

Rough Place with Fine Culture: Media View on Ostrava

DOI: 10.30819/cmse.8-1.05

ABSTRACT

Spatial sciences increasingly tackle less traditional soft factors of location and development. Mental maps reflecting the psychological-social perception of space belong to the most frequented notions in this respect. Geographical patterns of information in the media constitute one of the most relevant determinants for the formation of mental maps. More importantly, the media transfer information selectively, presenting merely a part of a highly complex reality. It is far from surprising that traditional industrial urban areas, such as Ostrava rank among the most sensitive entities from the view of their media perception. Old industrial territories are often labelled by negative information. This is in spite of the fact that real life in these territories can be much more motley and interesting than that portrayed by the media. The main objective of this article consists in the analysis, evaluation and interpretation of various contributions broadcasted within the national TV reporting that are related to the town of Ostrava. In this context, the special attention is devoted to the culture-related contributions that concern Ostrava. It is shown that Ostrava as portrayed within a national TV reporting can be in a nutshell paradoxically characterised as a rough place befallen by many socioeconomic issues where the fine culture is however existing.

KEY WORDS

Culture, media, national TV reporting, territorial image, Ostrava, old industrial territories

Paper received: 17 February 2024 • Paper revised: 11 May 2024 • Paper accepted: 31 May 2024

Jan Sucháček is a full-time professor at the Faculty of Regional Development and International Studies, Mendel University, Brno. His research interests focus mainly on urban and regional development, territorial management and marketing and globalisation.

E-mail: jan.suchacek@mendelu.cz

References

Agapito, D, Valle, P., Mendés, J. (2013), The cognitive-affective-conative model of destination image: A confirmatory analysis, *Journal of Travel & Tourism Marketing*, 30(5): 471-481.

Anholt, S. (2011), Beyond the Nation Brand: The Role of Image and Identity in International Relations, *Exchange: The Journal of Public Diplomacy*, 2(1): 6-12.

