evolution is the transition of what exists and what is going to be born. Digital media was born as a complimentary to the traditional media, however today the model has shift into producing original content on the Internet. The most disruptive issue of digital media for journalism is the success of user generated content (Salaverria, 2019).

Focusing on the features of digital media itself, the discipline utilize the computing and networking advances as mean of communication. Media take advantage of the platforms whereas media can utilize using the four human sensory to cater the need of the audience, through audio, visual, and literal cues. The content will then travels across the globe with the help of Internet. Personalization of information as well as trans-territorial quality of internet media has become one of it selling point as well as critical discourse in the development of this discipline.

In terms of journalism aspect, the language of new media. Many studies concluded on identifying three aspects when talking about the language of internet journalism which are, hypertext (Nielsen, 1995), multimedia and interactivity (Salaverria, 2005). Hypertext refers to the text in links, using the basic point-and-click method whereas the text displayed will connect the user to another text or media (Rada, 1995). In addition, links have been studied to function as gatekeeping resource. Where the media not only displays information based on the source they want to display, but also the links that they would like to includes in the news (Dimitrova et al, 2003).

On another note, multimedia as the second essential element of the language of digital journalism (Guallar et al, 2010). The development of this element in the digital world has become more outstanding and diverse. The success of video stream in online journalism has brought emergence for media to explore multimedia storytelling. Jenkins in fact believe that there is a concept of transmedia where its is closely related to the exploration of multimedia in digital world, he stated that this is:

“an era of media convergence that makes the flow of content across multiple media channels almost inevitable” (Jenkins, 2003).

Transmedia embraces the concepts of multimedia, convergence, and interactivity, a culture of personalization information that has become very successful on the internet (Rost et al, 2016). As for the last essential element of the language of media,

interactivity, where audience participation is highly embraced and to an extent how information is interpreted by the audience (Chung & Nah, 2009).

In the study of multimedia analysis in the scope of lifestyle journalism, in this case, fashion journalism. Boyd focuses on how the internet gave birth to the world of Blogosphere, as lifestyle journalism also serve as entertainment news, the personalization of information sharing has become one of traits of multimedia diversification of content (Boyd, 2016). As blogs allowed information to be intimate, casual, public, referential, and participatory (Pham, 2011).

On another note, another feature of online media that has become one of the motivation for the audience to shift towards digital journalism is the chronological factor. Besides that online media cater to a wider outreach, this discipline also resonate around the pattern of news sharing. Unlike traditional who have scheduled routine in a monthly, weekly, or daily manner, digital journalism offer regular and recent content rapidly (Karan et al, 2016).

2.1.3 Perception and Relevancy of Online Media in Lifestyle Journalism Genre

The changes that occur at a platform level of lifestyle establishment today has a great influence both for the media and the audience. Media itself have an empirical role in the contributing to public quality. In a study of *“Online Women’s Magazines: Differences in Perception between Print and Online Magazines among Female Readers”* it discussed the contrast of perception for female readers when given two different options of reading. Lifestyle establishments shift to online platform as an effort to survive the industry, measuring that through the internet they are able to reach to a wider scope of audience. The beginning of the study basically resonate around the technical and interactive gratification that the discipline offers to the audience. The result of the study shown that female readers are getting more accustomed to the advantages of online magazine in terms of searching and sharing information. However, in terms of engagement the respondents does not seem to see any far-reaching contrast between print and online. One of the factor of this result is

because the study resonates on the display of website content not involving social media and other involvement of online content (Karan et al, 2016).

Online interaction has been seen as one of the positive advantages and functions for communication as it enables expressiveness, creation of identity, connect, and sharing (O'Connor & Mackeogh, 2007). Even though online communication cannot be considered as emancipating or authorized individuals users, online media has the potential to provide a stock of knowledge and motivate audiences to be receptive of various perceptions. Bakardjieva proposed a concept that can be enabled by online media, as it allows to be and act together. He called the concept by the term "virtual togetherness" (2003).

2.2 Theoretical Framework

2.2.1 Computer Mediated Communication (CMC)

The birth of computer and internet allows individuals to explore another terrain of communication system. Computer Mediated Communication (CMC) itself is an interdisciplinary study that resonates around the field of communication. The term is often interpreted to describe any design of social interaction using the medium of technology in any form. It is also defined as communication activity that occurs within the use of two or more networks (McQuail, 2005).

