

VILNIUS UNIVERSITY

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**THE RELATION BETWEEN THE OWNERSHIP STRUCTURE OF THE
MEDIA ORGANIZATION AND THE EXPRESSION OF MEDIA PARTIALITY
(RESEARCH OF LITHUANIAN NATIONAL DAILIES THROUGHOUT THE
2004 LITHUANIAN PRESIDENTIAL ELECTION CAMPAIGN)**

Summary of a doctoral dissertation

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VILNIAUS UNIVERSITETAS

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**ŽINIASKLAIDOS ORGANIZACIJOS NUOSAVYBĖS STRUKTŪROS IR
ŽINIASKLAIDOS PRIEMONĖS ŠALIŠKUMO RAIŠKOS SANTYKIS
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The research problem: The ownership structure of media organizations is comprised of natural persons and legal persons who have the right to ownership of property of media organizations (legal persons). In Lithuania, citizens of Lithuania and foreign citizens, with the exception of banks, political parties, state (with some exceptions) and municipal institutions and offices (except science and educational institutions), can act as participants (shareholders and partners) of media organizations that operate in Lithuania. The asset value of a participant of a media organization is not set, it can, therefore, be owned by a natural person and many natural and legal persons (a closed joint stock company must have fewer than 250 shareholders).

The Law on the Amendment of the Law on the Provision of Information to the Public of the Republic of Lithuania stipulates that each provider of public information or an owner of a media outlet must appoint a person (editor-in-chief, editor, programme host) who is responsible for the content of the media outlet. Should the provider of public information be one and the same natural person, they are responsible for the content of the media outlet. The participants of the media organization make decisions how to distribute responsibility among three main subjects within the media organization (the holder of ownership rights, the management of commercial (business) activities of the organization, and the creators of its editorial content). In different organizations, management powers are distributed differently. A variety of organizational-structural and management forms of the media organization makes a continuum, with the concentrated power of the ownership subject at its one end, and the proportionate distribution of powers through all main subjects of the structure of the organization – at the other.

Viewed from the perspective of the situational structural aspect of the organization (Donaldson, 2001), the results of the performance of the organization are determined by the correspondence of the organizational structure to the situational characteristics of the organization itself. One of the situational characteristics is the legal and economic environment of the organization, its impact over the organization's ownership structure whose influence extends to other structures of the organization and their performance outcome. When it comes to the media organization, a certain combination (situation) of the characteristics of its environment and ownership structure

create specific conditions not only for commercial but also for editorial activity whose expression is its content.

The theory of political economy suggests that the economic structure of the media organization, whose ultimate segment is its ownership structure, has the biggest influence over the content of the media outlet (Garnham, 1981; Bagdikian, 1992; McChesney; Cotte, 2003). The marketable content of the media outlet guarantees a successful economic performance of the media organization. However, according to the theory of social responsibility, the media organization which carries out economic activities must be socially responsible, and therefore, prepare and disseminate true, accurate, fair, relevant and objective news (McQuail, 1989, 2005). The economic benefit gained by the media organization and its participants must not violate the public's right to objective information. To achieve objectivity in news, it is essential that its contents meet the main criteria of objectivity: factuality and impartiality (Westesrtahl, 1983). Although it meets the criterion of factuality, a news item will not be objective if it does not fulfil the criterion of impartiality. Therefore, mass media organizations must maintain the balance of the facts they report and must stay impartial as they prepare and disseminate information. Is it possible to achieve these aims in every mass media organization? Can impartial news be produced in the news organization, if one and the same natural person is its editor-in-chief, the administrator and the holder of the ownership rights? Can news impartiality be guaranteed should the ownership structure of the organization is deprived of its concentration and the shareholders are removed from the management of the organization and the production of the editorial content? It is possible that different organizational-structural characteristics create different conditions for news impartiality. Therefore, this research paper seeks to examine whether the expression of news impartiality of the media outlet depends on the ownership of the media organization and its management structures.

The relevance of the research: Mass media organizations must be socially responsible and produce the quality news content without breaching acts of law and breaking codes of ethics. Most media organizations that prepare and disseminate news act as commercial business enterprises and market economy participants who seek to match commitments of social responsibility with profit seeking activities. To achieve this aim, the media organization must have a market strategy whose one of the

constituents is news content creation principles which lay down the methods of influence, and explain what (who) can have influence or what (who) cannot have any influence on the partiality of the content. Since the agenda-setting theory (McCombs, 2004) suggests that partial news content helps to set a partial social agenda, it is important to examine different organizational structures and the news content that they prepare and disseminate.

Many aspects of the content they disseminate have been researched by mass media scholars. Representatives of psychology, sociology study the impact of the content over individuals and society at large. However, the media organizations that create the content affecting their consumers most often fall out of the scope of the interest of researchers. This paper examines the ownership structures of media organizations and their influence on the content disseminated by media outlets.

The object of the paper is the correlation between the ownership structures of media organizations and the news partiality of media outlets.

The aim of the paper is to examine the correlation between the ownership and management structures of the media organization and the expression of news partiality of the media outlet.

The objectives of the paper:

1. To define the concept of the media organization; to identify the main criteria that govern the performance of the media organization.
2. To examine the impact of media organization criteria, such as ownership structure and advertising, upon the content of the media outlet
3. To define the concept of media news objectivity and media news partiality; to identify and to discuss the components of objectivity, to examine the character of the expression of partiality in biased news reports.
4. To analyze the correlation between the character of partial expression of news content of Lithuanian national dailies and the ownership and management structures of newspaper publishing organizations.

Research hypothesis: the structure of ownership and management of the media organization determines the character of the expression of news partiality of the media outlet.

Research methods:

The theoretical part of the dissertation draws on the methods of analysis, synthesis and generalization of literature, the practical part of the paper employs the analysis of sources, the synthesis of the data of the analysis of sources, quantitative and qualitative analysis of the content of the text and the image, methods of correlative analysis.

The research paper analyzes news media organizations, it also uses quantitative and qualitative methods to study the content of news media outlets. The commercial content of media outlets is assessed quantitatively, placing emphasis on the analysis of the influence of advertisers, the clients of news media organizations, on the construction of the news content of media outlets.

The research paper performs the analysis of national dailies, as one out of many segments of Lithuanian mass media, because press sector is less dependent on advertising revenue (and the influence of advertisers) as opposed to electronic mass media sectors. Another important criterion for choosing national dailies for research is the economic power of newspaper publishing organizations as in this market function two biggest media organizations (in terms of their revenue) in Lithuania: the joint stock company “Lietuvos rytas” and the “Respublika” publishing group, and the organizations that enjoy good financial results: the joint stock company “Verslo žinios”, the joint stock company “Kauno diena” (the joint stock company “Diena Media News” since 2007) and the joint stock company “Naujasis aitvaras” of the “Respublika” publishing group and the joint stock company “Lietuvos žinios” whose shareholder - the joint stock company “Koncernas “Achemos grupė” - is one of the leaders of Lithuanian companies in terms of its revenue. Moreover, the main shareholders of the companies that publish national dailies set up other companies that administrate other media outlets operating in press, television, radio and internet media markets. Therefore, the representatives of the ownership structures of the companies that publish national dailies have strong possibilities to exert influence over big audiences in Lithuania.

