No laughing matter: the power of cyberspace to subvert conventional media gatekeepers
No Laughing Matter: The Power of Cyberspace to Subvert Conventional Media Gatekeepers

John Carr

Abstract

This article uses Jon Stewart’s October 15, 2004, appearance on the U.S. program Crossfire and Stephen Colbert’s April 29, 2006, speech at the White House Correspondents’ Dinner to illustrate how the diffused nature of cyberspace enables Internet users to promulgate news stories. This allows users to drive mainstream media gatekeepers to engage in what is described as “forced reflexivity,” covering critiques of their own complicity in media hegemony. In each case, a prominent comedian offered an in-person critique of members of the mainstream media in a newsworthy context, arguing that the media had been complicit in the machinations of Washington politicians. And in each case, subsequent Internet dissemination of video clips of these appearances circumvented traditional media gatekeepers while forcing them to cover those critiques.

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are they merely being made available as an easy op The media meltdown we are gobbling popcorn to right now is the result of two key phenomena we normals have grown tired of the media elites lies, and today's technology allows us to ignore the people who would presume to tell us what we can and cannot know. Gatekeepers are falling everywhere, not just in the news game. Look at publishing. My last book was traditional. No Laughing Matter: The Power of Cyberspace to Subvert Conventional Media Gatekeepers. Article. Jan 2012. John Carr. Secondary gatekeeping is believed to be raising the media in-platform visibility, but it may also have negative effects such as adding to the creation of echo chambers and deepening the gaps between conflicting views. Such studies are particularly relevant for emergencies or social conflicts where sharing relevant content may be crucial for lowering social unease. But till today the nature of secondary gatekeeping remains highly understudied.