- Ashworth, G., Voogd, H. (1990), *Selling the City: Marketing Approaches in Public Sector Urban Planning*, London: Belhaven Press.
- Ashworth, G., Kavaratzis, M. (2010), *Towards Effective Place Brand Management. Branding European Cities and Regions*, Cheltenham: Edward Elgar.
- Brighton, P., Foy, D. (2007), *News values*, London: Sage.
- De Fleur, M.L., De Fleur, M. (2009), *Mass Communication Theories: Explaining Origins, Processes, and Effects*, London: Pearson.
- Galtung, J., Ruge, M. (1965), The Structure of Foreign News. The Presentation of the Congo, Cuba and Cyprus Crises in Four Norwegian Newspapers, *Journal of Peace Research*, 2(1): 64-91.
- Gartner, W., Shen, J. (1992), The Impact of Tiananmen Square on China's Tourism Image, *Journal of Travel Research*, 30(4): 47-52.
- Gould, P., White, R. (1986), *Mental maps*, London: Routledge.
- Groseclose, T., Milyo, J. (2005), A Measure of Media Bias, *The Quarterly Journal of Economics*, 120(4): 1191-1237.
- Huxford, J. (2007), The proximity paradox: Live reporting, virtual proximity and the concept of place in the news, *Journalism*, 8(6): 657-674.
- Kita, P., Žambochová, M., Maciejewski, G., Čvirik, M., Kitová Mazalánová, V. (2023), Changes in the Culture of Consumption During COVID-19: a Decision-Tree Model, *Cultural Management: Science and Education*, 7(1): 85-101.
- Kotler, P., Haider, D.H., Rein, I. (1993), *Marketing Places: Attracting Investment, Industry and Tourism to Cities, States and Nations*, New York: Free Press.
- McCombs, M., Reynolds, A. (2002), News influence on our pictures of the world, In: J. Bryant, D. Zillmann (Eds.), *Media effects: Advances in theory and research*, Lawrence Erlbaum Publishers, Mahwah, pp. 1-18.
- McCombs, M. (2014), *Setting the agenda: The mass media and public opinion*, Cambridge: Polity Press.
- McQuaill, D. (1994), *Mass communication theory: An introduction*, London: Sage.
- Nazarko, Ł., Žemaitis, E., Wróblewski, Ł.K., Śuhajda, K., Zajączkowska, M. (2022), The Impact of Energy Development of the European Union Euro Area Countries on CO2 Emissions Level, *Energies*, 15: 1425.
- Ostrava (2010), *Ostrava. Kandidát na titul Evropské hlavní město kultury 2015*, available at: <https://www.ostrava.cz/cs/urad/magistrat/odbory-magistratu/odbor-kultury-a-skolstvi/oddeleni-kultury/oblast-kultury/vymezeni-cinnosti/c-documents-and-settings-kolarcikovada-plocha-doc-pracovna-web-nova1-2-web-prihlaska.pdf> (accessed 24 November 2023).
- Ostrava (2014), *Koncepce rozvoje kultury statutárního města Ostravy včetně aktualizace akčního plánu*, available at: https://www.ostrava.cz/cs/urad/magistrat/odbory-magistratu/odbor-kultury-a-skolstvi/oddeleni-kultury/oblast-kultury/vymezeni-cinnosti/koncepce_kultury_smo_plna_verze.pdf (accessed 24 November 2023).
- Ostrava (2017), *Fact Sheets Ostrava 2017*, available at: https://www.ostrava.cz/en/podnikatel-investor/city-profile/ke-stazeni/ke-stazeni-en/copy_of_FL_2017_EN.pdf (accessed 24 November 2023).
- Shoemaker, P., Vos, T. (2009), *Gatekeeping theory*, New York: Routledge.
- Shoemaker, P., Eichholz, M., Kim, E., Wrigley, B. (2001), Individual and routine forces in gatekeeping, *Journalism & Mass Communication Quarterly*, 78(2): 233-246.
- Sucháček, J., Malinovský, J. (2012), Transformation processes in Ostrava: Hectic quest for a new identity, *European Journal of Economics, Finance and Administrative Sciences*, 47: 101-110.
- Sucháček, J. (2013), Transition in the Czech Republic from Institutional Point of View, *International Journal of Mathematical Models and Methods in Applied Sciences*, 7(3): 320-332.
- Sucháček, J., Sed'a, P., Friedrich, V., Koutský, J. (2014), Media portrayals of regions in the Czech Republic: selected issues, *E+M Ekonomie a Management*, 17(4): 125-140.
- Sucháček, J., Sed'a, P., Friedrich, V., Koutský, J. (2015), Regional Dimension of Security and Accidents and their TV Reflection in the Czech Republic, *Transformations in Business & Economics*, 14(3C): 544-563.
- Sucháček, J., Sed'a, P., Friedrich, V., Wachowiak-Smolíková, R., Wachowiak, M. (2016), From Regional to National Clouds: TV Coverage in

- the Czech Republic, PLoS ONE 11(11): e0165527.
- Sucháček, J. (2019), The Benefit of Failure: On the Development of Ostrava's Culture, *Sustainability*, 11(9): 2592.
- Sucháček, J. (2022), Urban Cultural Hierarchy through the Lens of a National TV Reporting, *Cultural Management: Science and Education* 6(1): 29-38.
- Wróblewski, Ł., Dziadzia, B., Dacko-Pikiewicz, Z. (2018), Sustainable Management of the Offer of Cultural Institutions in the Cross-Border Market for Cultural Services—Barriers and Conditions, *Sustainability*, 10(9): 3253.
- Wróblewski, Ł., Kurowska-Pysz, J., Dacko-Pikiewicz, Z. (2018), Polish-Czech micro-projects as a tool for shaping consumer behavior on the cross-border market for cultural services, In: Soliman, K.S. (Ed.), *Innovation Management and Education Excellence through Vision2020* (pp. 3131–3141), Proceedings of the 31st International Business Information Management Association Conference, Milano, Italy, 25–26 April 2018, Milan: International Business Information Management Association.
- Wróblewski, Ł., Grzesiak, M. (2020), The Impact of Social Media on the Brand Capital of Famous People, *Sustainability*, 12: 6414.