To define the expression of the partiality of the content of national dailies, the analysis concentrates on published information on the candidates to the 2004 Lithuanian presidential campaign. It is a political event which is important for the development of the state (elections of the Head of State) and the possible influence of

media partiality on political processes. Such methodological approach (to research the content of the dailies throughout the 2004 Lithuanian Presidential election campaign) allows us to identify the object of expression of media partiality.

The status of the research on the issue: In the 1930's, Juozas Keliuotis, one of the architects of journalism studies in Lithuania, discussed the structure of ownership and management of the media organization. In his review of the functions of the company promoter–shareholder, company management, directorate, editors, and the possible distribution of powers among them, J. Keliuotis did not relate these organizational aspects with the expression of the objectivity or partiality in the media content; he noted that “information is not always objective in newspapers” (p. 176), he also maintained that “subjectivity appears because of the individuality of correspondents and reporters” and “mistakes are made due to hastiness”. Moreover, he pointed out that “should the ideal of objectivity be sought, the newspaper would become unreadable”, and “the subjectivity of informing is affected by newspaper headlines, censorship” (p. 176). When it comes to the financial problems in the press, J. Keliuotis emphasized that “expensive commercial advertisements make their way through into information, not once had the paragraphs of articles misled their readers” (p. 98); he also added that “commercialized newspapers are no longer social institutions or fighters for truth ..., they had become commercial enterprises which serve to increase the profits of their owners” (p. 104).

There has been almost no thorough research of the quality of the content of media organizations which were privatized and newly set up in 1990 when, with the restoration of the statehood of Lithuania, the transition to a market economy began. Some research work that is partially related with this topic has been published in the 21st century. Some research projects on the ownership structure of Lithuanian mass media and its possible influence over the content of media outlets were initiated by mass media researchers from abroad.

The study on mass media markets in Central and Eastern Europe (Huber, 2006) looks into the correlation between the structural ownership of media organizations in new eight EU member states (Czech Republic, Estonia, Latvia, Poland, Lithuania, Slovakia, Slovenia, Hungary) and then two candidates to EU (Bulgaria, Romania). The study offers an ambivalent discussion on the variety of internal and external ownership

forms and their influence on the content diversity of media outlets; it is maintained that there is no sufficient empirical evidence to confirm the hypothesis that anti-monopoly laws, which limit media ownership concentration, have a positive effect on media content diversity. The study also deals with the problem of the distribution of power over the content of the media outlet within the media organization: its owners, managers, the editor-in-chief, and the journalists. However, the study does not look at power distribution among the concrete ownership and management structures and the possible impact of this distribution over media content.

The study on mass media ownership structures and the conditions of their legal regulation in twenty five EU member states (Kevin et al., 2004) notes that Lithuania is one of several EU member states who least regulates the concentration of mass media ownership. The study on the impact of ownership concentration of media organizations (organizations that publish periodical press) over the professionalism of journalists in eight EU member states and candidate countries (Dohnanyi, Möller, 2003) states that there is no clear distinction drawn between editorial and commercial content in periodical press organizations in Lithuania, the information published in articles most often lacks impartiality; however, the study does not examine the correlation between partiality and media ownership concentration.

The analysis of the decision making process and ownership influence on the autonomy of newsrooms in newspaper companies in the Baltic countries and Norway (the biggest part of the research was carried out in Latvia) showed that publishers exert a huge influence on daily work of Latvian and Lithuanian newsrooms, therefore, journalism faces the intervention of narrow commercial interests. The study arrives at the conclusion that in all four states Scandinavian investors are “bigger supporters of editorial autonomy” (p. 143).

The study on “Media Ownership and Its Influence on Media Independence and Pluralism” (Petkovič, 2004) in eighteen Central, Eastern and Southern European states suggests that the mechanism which guarantees editorial independence must be provided by law. This mechanism must function on the level of individual media group or company and it must allow the regulated limitation for the media owner to work as the editor-in-chief. The part of the research, that focuses on the impact of media ownership on media independence and pluralism situation in Lithuania (Nugaraitė, 2004), discusses

the process of media ownership concentration, however, it does not analyse the power distribution of ownership structures in media organizations and a possible influence of these factors on the content of the media outlet, although the conclusions of the study suggest that the owner of the media organization must not work as the editor-in-chief.

In Lithuania, Gintaras Aleknonis (2006) has analysed the media vacuum problem in Lithuanian media and examined news quality in media from the perspective of truthfulness as a criterion of objectivity. Laima Nevinskaitė (2004), who has researched (external) ownership concentration in Lithuanian, Latvian and Estonian mass media markets, pinpointed the problem of the influence of concentration over the contents of media reports, however, there was no deeper analysis performed, although the conclusions said that “further investigation is needed so as to find out the real influence of ownership concentration on mass media and the contents of their messages” (p. 85).

In her analysis of Lithuanian mass media structure, the development of mass media market, the process of media ownership concentration and the methods of media commercialization, Auksė Balčytienė (2002, 2006) draws on the research carried out by Edita Skripkaitė (2001) and maintains that foreign investment in media field guarantees financial stability that creates favourable conditions for a more balanced, i.e. impartial, content of media reports. The author puts forward a hypothesis that “foreign capital allows a more objective look into the battle of political interests in the countries of young democracy“ (2006, p. 122), however, she does not support this hypothesis and goes on to suggest that Lithuanian publishers grant favour or do not grant favour to some politicians and business companies.

Some media analysts have investigated several individual patterns (for example, moral-ethical implications and the influence of the media ownership on ethical decision making in Lithuanian media enterprise marketing (Abromaitytė-Sereikienė, 2007), the influence of work-based pay schemes on journalistic professional stance on the quality of media content (Juodytė, 2007)) of the behaviour of media organizations in Lithuania, the research of organizational aspects of Lithuanian media system is, nevertheless, characterised by sociological approach to the media system either as a whole system or its individual parts. However, the agents of the mass media system (i.e. media organizations whose ownership structure and performance make up the entire

organizational system) have been researched very little. Moreover, a generalised approach to the influence of media ownership concentration and commercialization on media content (for example, it says that “market-oriented journalism has indeed found its way into Lithuanian public communications and, therefore, journalism is produced that is biased, saturated with advertising and has a low quality” (Balčytienė et al., 2005, p. 8) is often offered without empirical investigation.

In Western countries, the research on the influence of media ownership structures over media content began in the 1980s, as the consolidation of newspaper industry in the USA and Western European countries intensified. Much of this research focused on the theme whose object was to compare the influence of ownership structure upon the content of newspapers that are run by press corporations and the content of independent newspapers (Gaziano 1989; Glasser et al., 1989; Busterna ir Hansen, 1990; Akhavan-Majid et al., 1991). Although these studies offer some controversial data, most of them suggest that ownership structures affect the content, however, further discussions on the impact of ownership structures on the content have not been generated.