The system involves human and computer, human participation creates various roles including producers, users, and fixers. Without the intervention of humans, a computer cannot act as a means of communication. Computer, in this case, networks and human forms a complex information transmitting system that aims to open new arenas for communication fields. The aim of CMC includes information exchanging and sharing (Yu, 2011).

This theory is a new form of communication between humans with various forms of communication that existed first only in different platforms. This system absorbs various advantages of the previous communication format, presenting instant

interaction of verbal communication, abstract logic from print distribution, and clear visuals of moving pictures. In addition, this new communication system also presents new communication formats such as Hypertext, multimedia, and so on, which uses information organization methods and cross-space information delivery. Utilized from the continuous developments and advances of technology, computer-mediated communication leads the communications industry into the future and has a significant impact on human social lives.

How this theory relates to the topic of this research is how the system of computer mediated communication impacted the print magazine industries and how media companies have the urgency to blend, hybrid, or convert to digital as a supplementary or sole platform of their establishment.

2.2.2 Media Perception Theory

Humans are continuously making perception on a daily basis when retrieving information. Perception itself is the process of illustrating what the eye catches and interpreting it with their own cognitive ability. Human utilize their external sensory and combine with other internal conscious and unconscious brain works when making sense of the reality (Alexandre & Tavares, n.d.). How we adapt to our perceived understanding of others offers the ability to shape our reality. As stated on *"The Complexities of Human Communication"*, quoting Tom Peters (1987): *"the reasonable man adopts himself to the world; the unreasonable one persists in trying to adapt the world to himself"* implying that one should not try to change reality but rather shape the world with our own understanding (Hole, 2013).

The process of perception or making sense of the information that has been transmitted and retrieved highly involves human sensory and cognitive ability. Human complex perception theory is interdependent with their trust in media. The theory reflect the topic of this research as the form of information that the audience retrieve affect the process of perception. How multimedia platform affects the

process sharing information for newsmakers and of making sense of news for the audience.

Theories and studies related to media perception focuses highly on the credibility of media and how it affects the trust and perception of the audience towards the media. As stated previously that there are various factors that shapes a person perception. Given the majority of distinctions that exist within the media, it is not astonishing that people see media all around in an unexpected way, with genuine evident contrasts in decisions owing to factors like political belief system, social class, race, and sexual orientation. Be that as it may, people may vary when seen at various focuses in time contingent upon elements like the exposure to a specific media or being prepared to think of a specific subset of media. Additionally, contrasts in media consumption may lead people to vary in their impression of media. For instance, overwhelming audiences of television news may see the media in all respects uniquely in contrast to substantial newspaper audience. There is plentiful proof to demonstrate that individuals are exceptionally selective in the media that they use. There is some proof that individual contrasts in media use key opinionated individuals to create diverse views of the media based on an alternate arrangement of media experiences (Oh, Park, & Wanta, 2011).

This theory reflects on how different perception reflect based on the medium and the content of the retrieved information. This research will continue to focus on how digitalization affects the media perception and the relevancy of the developed digital medium in the industry.

2.2.3 Gatekeeping Theory

The process of gatekeeping is essential in the media of mass communication. It was developed to delineate the focal points of information control process that most of the mass communication media applied in the process of delivering news. First coined by psychologist, Kurt Lewin, in 1943 the theory was fundamentally embedded in various aspects varying from sociology, politics, and information system. Essentially, this theory has been applied for the practical purposes of journalism (Nahon, 2007).

“Simply put, gatekeeping is the process by which the billions of messages that are available in the world get cut down and transformed into the hundreds of messages that reach a given person on a given day.” (Shoemaker, 1991)

By quoting Shoemaker’s statement above, it gives a basic point of view of what gatekeeping really is. Though Lewin initially coined the theory it was later developed by White who brought up a classic case study of news selection at a small-town daily newspaper, he illustrate how the newspaper selected stories provided by wire services and emphasizing the editor’s reason in the process of news selecting (White, 1950). Nonetheless, gatekeeping is not merely a product of someone's preferences, disposition, or mistakes regardless of the position or media company, certain types of stories will be chosen while others are not.

