

Tony Blair's Lecture on Public Life and the Media: Functional Applications for Business and Research

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EXECUTIVE SUMMARY

The function of the media in covering news and events has changed in the past 20 years from one of strict division between news and opinion to a blending of the two into news commentary. This paper uses systems theory and structural functionalism to examine Tony Blair's lecture on public life and the media. Lessons learned are suggested for business and research. Global market competitiveness requires businesses and organizations become more astute in dealing with the press.

Keywords: Mass media functions, Hard news and commentary, Toni Blair, Media relations, Organizational competitiveness