The investigation carried out by G. Cleveland Wilhoit and Dan Drew (1991) showed that family owned newspaper publishers and owners who do not belong to any corporations make more efforts to control editorial processes than the owners of newspaper groups that are controlled by corporations. The research on the impact of media ownership structures on media content (Cranberg et al., 2001; Lacy, Blanchard, 2003), which compared the influence of the ownership structure of close and public owned companies on media content, showed that financial market pressures to get as much profit as possible reduces the resources of investment into news services and the content produced by media corporations of public ownership. It is possible that the quality of the news and the entertainment programmes produced by these companies has been declining, although the relationship between the reduced news service resources and low content quality has not been fully established.

Douglas Gomery and Benjamin Compaine (2000) noted the general stability in research results which show that the ownership of big groups, corporations and public property of public ownership, have a neutral and positive effect on the editorial policy of newspapers. David Pearce Demers (1996, 1999) found out that corporation governed

newspapers, as compared to family owned newspapers, give more attention to the quality of the content.

Another sector of systematic mass media research in western countries (mostly in the USA) is the analysis of partial news content produced throughout presidential election campaigns. Paul Lazarsfeld, Bernard Berelson and Hazel Gaudet (1944) compared the newspaper and radio coverage of the 1940 United States presidential candidates and discussed the amount of favourable and unfavourable information that was imparted to the public. Malcolm W. Klein and Nathan Maccoby (1954) investigated the objectivity of the newspapers published throughout the 1952 United States presidential election campaign and arrived at the conclusion that in two newspaper groups, which supported one or another candidate (the amount of the support was measured on the basis of the editorial content), the front page news on two candidates was biased. Richard C. Hofstetter (1976) studied how the 1972 United States presidential campaign was highlighted by three broadcasting networks. M. Clancy and M. J. Robinson (1988) assessed the mass media balance in the 1984 United States presidential campaign and found out that the amount of positive and negative information on the presidential candidates differed considerably. Dave D'Alessio and Mike Allen (2000) performed an overall analysis of newspaper, television and magazine (as one consolidated system) bias in the United States presidential election campaigns from 1948 to 1996; the media scholars carried out the meta-analysis of sixty nine research projects and concluded that throughout the period of the research there was no obvious and regular indication of media bias in favour of one or another party candidate. Another meta-analysis, performed by the same authors (D'Alessio and Allen, 2007), offers an accumulation of the results of the research performed to investigate the role of newspaper ownership in covering the United States presidential election campaign of 1948-1996. The investigation revealed a statistically significant bias in favour of the Republican candidates, i.e. this party received a bigger ownership and publisher support, however, the researchers did not perform a comprehensive analysis of the relationship between ownership structures and media content.

To conclude, it is possible to suggest that the relationship between media organization ownership and management structures, and the partiality of media content in Lithuania, has received little academic research interest so far. Foreign media system

research, which focuses on ownership structures, lacks empirical data that show the impact of ownership structures upon partiality in media outlets; whereas, the research which closely looks at the problem of partiality in mass media, the influence of ownership structures on media partiality is often treated as the outcome of certain ownership interests; there is no analysis of the distribution of powers between ownership and management structures in the media organization, therefore, the discussion on the dynamics of the division of powers would help to reveal a more detailed character of the expression of partiality in mass media.

The scientific novelty of the dissertation and its theoretical importance:

The novelty of the topic of the dissertation is that it offers a systematic analysis of the ownership structures of Lithuanian media organizations, the distribution of their powers across the management of the organization, it also analyses the influence of ownership-management structures over the partial expression of the media outlet. The novelty of the topic of the dissertation is also characterised by the fact that the theoretical foundation of the research incorporates the theories of situational and political economy. The use of these theories provides with the foundation necessary to thoroughly analyze the influence of economic factors of the media organization over the news content of the media outlet.

Moreover, the empirical part of the dissertation offers the quantitative and qualitative analysis of the partiality of media news content, and the quantitative analysis of the commercial media content; at the same time this part of the dissertation gives a correlative analysis of news on different advertisers and the amounts of their advertisement; it therefore allowed us to define the correlation between the advertising subject and the character of the expression of news partiality. This dissertation performs an overall analysis of all newspaper publishing organizations and all national dailies in Lithuania rather than focusing on only several individual (as it has already been done in previous academic research) national newspaper publishing organizations and the newspapers that they administrate.

The practical significance of the dissertation: The research paper has constructed a model which allows us to identify the correlation between news character and advertising content, the model can also be used to examine the facts of hidden advertising which is forbidden by law, it can also be drawn on to analyse the different

aspects of the objectivity of media content and expression of partiality. The results of the research, which establishes the correlation between internal ownership, management concentration and news partiality, the correlation between news content character and the amount of advertising, allow us to put forward a recommendation to carry out the analysis of legal pre-conditions to regulate the concentration of the internal ownership of media organizations and to impose further limitations on the external ownership concentration of media organizations (as opposed to the provisions stipulated by the Law on Competition of the Republic of Lithuania (1999)).

The structure of the dissertation: The dissertation is comprised of introduction, three chapters (12 subchapters), conclusions, list of literature and sources, appendix.

Chapter 1. The concept of media organization and the problem of its functioning

Chapter 1 defines the concept of the media organization, establishes the main criteria of the media organization; and, as it draws on the situational theory of the organizational structure and the theory of political economy, it also analyses the influence of the ownership structure of media organization and advertising on the news content of the media outlet.

Subchapter 1 discusses the main features of the media organization, the functions of the provider of the message and its communicator (transmitter) as well as the marketing qualities of the product (message). Media organizations consist of the organizations that prepare news and the organizations that transmit (broadcast, publish) it. Without them, mass media would not be able to function as a social institution. This subchapter also examines the role of news media organizations in selecting and reporting information to society.

Subchapter 2 looks at the influence of external and internal organizational factors on the activities of the media organization. External organizational factors include four elements: 1) events and regular provision of information, 2) social and political aspects, 3) economic factors, 4) information distribution channels, audience interests. Internal organizational factors incorporate management, media professionals and technological equipment. The analysis of the factors and their relationship that affects the media organization suggests that the main aspects that determine the activities

of the media organization in Lithuanian media system are economic: they are defined by ownership and management structure as well as financial powers of advertisers.

Subchapter 3 focuses on the balance between ownership and management structures in different media organizations and the content of media outlets that they administer. The subchapter discusses the extent of the influence of the shareholders, who do not participate in the management of the organization, over the editorial content of the media outlet. Subchapter 4 discusses a variety of marketing strategies used by commercial media organizations, i.e. the strategies that attempt to merge advertising and new content or to assimilate independent editorial policy with advertising. It is stated that a bigger dependency on advertising revenue creates favourable conditions for the dependency of the media content on advertising and business interests. Media content dependency on advertising narrows the field of the presentations of objective information, it also reduces the autonomy of creativity and consumer trust in the news producer and transmitter.