There are several factors that function to the systematic biases in the process of news selection. From individual to extra-organizational, these variety of factors contribute in the decision making processes of delivering news to the public. Soroka (2009) delineate three level of factors that have been studied for the last fifty years, including:

1. Organization-level factors illustrated by administrative characteristics, standard operating procedure, company idealism, and cost and time binds,
2. Story-level factors, starting from geographical adjacency, relevancy, visual aspects, and the clarity of the story,

3. And extra-organizational, or expertise components such as journalist code of ethics, and other values and norms, as well as “newsworthiness” aspect. Soroka later explored more about the extra-organizational factors that bind the process of news selecting, or gatekeeping process in mass media. The paper focuses more on the relation of news and its tone, positive or negative and its effect to the real world. Initially, Shoemaker classified the theory and models of gatekeepers into five main classification, (1) *individual level*, (2) *the routines level*, (3), *organizational level*, (4) *institutional level*, and (5) *social system level* which focuses on the impact of culture and social understanding (1991).

From several studies on the theory of gatekeeping, each of these studies is very focused on their respective fields as this theory is very much applicable into various aspects of life, just like how it was first implemented. However, the most common understanding of gatekeeping process occurs at managerial level or organizational, external constraints, and social environment factors. Fundamentally in communication field there are three models that is commonly used to illustrate news selecting process, the first one being:

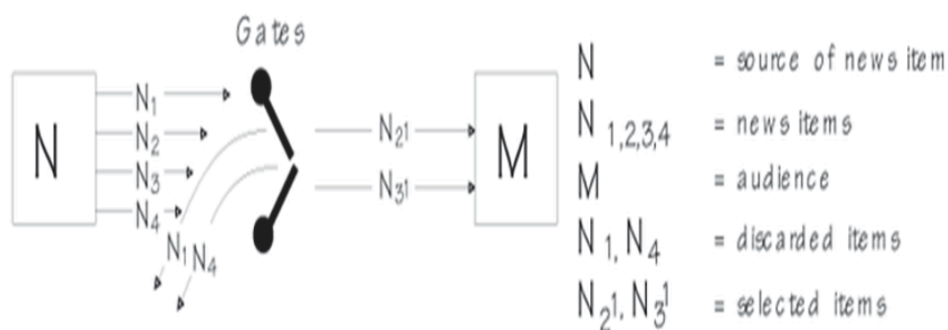


Figure 2.1. David Manning White's Model

(1) David Manning White's Model

White implemented Schramm's approach of “source - message - receiver” to mass communication study. After completing an observation on editor's motivation in selecting and rejecting news, he is more curious towards editor's subjective reasoning when making decision influenced by editor's own set of experiences,

behavior, and apprehension. Today, White's understanding of his research study fit into the commonly used term in news field as news norms (Shabir et al, 2015).

Westley and MacLean's Model of Communication

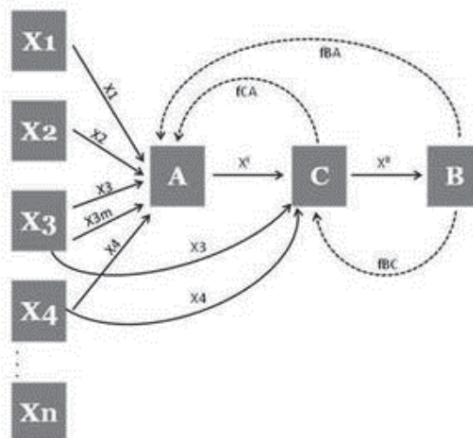


Figure 2. 2 Westley and MacLean's Model of Communication

(2) Westley & MacLean's Model

In another well-known communication model by Bruce Westley and Malcolm MacLean, they introduced the variable "C" in their model as the gatekeeper into their study of mass communication. One of the most influential model of development of gatekeeping theory by adding the notion of multiple gatekeepers in the process of delivering news (Shabir et al, 2015).

