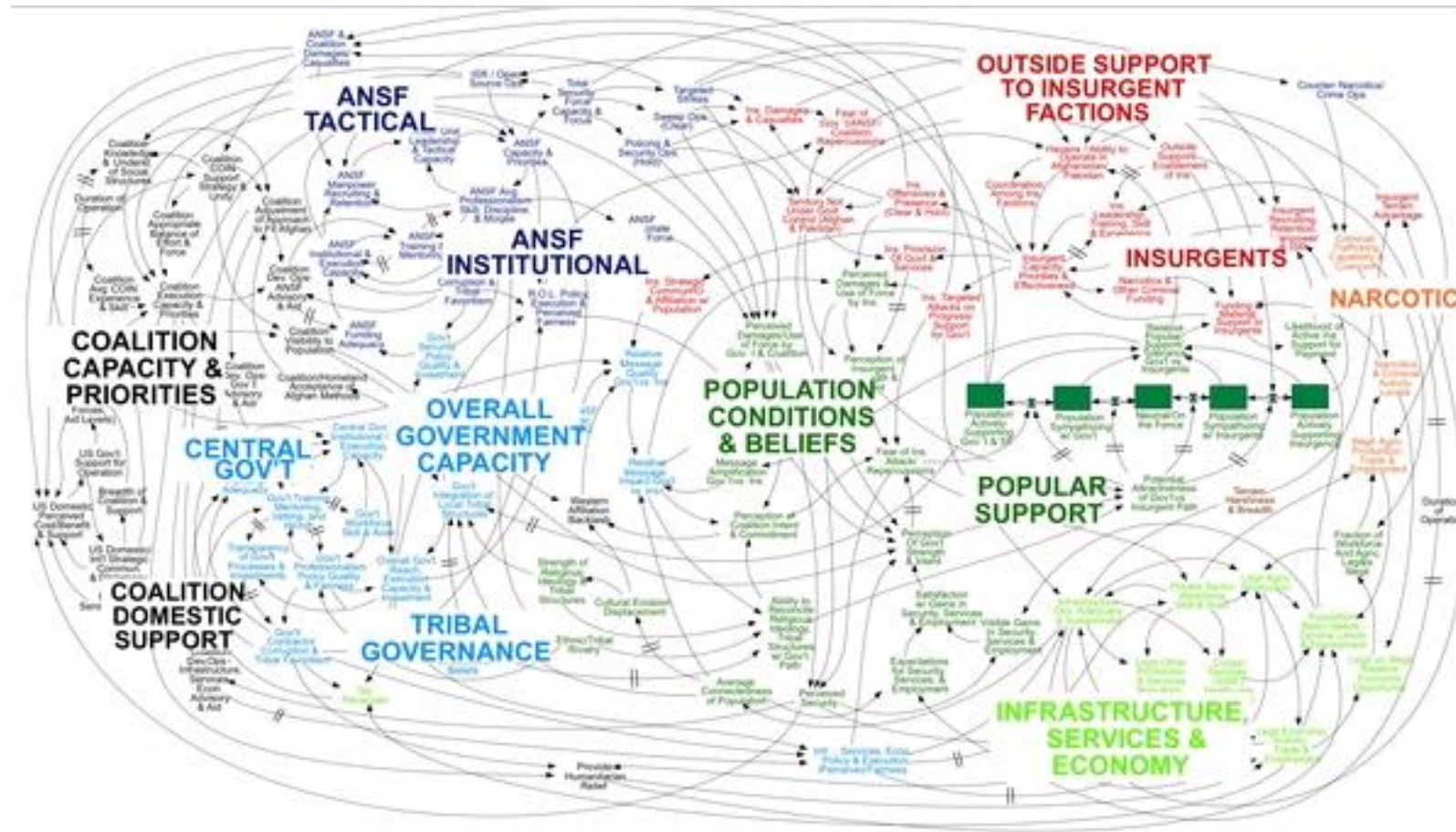


# KNOW THY NEIGHBOUR

Marko Milosavljević,  
University of Ljubljana

Portorož, September 2017

# Powerpoint



„Know thy neighbour“

- Data
- Information
- Context
- Understanding
- Regional aspects

## RAY BRADBURY: FAHRENHEIT 451

“Digest-digests, digest-digest-digests. Politics? One column, two sentences, a headline! Then, in midair, all vanishes! Whirl man’s mind around about so fast under the pumping hands of publishers, exploiters, broadcaster that the centrifuge flings off all unnecessary time-wasting thought!”

- “Give the people contests they win by remembering the words to more popular songs or the names of state capitals or how much corn Iowa grew last year. Cram them full of noncombustible data, chock them so damned full of ‘facts’ they feel stuffed, but absolutely ‘brilliant’ with information.”

- “Then they’ll feel they’re thinking, they’ll get a *sense* of motion without moving. And they’ll be happy, because facts of that sort don’t change. Don’t give them any slippery stuff like philosophy or sociology to tie things up with. That way lies melancholy.”

- “I remember the newspapers dying like huge moths. No one *wanted* them back. No one missed them.”

