

La notiziabilità ambientale nell'ecosistema digitale

Donato Ramani
16 giugno 2016



ANIMALS | UNIVERSITY OF FLORIDA
Sea turtles make more nests on tidy beaches

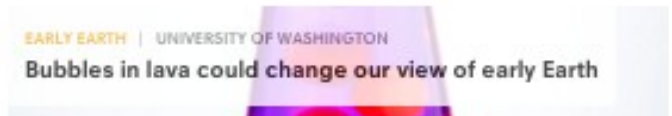
GENOMES | PENN STATE
Team finds secrets to giraffe's long neck in genome



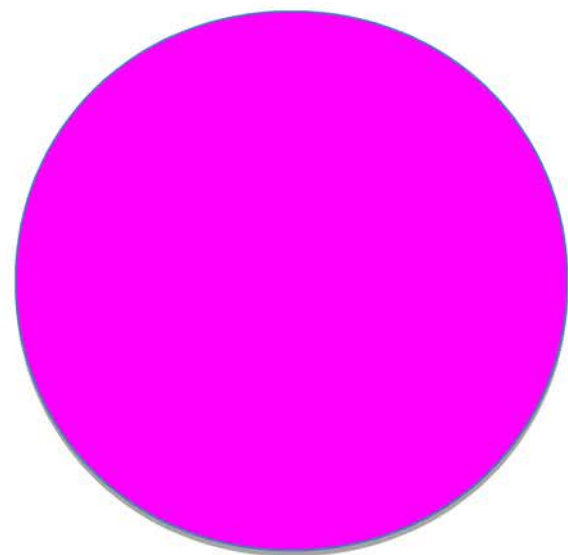
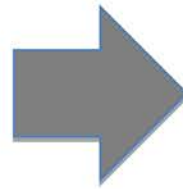
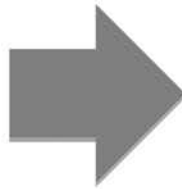
AIR POLLUTION | GEORGIA INSTITUTE OF TECHNOLOGY
Pacific's big drop in oxygen blamed on pollution from Asia



EARLY EARTH | UNIVERSITY OF WASHINGTON
Bubbles in lava could change our view of early Earth



AGRICULTURE | UNIVERSITY OF SOUTHAMPTON
Pesky snails pick food by smell not taste