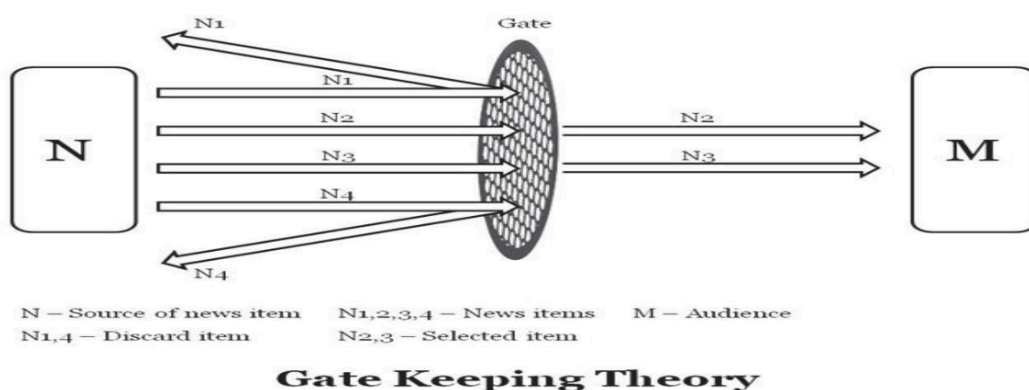


Figure 2.3 Shoemaker's Modern Gatekeeping Model

(3) Pamela Shoemaker's Model

The most recent and relevant study of the gatekeeping theory is Shoemaker's research whereas it provide comprehensive history, process of the theory, and how it has been applied at various level including, individual, communicational, managerial and institutional. Shoemaker concluded the study by presenting a new model that involve individual gatekeepers working in a single establishment, internal and external factors along influenced channels, and feedback from audience (Shabir et al, 2015).

The function of gatekeeping in newsroom setting occur as there is not enough room to be carried, not enough time, and not enough people - in short the practicalities. However, gatekeeping in a sense can act as a creative force. As the means that are used in the contemporary era of mass media communication has continuously changes, so does the process of gatekeeping. Referring to the latest version of gatekeeping theory model, the Shoemaker's model, there are process of elimination from the feedback they gain from the audience. Contemporary media, or digital media have to refer to the latest trend of information which they can only gain from feedback from the audience when deciding which information that they would like to publish. On another note, the power of technology the information and trend that are circulating changes not on daily or monthly basis but real-time basis, that can be measured by seconds. The theory will relate and help assess this study on how the

digital environment has shift the process of gatekeeping in media that will later be discussed in the following chapters.

2.2.4 Uses & Gratification

The theory that revolves around the human motivation on consuming information helped Kim and colleagues in finding the correlation of magazine and advertising engagement. For the purpose of this research, Uses & Gratification theory typology will contribute in explaining the compelling element of media business which is advertising. The earliest study of the audience motivation on the use of media was Herta Herzog who identified three motivational components such as emotional needs, inspiration, and the desire of learn new ideas (Wee, 2013). However, later in 2010 as the study in this area continue to be explored there are five different identifications that Branston & Stafford (2010) discover, as follows:

1. Cognitive, the use of media to feed educational needs.
2. Affective, the use of media to feed emotional needs.
3. Entertainment, the use of media as source of indulgent and relaxation.
4. Personal experiences, the use of media as personal reference, exploring reality and reinforcement of values (Katz, Blumer & Gurevitch, 1973).
5. Social experiences, the use of media as relevancy to social interactivity.

In Kim's research the fourth and fifth component act as a model for his hypothesis of "Magazine Reading Experience and Advertising Engagement: A Uses and Gratification Perspective." (Kim, Lee, Jo, Jung, & Kang, 2015). His research delineates the relationship that magazine readers have and advertising engagement. Through the result of the interview, magazine experience that the respondents had relate more to their personal experience rather than social experience. It significantly influence the advertising engagement of the magazine to the readers. As reading the magazine would increase and fulfill their personal need. Kim emphasize that the function of subject-specific of a magazine works better for brands that have specific market to cater to as they will drive customer with content-specific ads. Other than that, specific inherent of the magazine content can also be can be delivered in terms of the tone and message to be conveyed on the ad. This theory relates to how the

characteristic of digital magazine and printed magazine differ in terms of displaying message for advertorial content. As they address different message and functionality of their content.