Chapter 2. The expression of objectivity in media news

Based on the social responsibility theory, Chapter 2 analyses the problem of the objectivity in news prepared and reported by media organizations.

Subchapter 1 defines the concept of “objectivity”, discusses the sources of the development of objectivity in mass media, its relevance to the principles of press freedom and equality, the complexity of its application, different theoretical approaches to the treatment of the term. The concept of “objectivity” is discussed as one of the most important concepts in media theory, it is closely connected to the quality of news information. It is suggested that the problem of objectivity reflects the problem of the application of the principle of news reporting.

Subchapters 2 and 3 examine the scheme of news objectivity, which consists of the components of factuality and impartiality as well as their criteria of truth, relevance, newsworthiness, balance and neutrality. In news programme, to report on an individual fact and its relevance to reality would suffice to rely on the criterion of truth only and to equate fair reporting with objectivity. However, the scheme of objectivity must be extended due to a great many events in an individual news item, and different approaches to reporting facts, and the criteria of the selection of prominent facts, the balance between fact and opinion. The content of a news item, that is factual and is

clearly constructed, important and comprehensive, can communicate certain values which are promoted by the participants of the event, journalists or media organizations. Since it is not always possible for subjects (participants, journalists and audience) to distance themselves from their subjectivity, it is important to make the most in seeking balanced and neutral reporting, i.e. impartiality, to construct a news item in accord with the principle of objectivity.

The expression of partiality in news is considered in subchapter 4, which looks at the forms of news bias and partiality, i.e. intended and unintended bias (partiality). Intended and unintended bias can be demonstrated explicitly or it can be camouflaged with the intention to hide the editorial stance. The pairs of these four variables of bias form four kinds of expressions of bias in mass media. Since the components of factuality and impartiality are not interdependent, and as factuality is achieved, these kinds of bias can be identified with the identification of deviations from impartial news reporting; therefore, intended and unintended, and open and hidden, bias will be identical to partiality which is intended and unintended as well as open and hidden.

Subchapter 5 generalizes the theoretical analysis of the structural components of the activities of media organizations and the expression of news partiality; it also offers a theoretical schematic model of the activities of the media organization. This model defines the relationship between the political, legal and economic situation and the structure of ownership and management of the media outlet, marketing strategies and the characteristics of the partiality of the news content of the media outlet.

Chapter 3. The relationship between the expression of partiality in national dailies and the ownership structure of the newspaper publishing organizations

The final chapter of the paper offers a research on the relationship between the expression of the news content partiality in Lithuanian national dailies and the ownership and management structures of the companies that publish these dailies. Subchapter 1 identifies the ownership structures of the companies that publish Lithuanian national dailies and the distribution of ownership powers between the structures of ownership and management. Subchapters 2 and 3 assess the amount of the

information on the activities of politicians (candidates to the office of the Republic of Lithuania) that was reported by the media organizations under the investigation throughout the period of the research in the media outlets that they administer. The assessment of the character of the partiality of the information on the activities of those politicians in each media outlet and a correlative analysis of the amounts of the information on these politicians and the commercial information on these politicians as advertisers helps to identify the character of the news partiality produced in the structures of ownership and management in respective media organizations.

Conclusions

1. Media organizations, as they carry out economic activities and produce news content, also make decisions on what news and the amount of news should be reported. Therefore, they create impact upon society quantitatively as well as qualitatively; they also inform the understanding of members of society on what events are most important. Therefore, the news content that media organizations produce make them socially responsible to society.

As the laws do not stipulate that state institutions and political parties act as participants in media organizations, media organizations are formally set apart from the direct state and party control. Media organizations are not integrated into the activities of political parties; the state can exercise influence over media organizations through legal regulation on the mass media system, state institutions; the state can also control how the activities of media organizations comply with the laws in force. Therefore, the influence of the external factor (legal and political control) of the media organization over individual media organizations is considerably limited, whereas economically strong media organizations can exert a big influence on political parties, state institutions, and the process of passing acts of legislation that regulate the activities of media organizations.

Lithuanian media system is dominated by market relations and commercial mass media; there is an absence of direct political control of media, therefore, media organizations and the news content that is produced by the media outlets they administer find themselves under an enormous impact of economic factors: one of the most important economic factor is ownership – management structures and advertisers.

2. In the competitive environment, the results of the performance output of the media organization are determined by internal organizational factors; one of them is management which is directly influenced by the participants of the ownership structure of the media organization as the participants appoint the director(s). The shareholders of the media organization, who participate in the management of the company, become the internal organizational factor. Internal and external organizational factors give rise to different schemes of factors of the media organization, the schemes that determine the different conditions for production of media content.

When the owners of the media organization are separated from the management of the company, they do not have a direct influence upon the content of the media outlet that they administer. If the owners of the media organization participate in the management and economic activities of the company, they may not perform the managerial and editorial functions. In that case, decisions, related to business administration, are made by delegated (appointed) directors; whereas hired editors undertake the content management of the media outlet. When the ownership structure overtakes management, the media content produced by the media outlet falls short of safety-catch to protect it from the influence of the ownership interest.

A probability to guarantee a more independent editorial policy is bigger when there is a more complex and diverse ownership structure itself, i.e. when there are many shareholders (natural and legal persons) who have a potential to hold more than a half of the share capital of the company. In bigger corporations, owned by many shareholders, editorial activities are more protected from the influence of political and other interest groups as a big corporation is less vulnerable.

3. The dependency of media organization on advertising revenue creates the conditions for the dependency of the editorial content of the media outlet on the interests of advertising customers and business interests at large. Social and political subjects exert a direct influence on the media organization, they also use their financial resources to purchase advertising, and as they purchase advertising they enjoy additional possibilities to exert influence upon the activities of the media organization and the editorial content of the media outlet.

As they seek advertising revenue, commercial media organizations adjust their activities according to different marketing strategies: 1) sustain the independence of

the editorial content from advertising interests, 2) create conditions to assimilate advertising content with news content. Media organizations, whose agenda of editorial content is affected by advertising factor, narrow the field of objective news reporting, reduce the autonomy of creativity and risk to loose audience trust (and the audience itself which is necessary for advertisers) in them as they engage in socially irresponsible activities.

4. The field of social powers as well as marketing strategies give rise to either impartiality or partiality of different forms: intended and unintended and open or hidden. In terms of intended partiality, a certain stance and ideological provisions are supported. When it comes to unintended partiality, different organizational factors exert influence on the process of the selection of the event and construction of the news item. Intended and unintended news partiality can be demonstrated showing openly or hiding the editorial position.

5. Media organizations, with big concentration of internal ownership, whose main shareholders directly participate in the management of the company and editorial activity, or appoint the director of the company or editorial office, who is directly accountable to the main shareholder, editorial policy depends on personal interests of the main shareholders. Since the same individuals make decisions on economic and editorial activities, they create ideal conditions to form a partial content of a media outlet, the content that depends on the business interests of the main shareholders and the interests of advertisers. Therefore, media outlets, which are run by media organizations with big internal ownership and management concentration, report partial news that depends on the interests of advertisers.