# ORWELL VS. HUXLEY

- Orwell feared those who would deprive us of information.
- Huxley feared those who would give us so much that we would be reduced to passivity and egoism.



PENGUIN  
BOOKS

**TWENTY  
SEVENTEEN**

GEORGE ORWELL

COMPLETE



UNABRIDGED

- Orwell feared that the truth would be concealed from us.
- Huxley feared the truth would be drowned in a sea of irrelevance.



- Socrates once wrote how the god Theuth commends his new invention of writing to the Egyptian king, Thamus.
- »Here is an accomplishment«, he said, »which will improve both the wisdom and memory of the Egyptians. I have discovered a sure receipt for memory and wisdom.«

- To this Thamus replied: »You, who are the father of writing, have out of fondness for your offspring attributed to it the opposite of its real function. Those who acquire it will cease to exercise their memory and become forgetful; they will rely on writing to bring things to their remembrance by external signs instead of by their own internal resources. What you have discovered is a receipt for recollection, not for memory.«

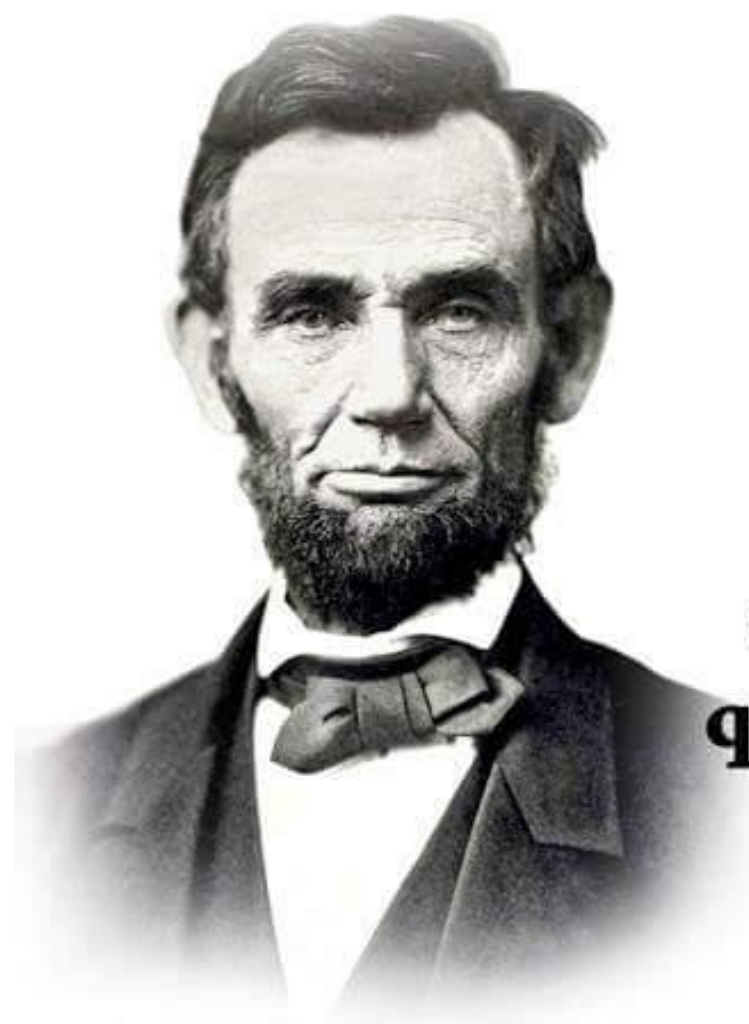
- Neil Postman said: »Every culture must negotiate with technology, whether it does so intelligently or not. A bargain is struck in which technology giveth and technology taketh away.«

APRIL 3, 2017

TIME

Is  
Truth  
Dead?

TIME.COM



**"Don't believe  
everything you  
read on the  
internet just  
because there's  
a picture with a  
quote next to it."**

**-Abraham Lincoln**



- Digitalisation: the best thing that has happened to journalism
- Digitalisation and Social Media: the worst thing that has happened to media and their business model
- And society? The best or the worst thing?
- Power Without Responsibility

# Koncentracija digitalnega oglaševanja

## Digital Ad Revenue by Company

These companies are expected to be top earners in Internet ads this year.



Note: All data are estimates  
Source: eMarketer  
Rani Molla/The Wall Street Journal

CEMUSA



**More people ride NYC buses  
every day than live in Slovenia.**

Discover the world's potential with  
a bank that knows how to find it.

**HSBC**   
The world's local bank

- The social responsibility theory of the press
- Theodore Peterson, 1963
- Commission on The Freedom of the Press
- *A Free and Responsible Press*

- Strengthening the media and the journalism
- Market limitations and failure
- The role of the state
- The awareness of the public
- Regional aspects

- Information subsidies (Oscar Gandy, 1980)
- Media policy
- EU media policy
- Media themselves

# Report for America aims to get 1,000 journalists in local newsrooms in next 5 years

BY KRISTEN HARE · SEPTEMBER 18,  
2017



Many local newsrooms have been cut to the bone so often that there's hardly any bone left. But starting early next year, some may get the chance to rebuild, at least by one.





**On April 18, 1930  
the BBC announced "There  
is no news today"**



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