

Universal usability in mass media via discourse analysis: A Case Study

Niklander S.

Soto R.

Crawford B.

The Mass Media involve mechanisms that are intended to reach a wide audience by means of radio, television, newspapers, and Internet, among others. The Mass Media are also responsible for providing the suitable perception of news from different areas such as for instance politics, business, crime, or technology. However, this perception is often manipulated in order to accommodate the information according to a given criteria. This manipulation of the information is suddenly not captured by everyone causing a distortion of the real scenario. In this paper, we illustrate how the use of discourse analysis can improve understanding of such hidden information. We present a case study where this methodology is effectively used to analyze the information provided by news about a social phenomena related to the dehumanization of the female gender. Interesting results are discussed about how this useful methodology could be used to detect communication products that are not usable nor understandable for a wide audience. © Springer International Publishing Switzerland 2015.

Discourse analysis

Mass Media

Universal usability

Public relations

Semantics

Communication products

Discourse analysis

Hidden information

Mass media

Universal usability