Unlike the companies whose main shareholders pursue economic and editorial management activities, more favourable conditions to construct the content of media outlets are enjoyed by the daughter companies that are run by patronizing media companies whose main shareholders do not pursue the management of economic and editorial activities. Under such circumstances, appear more favourable conditions to draw a distinction line between the economic activities, that related to purchasing of advertising, of the media organization and the policy of editorial content. Therefore, the partiality of news, reported by the media outlets, which are run through their daughter companies by the companies of big internal ownership concentration, is less related with

the interests of advertising compared to those media organizations that are run directly by the main shareholders.

If the ownership structure of the media organizations lacks concentration, editorial policy, independent from personal interests of the ownership, is easier to guarantee, and, therefore, the main interest of the participants in the media organization is the growth of asset value. The ownership structure of the media organization as the factor of the news partiality of the media outlet loses its powers once the interests of the owners are split. In that case, media organizations and the specialists that pursue content management acquire profound influence upon the construction of news content. Thus the news content which is prepared and spread is determined by their professional competence and internal organizational factors. Therefore, little ownership concentration of the media organization and the separation of the ownership from the administration of the company and editorial activities create the conditions to report news, impartial and independent of the interests of advertisers.

6. The results of the research of national dailies shows that advertisers exert a profound influence on the activities of those media organizations who have a big internal ownership concentration and whose main shareholders are not separated from the management of the company and the editorial office. In the Lithuanian media system (in the sector of national dailies), the activities of the advertisers, who purchase the biggest amounts of advertising, are presented in the news content in a more favourable fashion unlike the activities of other advertisers (those who do not purchase any advertising). The news content, more independent from the interests of advertisers, is produced in the media outlets whose main shareholders are set apart from the management of the companies who are run by media organizations (of big and of small average ownership concentration).

A media organization with a big concentration of internal ownership creates the conditions to make decisions which do not comply with the Law on the Amendment of the Law on the Provision of Information to the Public of the Republic of Lithuania; the law provides that advertising clients do not have a right to exert influence over the content of public information (with an exception of the advertising content which they purchase themselves), that hidden advertising is illegal and that the articles that are prepared and (or) published not by the provider of public information must be separated

from public information, it must also be marked, and the client indicated. Media organizations of little concentration of internal ownership create the conditions to make decisions that comply with the Law on the Amendment of the Law on the Provision of Information to the Public of the Republic of Lithuania.

7. The results of the research performed in the dissertation show that the most partial (intended and open partiality) news content is constructed by the main owners in directly controlled media outlets. In companies of a more complex structure, when daughter companies that administer news outlets, are run by patronising companies, the main shareholders are separated from the activities of the media organization, a less partial (unintended and open partiality) news content in contrast to the newsrooms that are directly controlled by the main ownership. The least partial or impartial news content is produced in companies of non-concentrated share capital where there are no main owners who can administer media outlets through appointed individuals or daughter companies.

The expression of partiality shifts from intended and open partiality to unintended and open and impartial reporting of news along the internal ownership of the news provider (media organization) and management concentration proves the hypothesis raised in the dissertation – the ownership of the media organization and the management structure define the character of the expression of news partiality of the media outlet.

The separation of the shareholders of the media organization from the construction of the editorial content and the news policy of the socially responsible editorial (which complies with legal acts and code of professional ethics) create the conditions for the objective and impartial news content which is the factor of the growing trust in media, providing a favourable situation for media organization to work profitably and to meet the expectations of the property interests of the shareholders of media organizations.

8. Based on the research results this paper puts forward the recommendations for the future research on the influence of economic-organizational factors upon the news content of media outlets:

- to analyze legal grounds to regulate the concentration of internal ownership of media organizations and to additionally limit the concentration of external

ownership (as opposed to what the Law on Competition of the Republic of Lithuania stipulates for all business organizations);

- to examine the legal grounds for limitations necessary to impose on the main shareholders (legal persons) of the media organizations to serve as executives in the same media organization or to work for the administration or editorial office of another media organization.

- to examine how the quality of the news content of media outlets might be affected by the establishment of the public register of the shareholders (legal persons) of media organizations and companies that patronise them, and the declaration of private and public interests of the main shareholders of media organizations.

- to examine the grounds of legal and economic means of incentive, so as to circulate the equity issue of media organizations with high internal ownership concentration in a stock exchange; splitting highly concentrated ownership structures of organizations would provide for the conditions to administer the company and construct the editorial content; such conditions would allow to create the quality content of the media outlet.

Santrauka

Žiniasklaidos organizacijų nuosavybės struktūras sudaro fiziniai ir juridiniai asmenys, turintys nuosavybės teises į žiniasklaidos organizacijų (juridinių asmenų) turtą. Atsižvelgiant į teisės aktų reikalavimus ir ekonomines aplinkybes, žiniasklaidos organizacijų steigėjai formuoja koncentruotas arba nekoncentruotas nuosavybės struktūras. Nesant teisinių ribojimų nuosavybės valdytojams eiti vadovaujamas pareigas žiniasklaidos organizacijoje, akcininkai priima sprendimus, dalyvauti ar ne organizacijos ūkinės ir redakcinės veiklos vadyboje. Organizacinių-struktūrinių nuosavybės ir valdymo derinių įvairovė žiniasklaidos organizacijų atveju sudaro kontinuumą, kurio viename gale – koncentruota galia nuosavybės subjekte, kitame – proporcingas galių paskirstymas tarp pagrindinių organizacijos struktūros subjektų (nuosavybės teisių valdytojų, komercinės organizacijos veiklos – verslo – valdytojų ir redakcinio turinio kūrėjų).

Socialinės atsakomybės teorijos požiūriu žiniasklaidos organizacija, vykdydama ekonominę veiklą, turi būti socialiai atsakinga ir rengti bei skleisti teisingas, tikslias, sąžiningas, svarbias ir objektyvias naujienas (McQuail, 1989, 2005). Žiniasklaidos organizacijos ir jos dalyvių ekonominė nauda neturi pažeisti visuomenės teisės iš žiniasklaidos priemonių gauti objektyvią informaciją apie įvykius. Siekiant objektyvumo naujienose reikia, kad jų turinys atitiktų pagrindinius objektyvumo kriterijus: faktiškumą ir nešališkumą. Vien tik faktiškumo kriterijų tenkinanti naujiena, pateikianti teisingus, svarbius ir tikslius faktus, nebus objektyvi, jei neatitiks nešališkumo kriterijaus. Todėl žiniasklaidos organizacijos turi išlaikyti pateikiamų faktų balansą ir, rengdamos bei skleidamos naujienas, turi išlikti neutralios. Ar tai įmanoma įgyvendinti kiekvienoje žiniasklaidos organizacijoje? Ar gali būti produkuojamos nešališkos naujienos organizacijoje, kurioje disponuojamas nuosavybės teise bei administracijos ir redakcijos vadovas yra tas pats fizinis asmuo? Ar esant nekoncentruotai organizacijos nuosavybės struktūrai ir akcininkus atskyrus nuo organizacijos valdymo bei redakcinio turinio formavimo sudaromos pakankamos sąlygos užtikrinti naujienų nešališkumą? Tikėtina, kad kiekvienu skirtingu organizaciniu-struktūriniu atveju yra sudaromos skirtingos organizacinės naujienų nešališkumo formavimo sąlygos. Todėl darbe tiriama problema suformuluota taip: ar nuo

žiniasklaidos organizacijos nuosavybės bei valdymo struktūros priklauso žiniasklaidos priemonės naujienų šališkumo raiška.