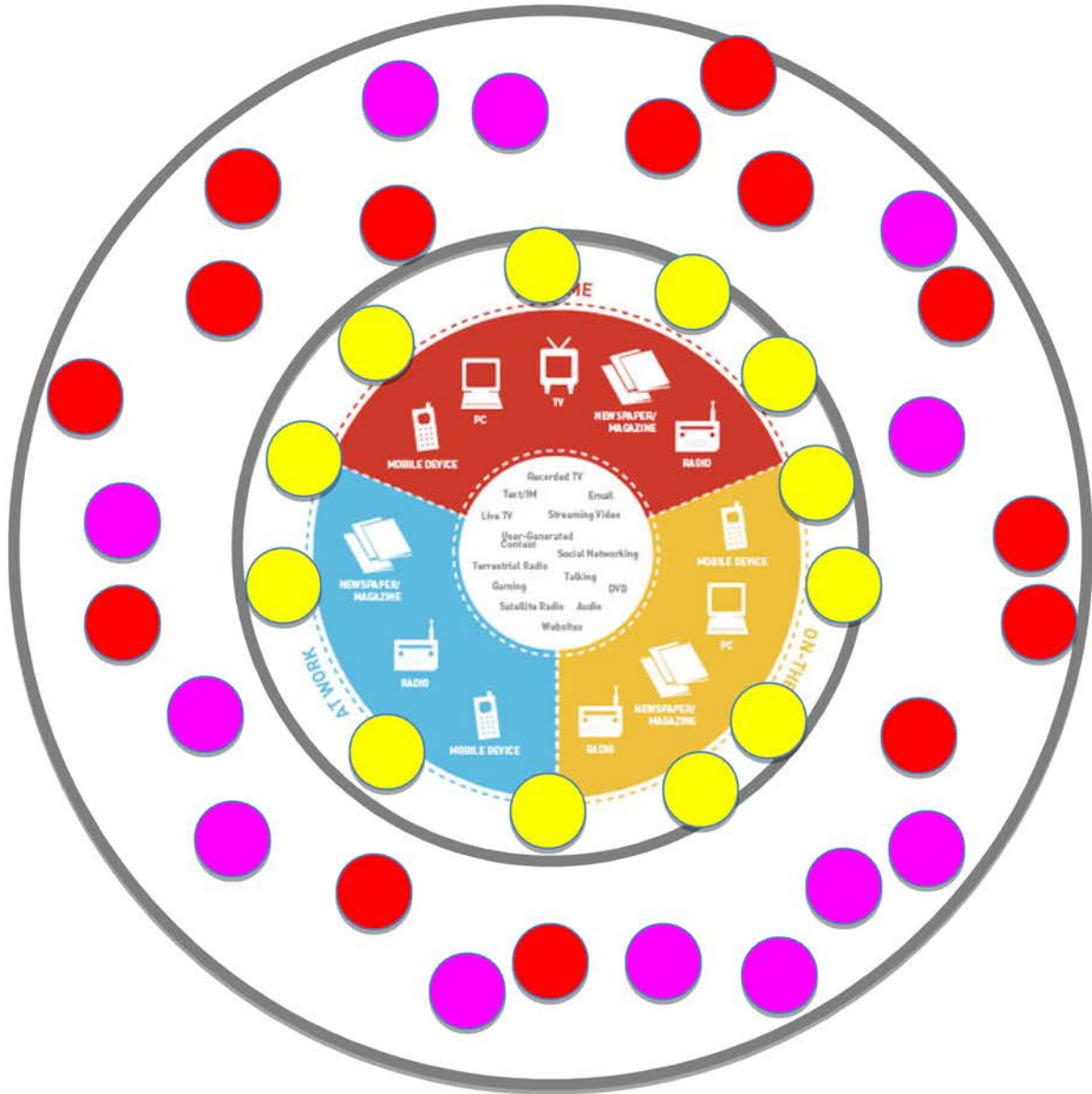


ISTITUZIONE
(MITTENTE)

MEDIA

PUBBLICO
(DESTINATARIO)





MEDIALIZATION

PR

Williams, A. and Clifford, s. (2010) "Mapping the Field: a Politic and Economic Account of Specialist Science News Journalism in the UK National Media"

PUS Inc.

“...da un modello di comunicazione della scienza democratico, dialogico, centrato sul pubblico a un modello “incorporato”, unilaterale, business-oriented e persuasivo...”

Bauer, M. and Gregory, J. (2007), “From journalism to corporate communication in post-war Britain”, in: Bauer, M. and Burchi, M., (eds.) *Journalism, science and society: science communication between news and public relations*. Routledge Studies in Science, Technology and Society . Routledge, Abingdon, UK, pp. 33-52

PUS Inc.

Table 4.2 The dilemmas of the 'PUS Inc.'

<i>Science communication</i>	<i>PUS Inc.</i>
Sceptical	Celebratory
News story	News event
Debunking myths	Myth-making
Debate and controversy	Media conference
Visible scientists in the media	Stars staged by PR professionals
The hero scientists	Images of corporations
Knowledge-sharing	Image-making
Public as citizens	Public as consumers and shareholders
Public forum	Trade show

FIDUCIA?

Nisbet, M. and Scheufele, D. (2007), "What's Next For Science Communication?",
American Journal of Botany, 96:1767-1778

ELITE SOURCE DOMINANCE

Williams Andy. (2015), "Journalism, public relations and news sources",
in: Hansen, A. and Cox, R. (eds.) *The routledge handbook of environmental and
communication*, Teoutledge.pp. 197-205

PR Footprint

Holmes, T. (2010), "Balancing Acts: PR "impartiality" and power in mass media coverage of climate change", in: Boyce, T. and Lewis, J. (eds.) *Climate change and the media*, New York: Peter Lang, pp.92-102

“Il web non è mai pieno”

“The low hanging fruit”

“La mancanza di tempo ha esacerbato un già esistente disequilibrio tra i reporter e le loro fonti”

Williams Andy. (2015), “Journalism, public relations and news sources”, in: Hansen, A. and Cox, R. (eds.) *The routledge handbook of environmental and communication*, Routledge, pp. 197-205

“In UK, il 60% delle news si basano interamente o in gran parte su materiale già pronto. Un ulteriore 20% ne è influenzato in diversa misura”

Lewis, J.. Williams, A. and Franklin, B. (2008), “A compromised Fourth Estate? UK News Journalism., Public relations and News Sources” , *Journalism studies*, 9: 1-20

CHURNALISM

QUALE INFORMAZIONE?

PACK JOURNALISM

FINE DEL GIORNALISMO D'INCHIESTA

IL POTERE DELLE FONTI