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HONG KONG BAPTIST UNIVERSITY

Comparing Media Systems

From BRICS to the BRI

比较媒体制度：从金砖到一带一路

Colin Sparks

Centre for Media and Communication Research

Hong Kong Baptist University

香港浸会大学媒介与传播研究中心教授



Introduction 前言

- **Outline what is at stake in comparing media systems** 概述比较媒体制度中的关键问题
- **Briefly rehearse the claims of the most influential contemporary theory** 简述当今最具影响的理论陈述
- **Consider some of the major objections** 考虑一些质疑的声音
- **Sketch a more robust alternative** 提供一个另类的



Recent thinking 近来的理论思考

- Dominated by the 2004 Hallin and Mancini book
 - An explicitly “structural functionalist” account
 - Referencing both Parsons and Luhmann
 - “Differentiation” a key concept
- Attempted to analyse relationships between politics and the media
 - Only applied to “western, democratic” societies
 - Nevertheless people have applied these ideas very widely
- Identified a number of key indicators
 - Does the press have a wide circulation?
 - Is journalism an autonomous profession?
 - How high is the level of state intervention?
- Found three basic types in Western Europe and North America
- 主要是Hallin和Mancini的比较媒体制度一书，提供了一个分析政治与媒体关系的模式框架，识别了一些关键指标（如媒体的政治和经济独立性），理论化了三个适用于西欧和北美的媒体制度模式。



The Liberal system 自由主义模式

- Liberal media system
 - High journalistic professionalism
 - High differentiation between media and parties
 - High media autonomy from state
 - Lower differentiation between media and economic forces
- Also marked by large-circulation press
 - USA, UK, Canada, Ireland



Polarized pluralist system 极化多元主义模式

- Polarized Pluralist
 - Low journalistic professionalism
 - Low differentiation between media and parties
 - Lower media autonomy from the state
 - Higher differentiation between media and economic forces
- Also marked by a small-circulation elite-oriented press
 - Italy, Spain, France, Greece



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Democratic Corporatist 民主统合主义模式

- Democratic Corporatist
 - Moderate to high journalistic professionalism
 - Moderate to high differentiation between media and parties
 - Relatively high media autonomy from the state
 - Moderate differentiation between media and economic forces
- Also marked by a relatively high circulation press
- Germany, Sweden, Norway, Denmark



How useful is this for us? 这三种模式对我们有用吗?

- Some obvious problems of generalization
 - The issue of mass literacy is not directly relevant
 - The issue of `professional autonomy' is problematic
 - The issue of differentiation relevant
 - The issue of state intervention relevant
- None of the three models fit China
- For BRICS, it was some use
 - China is `the first amongst equals'
- For BRI, it is of limited use
 - China is simply `the first'