1990 m. atkūrus Lietuvos valstybingumą ir perėjus prie rinkos ekonomikos santykių, privatizuotos bei naujai įkurtos žiniasklaidos organizacijos ir jų informavimo priemonių turinio kokybė objektyvumo bei šališkumo aspektu išsamiau nebuvo tyrinėta. Nors kai kurie mokslininkai analizavo atskirus Lietuvos žiniasklaidos organizacijų elgsenos elementus, tiriant Lietuvos žiniasklaidos sistemos organizacinius dalykus būdingesnis apibendrintas sociologinis požiūris į žiniasklaidos sistemą kaip visumą arba į atskiras jos sritis, tačiau žiniasklaidos sistemos elementai – žiniasklaidos organizacijos, kurios nuosavybės struktūrų ir veiklos integralas sudaro visą organizacinę sistemą, tirtos labai nedaug. Kitas svarbus temos nepakankamo ištirtumo aspektas yra tas, kad apibendrintas požiūris į žiniasklaidos nuosavybės koncentracijos bei komercializacijos poveikį turiniui dažniausiai pateikiamas nesiremiant empiriniais tyrimais.

Žiniasklaidos priemonių tyrinėtojai įvairiais aspektais nagrinėja jų paskleista turinį. Psichologijos, sociologijos mokslo sričių atstovai nustato šio skleidžiamo turinio poveikį individams, visuomenei. Tačiau pati žiniasklaidos organizacija, sukurianti turinį, veikiantį jo vartotojus, dažniausiai lieka tyrėjų dėmesio diapazono nuošalyje. Todėl šiame darbe nagrinėjamos žiniasklaidos organizacijų nuosavybės struktūros ir kaip nuo šių struktūrų pobūdžio priklauso žiniasklaidos priemonių rengiamas ir skleidžiamas turinys.

Darbo objektas: žiniasklaidos organizacijų nuosavybės struktūrų ir žiniasklaidos priemonių naujienų šališkumo ryšys.

Darbo tikslas: ištirti žiniasklaidos organizacijos nuosavybės bei valdymo struktūros ir žiniasklaidos priemonės naujienų šališkumo raiškos sąsajas.

Darbo uždaviniai:

1. Apibrėžti žiniasklaidos organizacijos sampratą; nustatyti pagrindinius žiniasklaidos organizacijos veiklą lemiančius veiksnius.

2. Išnagrinėti žiniasklaidos organizacijos veiksnį – nuosavybės struktūros ir reklamuotojų – įtaką žiniasklaidos priemonės turiniui.

3. Apibrėžti žiniasklaidos naujienų objektyvumo ir šališkumo sampratą; nustatyti ir aptarti objektyvumo komponentus; išnagrinėti šališkumo raiškos pobūdį tendencingose naujienose.

4. Išanalizuoti Lietuvos nacionalinių dienraščių naujienų turinio šališkumo raiškos pobūdžio ir dienraščius leidžiančių organizacijų nuosavybės bei valdymo struktūrų ryšius; įvertinti reklamuotojų įtaką naujienų turinio šališkumui.

Darbo hipotezė: žiniasklaidos organizacijos nuosavybės ir valdymo struktūra lemia žiniasklaidos priemonės naujienų šališkumo raiškos pobūdį.

Tyrimo metodai. Teorinėje darbo dalyje naudoti literatūros analizės, sintezės ir apibendrinimo metodai, praktinėje – šaltinių analizės, šaltinių analizės duomenų sintezės, kiekybinės ir kokybinės tekstinio ir vaizdinio turinio analizės, koreliacinės analizės metodai.

Darbo mokslinis naujumas ir praktinė reikšmė. Šio darbo naujumą apsprendžia tai, kad pirmą kartą kompleksiskai nagrinėjamos Lietuvos žiniasklaidos organizacijų nuosavybės struktūros jų galių perteikimo organizacijos valdymui aspektu ir kokią galimą įtaką šis organizacinis darinys turi žiniasklaidos priemonės šališkumo raiškai. Temos plėtojimo naujumą lemia ir tai, kad formuojant teorinį darbo pagrindą derinamos organizacijų struktūros situacinė ir politinės ekonomijos teorijos, o tai leidžia išsamiai analizuoti žiniasklaidos organizacijos ekonominių veiksnių įtaką žiniasklaidos priemonės naujienų turiniui.

Empirinėje darbo dalyje atlikus žiniasklaidos naujienų turinio kiekybinę ir kokybinę analizę ir reklaminio žiniasklaidos turinio kiekybinę analizę, pirmą kartą moksliniuose Lietuvos žiniasklaidos tyrimuose buvo atlikta koreliacinė skirtingo naujienų pobūdžio apie reklamuotojus ir jų reklamos kiekių analizė, ir tai leido nustatyti reklamos veiksnio ir naujienų šališkumo raiškos ryšį. Šiame tyrime nauja ir tai, kad nagrinėjamos visos Lietuvos nacionalinius dienraščius leidžiančios organizacijos ir visi nacionaliniai dienraščiai, o ne kelios atskirai paimtos (kaip daryta ankstesniuose tyrimuose) reprezentuojančios imtį nacionalinių dienraščių leidėjų organizacijos ir jų administruojami dienraščiai.

Tyrime sukonstruotas naujienų pobūdžio ir reklamos sąsajų nustatymo modelis gali būti taikomas atskleidžiant įstatymų draudžiamos paslėptos reklamos publikavimo faktus, taip pat – analizuojant įvairius žiniasklaidos turinio objektyvumo ir tendencingumo raiškos aspektus.

Darbo struktūra. Disertaciją sudaro įvadas, trys skyriai (12 poskyrių), išvados, literatūros ir šaltinių sąrašas bei priedai.

1-ame darbo skyriuje apibrėžiama žiniasklaidos organizacijos samprata, nustatomi pagrindiniai žiniasklaidos organizacijos veiksniai ir, remiantis organizacijų struktūros situacine teorija ir politinės ekonomijos teorija, nagrinėjama žiniasklaidos organizacijos nuosavybės struktūros ir reklamuotojų įtaka žiniasklaidos priemonės naujienų turiniui.

