

EXECUTIVE SUMMARY

TOWARDS AN ALTERNATIVE JOURNALISM MODEL

STRUCTURAL ANALYSIS OF:
**DIAGONAL, LA DIRECTA
LA MAREA AND EL DIARIO.ES**

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1. Introduction

Since the beginning of the economical crisis in 2008, only in Spain, 10.000 journalists have lost their job. News about dismissal of workers and closure of the big media have been usual until today. (Rusiñol, 2013).

How can the journalists act in this situation? The answer which is considered is to manage themselves the media and to come back to the independent journalism which acted as counter in the society.

Thus, this research will focus on analysing some of the most representative alternative media in the Spanish state, specially Diagonal, La Directa, La Marea and elDiario.es. These medias have some features that make them different from the conventional media because of the property and structure of the work, the approach of the subjects they treat, the readers' participation and the criteria to advertise, among other aspects.

2. Theoretical framework

Firstly, it will be explained the meaning of the mass media, to understand how they work and at the same time their influence on the society. This will let to pose and understand why some medias called alternative were born as an answer to the information need of a part of the society. The causes of this emergence and its evolution will be explained until today. A conceptual approximation to the essential terms for a better understanding of the research work.

3. Methodology

The first technique used to do the study has been the interview to different workers from the four selected medias. That has charges with responsibilities and skills, which will be explained later, to understand the working of the media and its features. The interviews structure doesn't change in the main aspects that want to be analysed and investigated, but they are adapted to their media and their peculiarities to reach a more concrete and personalized results.

Secondly, the technique used is focus on an a qualitative analysis of the news about the Can Vies eviction in the alternative media La Directa and in the conventional media La Vanguardia, in this way, we can collect, process and analyse the information to compare the informative quality later. To do it, a record standard has been used to compare the news, I is by Xavier Giró, a university political journalism professor in the Autonomous University of Barcelona (UAB).

4. Results

In the first comparison table it is seen that the Diagonal and La Directa share the causes of they birth, for vocations of independence and social movements although with different date of birth, one in 2005 and the other in 2006, respectively. On the other hand, La Marea and elDiario.es were born in 2012 because of the conventional journalism crisis and the economic crisis.

As far as the economic and organizational structure is concerned it is seen that the Diagonal working model is an association, it has got eleven workers and 5.400 partners. The property of the enterprise is 100% from the workers. The organization of the newspaper and the decision making is completely horizontal and assembly.

The working model of La Directa, as well as Diagonal, is through an association, it has got eight workers and the number of subscriptions is 1.750. The property is 100% of the workers. The organization of the newspaper is horizontal and assembly.

About La Marea, its working model is a cooperative, consequently, the property is shared among the workers (75%) and partners (25%). The newspaper organization is horizontal and assembly. Today it has got 2.210 partners.

Finally the working model of elDiario.es is Limited Society. There are 20 workers in the newspaper and it has got 7.600 partners nowadays. As it doesn't have an ethical criteria to accept or reject advertisements, the incomes reach 70% the organization of the drafting and decision-making is hierarchical.

On the other hand, as far as formal features, the three first medias are very similar: Diagonal, La Directa and La Marea. The three feed on own sources, that's why equates to a greater or lesser extent journalistic routines, while elDiario.es, feeds from agency tickers. Consequently, it's seen that this fact has an influence on the updates per day in the web, the three first media have a similar figure to constant updates along the day. Regarding to paper periodicity, are Diagonal, La Directa and La Marea the only ones that have a written version of the same newspaper, as elDiario.es offers a quarterly thematic journal without a strict relation with the online model of the media.

In the analysis of the informative approach of the Can Vies eviction, we can see how the alternative media La Directa contextualizes much better all the information, listening to all parts in the conflict, while La Vanguardia only focus on the violent facts happened in the demonstration.

5. Conclusions

The first hypothesis states that there is a real and practised possibility of a booming independent and quality journalism model. It is confirmed that the four analysed medias have increased the number of subscriptions and have got to make a quality journalism.

The second hypothesis explains that the working in these medias is viable and sustainable, socially and economically. This hypothesis is partially corroborated. All the medias are economically viable, although La Directa wants to have a higher degree of professionalization. Although all are capable of remunerate the journalistic practice, in greater and lesser extent, of the newspaper workers, although what is really important can't be qualified. There is where we focus on the second part of the hypothesis, the viability and the social sustainability. The compliance with this part of the hypothesis is complete.

The third hypothesis states that in the analysis and treatment of the news, the alternative media gives a more plural view, contextualized and truthful of the Can Vies conflict than in the conventional media. It is true completely, as La Directa contextualizes in a wider way the Can Vies eviction conflict and gives

voice to all the parts involved, while La Vanguardia only focus in the damages produced by some of the demonstrators.

Finally it is necessary to describe some disadvantages and limitations found in the research work. The novelty involves a difficulty degree in the level of the aims or purposes that are posed in each of the analysed medias. It means, it isn't exaggerated to say that the alternative medias are found in a phase of definition and transformation.