如果将这三种模式普遍化，就会存在很多问题，比如专业独立性和与国家的关系；三个模式都不适合中国；对金砖国家而言有少许解释力，对“一带一路”国家而言，解释力很小。

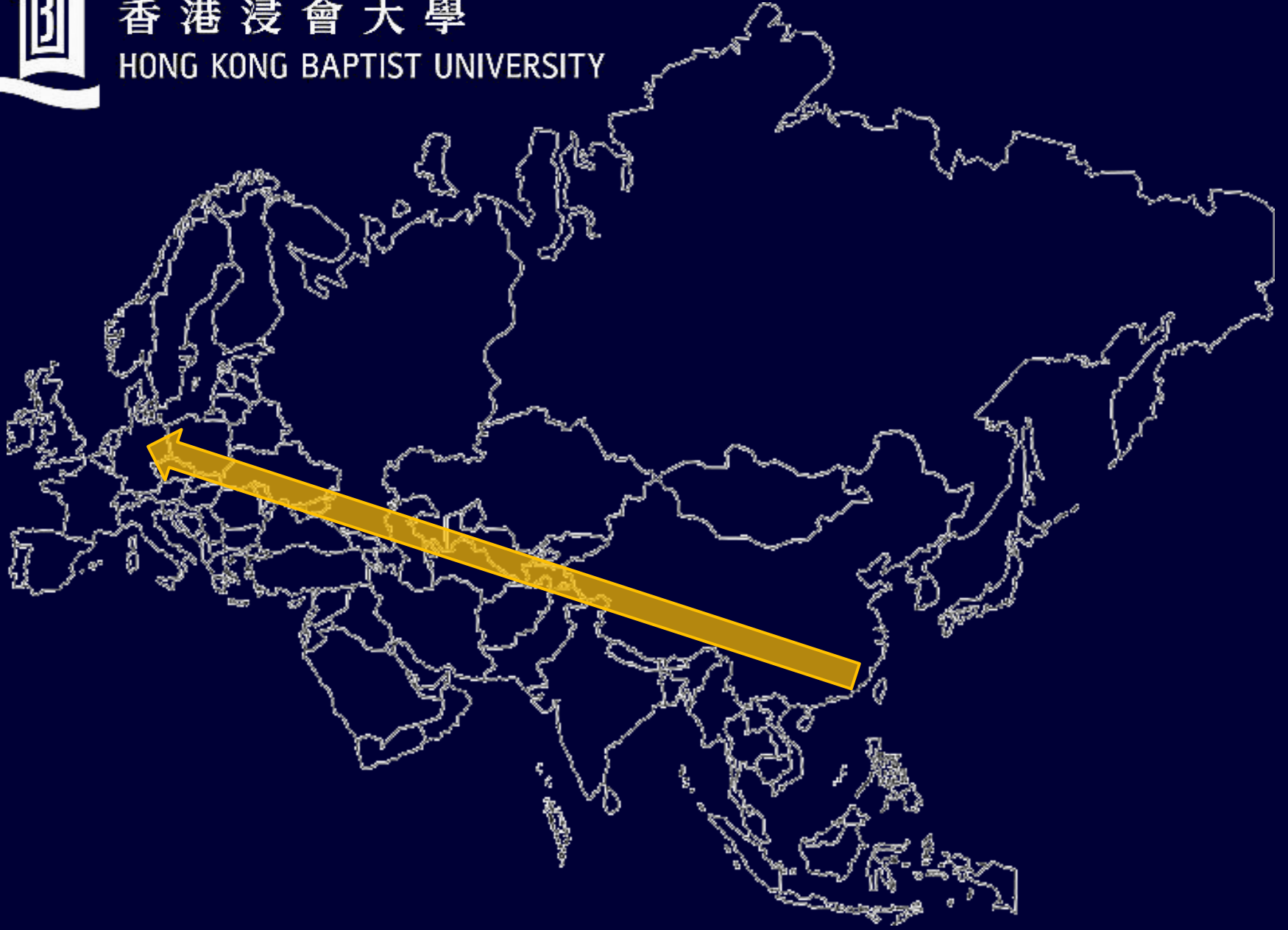


A possible starting point 一个新的起点？

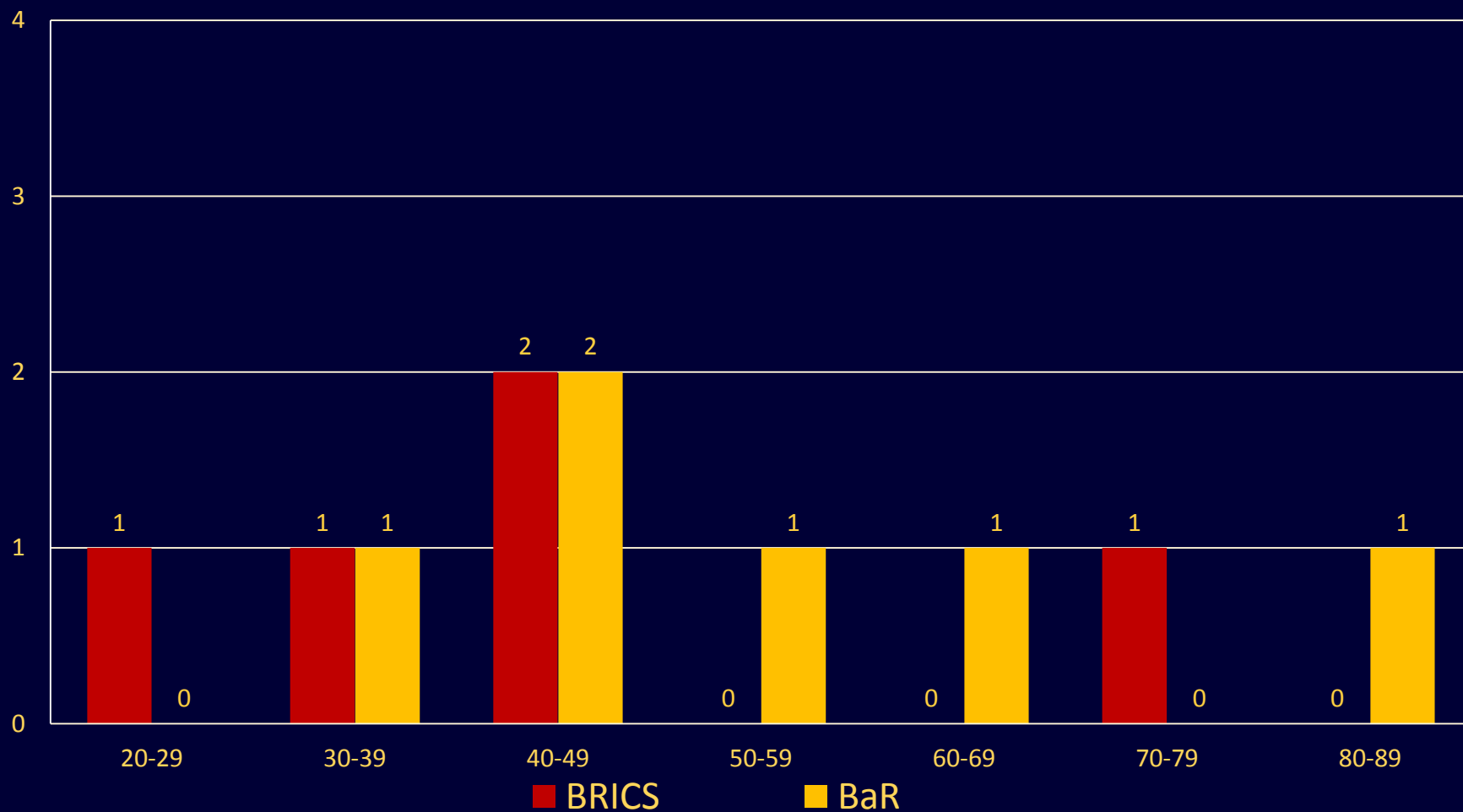
- It is possible to critique H+M for a narrow focus on politics 需要质疑二人仅以政治为核心
- If we stick with the H+M emphasis on politics we should collapse their three indicators
 - Just the degree to which the media are embedded in the state machinery 需要反思媒体嵌入国家机器的不同程度
- Can plot the positions of different countries and groups of countries 需要考虑不同国家和国家群体的不同位置



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Some conclusions 一些结论

- We would need to add some other dimensions 我们需要增加一些维度，比如市场化的程度、与全球媒体经济的融合程度。
 - Degree of marketization
 - Degree of integration in to global media economy
- Should find a way of examining the direction of movement 需要找到评估未来发展方向的途径
- The interest in this paper is purely theoretical 这篇论文的主要兴趣在于纯理论的探讨
 - Easy to see how it could also provide a guide to media investments