Remiantis žiniasklaidos socialinės atsakomybės teorija, 2-ame darbo skyriuje analizuojama žiniasklaidos organizacijų rengiamų ir skleidžiamų naujienų objektyvumo problematika, jo komponentų (faktiškumo, nešališkumo) struktūravimo ypatumai ir šališkumo raiška tendencingose naujienose. Pateikiamas darbe nagrinėjamos problemos ir žiniasklaidos organizacijos veiklos teorinis schematinis modelis. Šis modelis apibrėžia politinės, teisinės ir ekonominės situacijos veiksnio, žiniasklaidos organizacijos nuosavybės ir valdymo struktūros, rinkodaros strategijos ir žiniasklaidos priemonės naujienų turinio šališkumo pobūdžio sąryšį.

3-iaame darbo skyriuje pateikiamas Lietuvos nacionalinių dienraščių naujienų turinio šališkumo raiškos ir šiuos dienraščius leidžiančių bendrovių nuosavybės bei valdymo struktūrų sąsajų tyrimas. Nustatomos Lietuvos nacionalinius dienraščius leidžiančių bendrovių nuosavybės struktūros bei nuosavybės galių pasiskirstymas tarp nuosavybės ir valdymo struktūrų. Įvertinama, kiek ir kokio pobūdžio informacijos tiriamos žiniasklaidos organizacijos pateikė tyrimo laikotarpiu administruojamose žiniasklaidos priemonėse apie tyrime pasirinktų politikos veikėjų (kandidatų į Lietuvos Respublikos prezidento postą) veiklą. Kiekvienoje žiniasklaidos priemonėje įvertinus apie pasirinktų politikos veikėjų veiklą paskleistų naujienų šališkumo pobūdį ir atlikus koreliacinę analizę tarp pateiktos apie šiuos veikėjus naujienų informacijos ir šių veikėjų (kaip reklamuotojų) pateiktos redakcijoms reklaminės informacijos kiekių, nustatoma, koks naujienų šališkumo pobūdis produkuojamas atitinkamose žiniasklaidos organizacijos nuosavybės ir valdymo struktūrose.

Išvados. 1. Įstatymuose nenumatant galimybės valstybės institucijoms ir politinėms partijoms būti žiniasklaidos organizacijų dalyviais, žiniasklaidos organizacijos formaliai atskiriamos nuo tiesioginės valdžios ir partinės-politinės kontrolės. Žiniasklaidos organizacijos nėra integruojamos į partijų politiką ir valstybės įtaka joms daroma tik įstatymiškai reguliuojant žiniasklaidos sistemos elementus bei valstybės institucijoms kontroliuojant, kaip žiniasklaidos organizacijų veikla atitinka

galiojančius įstatymus. Todėl išorinio žiniasklaidos organizacijos veiksnio – teisinės ir politinės kontrolės – įtaka pavienėms žiniasklaidos organizacijoms yra gana ribota, o ekonomiškai stiprios žiniasklaidos organizacijos gali daryti didelę įtaką politinėms partijoms, valstybės institucijoms ir žiniasklaidos organizacijų veiklą reguliuojančių teisės aktų leidybos procesui.

Žiniasklaidos sistemoje dominuojant rinkos santykiams ir komercinei žiniasklaidai bei nesant tiesioginės politinės žiniasklaidos kontrolės, lemiamą įtaką žiniasklaidos organizacijų veiklai ir jų administruojamų žiniasklaidos priemonių naujienų turiniui daro ekonominiai veiksniai, iš kurių svarbiausi yra nuosavybės-valdymo struktūra ir reklamuotojai.

2. Didelės vidinės nuosavybės koncentracijos žiniasklaidos organizacijose, kurių pagrindiniai akcininkai tiesiogiai dalyvauja įmonių valdyme ir redakcinėje veikloje arba skiria tiesiogiai atskaitingą pagrindiniam akcininkui įmonės ir redakcijos vadovą, redakcinė politika yra priklausoma nuo asmeninių pagrindinių savininkų interesų. Tiems patiems asmenims priimant sprendimus dėl ūkinės ir redakcinės veiklos, sudaromos idealios sąlygos formuoti šališką (iš anksto numatyta) žiniasklaidos priemonės turinį, priklausantį nuo pagrindinių akcininkų verslo interesų (gali būti ne vien žiniasklaidos srityje) ir reklamuotojų interesų. Todėl didelės vidinės nuosavybės ir valdymo koncentracijos žiniasklaidos organizacijų valdomos žiniasklaidos priemonės pateikia šališkas ir nuo reklamuotojų interesų priklausančias naujienas.

3. Patronuojančioms bendrovėms žiniasklaidos priemones valdant per dukterines įmones, kurių ūkinės ir redakcinės veiklos vadyba neužsiima pagrindiniai patronuojančių bendrovių akcininkai, palyginti su bendrovėmis, kurių pagrindiniai akcininkai užsiima ūkinės ir redakcinės veiklos vadyba, sudaromos palankesnės sąlygos formuoti žiniasklaidos priemonių turinį, mažiau priklausantį nuo pagrindinių akcininkų asmeninių ir verslo interesų. Esant tokiai situacijai sudaromos palankesnės sąlygos žiniasklaidos organizacijos ūkinę veiklą, susijusią su reklamos užsakymais, atskirti nuo redakcinio turinio politikos. Todėl žiniasklaidos priemonių, valdomų didelės vidinės nuosavybės koncentracijos patronuojančių bendrovių per dukterines žiniasklaidos organizacijas, pateikiamų naujienų šališkumas, palyginti su tiesiogiai pagrindinių akcininkų valdomomis žiniasklaidos organizacijomis, yra mažiau susijęs su reklamuotojų interesais.

4. Esant nekoncentruotai žiniasklaidos organizacijos nuosavybės struktūrai, yra lengviau užtikrinama nepriklausoma nuo savininkų asmeninių interesų redakcijos politika, o pagrindinis žiniasklaidos organizacijų dalyvių interesas tokiu atveju yra turto vertės augimas. Dėl savininkų interesų išskaidymo žiniasklaidos organizacijos nuosavybės struktūra kaip žiniasklaidos priemonės turinio šališkumo veiksnys, palyginti su koncentruota nuosavybės struktūra, praranda galią. Tokiu atveju naujienų turinio formavimui lemiamą įtaką įgyja žiniasklaidos organizacijos ir priemonės turinio vadyba užsiimantys specialistai. Koks naujienų turinys šališkumo raiškos atžvilgiu rengiamas ir skleidžiamas, tuomet labiau priklauso nuo jų profesinės kompetencijos ir vidinių organizacinių veiksnių. Todėl maža vidinė žiniasklaidos organizacijos nuosavybės koncentracija ir savininkų atskyrimas nuo bendrovės administracijos ir redakcijos veiklos sudaro sąlygas pateikti nešališkas ir nepriklausančias nuo reklamuotojų interesų naujienas.

