International Journal of Research Publication and Reviews

MEDIA AND PUBLIC ACCOUNTABILITY TYPOLOGY AND EXPLORATION

T.K.Sudharshana[1],J.Saranya[2],A.K.Rakshana[3],P.Praveena[4],S.Subhanishanth[5],E.Praveen Kumar[6]

KPR College Of Arts ScienceAand Research,Avinashi Road,Arasur,Coimbatore and 641407,India.

A B S T R A C T :

This work presents a typology of public accountability mechanisms that incorporate mainstream media, highlighting the evolving relationship between media and public sector organizations. The media indirectly influences public accountability in the Netherlands, either by demanding accountability from MPs or encouraging self-criticism in public organizations, according to a study focusing on Dutch public sector organizations, highlighting the role of media in this process.

Main text

In a "monitory democracy," executive tasks have shifted from central governments to non-parliamentary organizations like news media, society organizations, and independent regulators. The media plays a crucial role in connecting these networks, and there has been limited investigation into the theoretical relationship between public accountability and the media. This essay theorizes and investigates the media's functions in public accountability, focusing on the media's role as an instrument of accountability and a catalyst that activates official accountability institutions. The paper aims to create a theoretical framework explaining the media's functions in public accountability and avoid normative evaluations. The four functions of the media in public accountability—sparks, triggers, amplifiers, and forums—will be discussed, followed by an empirical investigation of which position is most empirically significant.

1.1. Public accountability

Public accountability research has grown significantly in the past decade, with a basic definition of accountability as a communication between an actor and an accountability forum. The information phase gathers information on an actor's behaviour, while the consequences phase renders a consequential judgment against the actor and may impose formal sanctions. Different forms of accountability are distinguished based on the relationship between the actor and the forum, such as vertical or horizontal accountability. The media, interest groups, clients, boards of commissioners, and independent assessors can serve as horizontal accountability venues for semi-autonomous organizations. Different accountability processes are connected sequentially and may influence one another, with the media publishing critical articles about organizations in response to important questions in parliament or following inspectorate recommendations.

The ideal-typical accountability regime of public organizations is summarized in Figure 1.

The arrows that point horizontally to the news media, diagonally to the inspectorate, and vertically to government departments, ministers, and parliament stand for clear channels of responsibility. News media coverage as a type of informal accountability may alert vertical accountability to parliament and diagonal accountability to inspectorates, as shown by the red arrow that connects the news media with parliament and inspectorates.

1.2. Media and accountability: some characteristics

News media has historically played a dual role in public accountability in democracies. It reports on public accountability procedures and aims to hold those in positions of authority accountable by informing the general public about government actions and their personal impact. However, accountability to and in the media differs from official accountability due to the reason behind accountability procedures. Formal accountability is goal-directed and institutionalized, while media accountability is not. Journalists may seek news that their target audience finds interesting, and their accountability procedure may emerge from the way they obtain information from public organizations. The stages of accountability differ, with journalists relying on FOI laws, organizations' willingness to release information, and their capacity to obtain classified material. The media lacks formal tools to impose sanctions during the repercussions phase, but "published voice" can effectively implement horizontal accountability to the media, reaching policy networks heavily media-oriented and influenced.

1.3. Media and accountability: towards a typology

The media's role in public accountability is often viewed as a direct forum of accountability, but there are other potential roles that can be identified. The media can serve as an independent accountability platform, exposing unethical behaviour within public organizations and posing critical questions. They can also raise awareness of official accountability procedures, such as Question Time in Parliament or the release of Inspectorate reports. The media can initiate official accountability procedures, such as parliamentary inquiries, which are similar to 're-alarm oversight'. The media can also initiate official public accountability procedures, such as parliamentary inquiries. These functions are analytically different but not interchangeable, as they may be prerequisites for the trigger position or full fill multiple functions in a single report. From an organizational standpoint, a problem may move from one role to another, highlighting the complex relationship between media and accountability.

1.4. Methods

The empirical investigation's goals are to show how the typology may be applied to studies and investigate the four media roles in public accountability's empirical applicability. In order to do this, a content analysis of the media's coverage of Dutch public organizations, both quantitative and qualitative, as well as an examination of parliamentary questions, have been carried out. Four newspapers and a wide range of organizations were the focus of the media analysis. Here, we concentrate on the kinds of organizations and newspaper sources we choose. The next sections will present our analysis and the specific operationalizations of the four roles.

Newspaper Selection

The scope of this article led to the decision to analyze print media. The main focus is on accountability procedures that occur in or as a result of media attention, rather than specifically identifying which news media outlets (other possibilities include television or online news) are being covered. This method is in line with comparable research that examines media outlets and government agencies (Deacon and Monk, 2001). Exclusion of social media or television news is not always problematic because prior research shows that media agendas operate fairly parallel. Both the home page and the front page have been manually reviewed and perused. These pages are probably where significant news regarding a public organization will be found. During the period under investigation, there were 802 news stories (pertaining to all issues) on the front pages and domestic pages of four national newspapers. 802 messages have been coded as a result.

Selection Of Organizations

Many different kinds of quasi-autonomous organizations are housed within the Dutch public sector (Van Thiel, 2012). We did not include political entities or ministries in our research. We concentrated on the entire range of public sector organizations that are more or less independent. The three most significant categories of organizations are included, along with the ones closest to the federal government: independent administrative bodies (which function outside of government departments but not in the market), line agencies (which function somewhat independently within government departments), and public service providers in the fields of social housing, healthcare, and education in addition to law enforcement. We concentrate on the main categories of autonomous versus central government public organizations in the Netherlands.

4. Conclusion

This study explores the media's role in public accountability, focusing on four key roles: coverage of public organizations, accountability, communication between monitoring organizations, and triggers. The study found that media coverage often mentions specific public sector organizations, but only a small percentage go into great detail about them. This can encourage self-reflection and spark a wide range of activities and reflective acts in public organizations.

The media's function as an amplifier of accountability is more significant, as it informs the public about changes in official accountability procedures. Accountability forums use news reports as the basis for their questions, which may be their most important function as accountability triggers.

However, the study only looks at a small number of organizations over a brief period in a single nation, and there are four issues that warrant further investigation. First, it is essential to examine whether the results are typical of our kinds of public sector organizations or if the results are influenced by the unique Dutch setting, which includes the Dutch media and governance systems. Second, it is crucial to determine whether organizational characteristics draw in various media roles, such as organizations working closely with the public or organizations that make headlines more often.

Finally, the study provides a less pessimistic view of the media's involvement in modern governance, suggesting that the media plays an integrative role in accountability procedures in disjointed public service systems

REFERENCES

1. **Arnold (2005):** Discusses the role of Congress, the press, and political accountability in the United States.
2. **A SCoR (2000):** Provides a content analysis codebook used for studying media coverage during the 1999 European Election.
3. **Bakker & Scholten (2009):** Offers an overview of the media and communication landscape in the Netherlands.