5. Kaip matyti iš nacionalinių dienraščių tyrimo rezultatų, redakcijų darbui didelė reklamuotojų įtaka daroma tik tose žiniasklaidos organizacijose, kuriose yra didelė vidinė nuosavybės koncentracija ir kuriose pagrindiniai akcininkai nėra atskirti nuo įmonės ir redakcijos valdymo. Lietuvos žiniasklaidos sistemoje (nacionalinių dienraščių sektoriuje) didžiausias reklamos užsakymų apimtis pateikiančių reklamuotojų veikla naujienų turinyje yra pateikiama palankiau nei kitų reklamuotojų (arba iš viso reklamos užsakymų nepateikiančių veikėjų) didelės nuosavybės ir valdymo koncentracijos organizacijose. Žiniasklaidos organizacijų (ir didelės, ir mažos vidinės nuosavybės koncentracijos), kurių pagrindiniai akcininkai atskirti nuo bendrovių valdymo, žiniasklaidos priemonėse produkuojamas labiau nepriklausomas nuo reklamuotojų interesų naujienų turinys.

6. Didelės vidinės nuosavybės ir valdymo koncentracijos žiniasklaidos organizacijose sudaromos sąlygos priimti sprendimus, neatitinkančius Lietuvos Respublikos visuomenės informavimo įstatymo pakeitimo įstatymu reglamentuojamų nuostatų, kad reklamos užsakovai neturi teisės daryti įtakos viešosios informacijos turiniui, išskyrus pačių užsakomos reklamos turinį, kad paslėpta reklama yra draudžiama ir kad straipsniai, parengti ir (ar) paskelbti ne viešosios informacijos rengėjo, kuris už užmokestį ar kitokią atlygį skleidžia šią informaciją, užsakymu turi būti atskirti nuo kitos viešosios informacijos, tinkamai juos pažymint, nurodant jų užsakovą. Mažos vidinės

nuosavybės koncentracijos žiniasklaidos organizacijose sudaromos sąlygos priimti sprendimus, atitinkančius šias Lietuvos Respublikos visuomenės informavimo įstatymo pakeitimo įstatymu reglamentuojamas nuostatas.

7. Kaip rodo darbe atlikto tyrimo rezultatai, labiausiai šališkas (numatytas ir atviras šališkumas) naujienų turinys sukuriamas pagrindinių savininkų tiesiogiai kontroliuojamose žiniasklaidos priemonėse. Sudėtingesnės struktūros bendrovėse, kai dukterines įmones, administruojančias žiniasklaidos priemones, valdo patronuojančios bendrovės ir tokiu būdu pagrindiniai savininkai atsiejami nuo žiniasklaidos organizacijos veiklos, sukuriamas mažiau šališkas (nenumatytas ir atviras šališkumas), palyginti su tiesiogiai pagrindinių savininkų kontroliuojamomis redakcijomis, naujienų turinys. Mažiausiai šališkas arba nešališkas naujienų turinys sukuriamas nekoncentruoto akcinio kapitalo bendrovėse, kur nėra pagrindinių savininkų, galinčių tiesiogiai, per paskirtus asmenis ar dukterines įmones administruoti žiniasklaidos priemones.

Šališkumo raiškos naujienose kaita nuo numatyto ir atviro šališkumo iki nenumatyto ir atviro bei iki nešališko naujienų pateikimo atitinkamai kintant naujienų rengėjo ir skleidėjo (žiniasklaidos organizacijos) vidinės nuosavybės ir valdymo koncentracijai (nuo visų galių koncentruotumo pagrindinio akcininko asmenyje iki maksimalaus akcininkų galių išskaidymo organizacijos struktūroje) pagrindžia darbe keltą hipotezę, kad žiniasklaidos organizacijos nuosavybės ir valdymo struktūra lemia žiniasklaidos priemonės naujienų šališkumo raiškos pobūdį.

Žiniasklaidos organizacijos akcininkų atskyrimas nuo redakcinio turinio formavimo ir socialiai atsakinga redakcijos naujienų politika (atitinkanti teisės aktų ir profesinės etikos kodekso reikalavimus) sudaro sąlygas objektyviam ir nešališkam žiniasklaidos naujienų turiniui, kuris yra visuomenės pasitikėjimo žiniasklaida didėjimo veiksnys, sukuriantis palankias sąlygas žiniasklaidos organizacijai dirbti pelningai ir patenkinti turtinius žiniasklaidos organizacijų akcininkų interesus.

8. Remiantis atlikto tyrimo rezultatais, rodančiais žiniasklaidos organizacijos nuosavybės ir valdymo struktūros koncentruotumo ryšį su naujienų turinio šališkumo pobūdžio bei reklamuotojų interesų pateikimo raiška naujienose, šiame darbe formuluojamos tokios rekomendacijos tolimesniems, su ekonominių-organizacinių veiksmų įtaka žiniasklaidos priemonių naujienų turiniui susijusiems tyrimams:

- išanalizuoti teisinės prielaidas žiniasklaidos organizacijų vidinės nuosavybės koncentracijos reguliavimui ir papildomam žiniasklaidos organizacijų išorinės nuosavybės koncentracijos ribojimui (nei tai numatyta visoms verslo organizacijoms Lietuvos Respublikos konkurencijos įstatyme);

- išanalizuoti teisinės prielaidas dėl žiniasklaidos organizacijų pagrindinių akcininkų (fizinį asmenų) ribojimo eiti vadovaujančias pareigas tos pačios žiniasklaidos organizacijos arba nuosavybės ryšiais susietos kitos žiniasklaidos organizacijos administracijoje ir redakcijoje;

- išanalizuoti, kokią įtaką žiniasklaidos priemonių turinio kokybei turėtų žiniasklaidos organizacijų ir jas patronuojančių bendrovių akcininkų (fizinį asmenų) viešo registro įsteigimas ir pagrindinių žiniasklaidos organizacijų akcininkų viešų ir privačių interesų deklaravimas.

- išanalizuoti teisinių ir ekonominių skatinimo priemonių prielaidas dėl didelės vidinės nuosavybės koncentracijos žiniasklaidos organizacijų akcijų emisijų platinimo vertybinių popierių biržoje, kad skaidant maksimaliai koncentruotas organizacijų nuosavybės struktūras būtų sudarytos bendrovės administravimo ir redakcinio turinio formavimo sąlygos, lemiančios kokybišką (nešališkumo aspektu) žiniasklaidos priemonių turinį.

Publications on the subject of the dissertation:

Paskelbti straipsniai disertacijos tema:

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2. JASTRAMSKIS, Deimantas. Reklamos ir naujienų vadyba žiniasklaidos organizacijose: reklamuotojų įtakos naujienų turiniui aspektas (*Management of Advertising and News in Media Organizations: the Aspect of the Influence of Advertisers over the News Content*). *Tiltai*, 2008, t. 3 (44), p. 161–173.

3. JASTRAMSKIS, Deimantas. Šališkumo problematika nacionaliniuose dienraščiuose 2004 m. Lietuvos Prezidento rinkimų kampanijos metu (*The Problem of Impartiality in National Dailies Throughout the 2004 Lithuanian Presidential Election Campaign*). *Žurnalistikos tyrimai*, 2008, t. 1, p. 5–24.

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Scientific interests. The economics of media organizations, media influence on society.