

# Legacy and Non-Legacy Media in Polarized Media Systems and Societies

A workshop (“emmahub”) by the European Media Management Association  
([emma](#))

**Location: Istanbul Bilgi University, Silahataraga Campus**

**Date: 7–8 November 2025**

The European Media Management Association (emma) represents scholars from European higher education and research institutions focusing on media management, digital media studies, and communication. The association hosts an innovative workshop format, the emmahub, which bridges the research community and media professionals to explore media management themes in collaborative and interdisciplinary ways. This year’s **emmahub 2025 workshop in Istanbul** will address the growing complexities of media production, engagement, and sustainability within polarized media systems, with a particular focus on the evolving relationship between legacy and non-legacy media actors.

In today’s rapidly evolving media landscape, especially young audiences are increasingly engaging with non-institutionalized media makers—such as influencers, content creators, and independent digital platforms—challenging the long-established dominance of traditional media institutions. This shift presents both significant opportunities and pressing challenges for media management, audience engagement, and the long-term viability of mainstream media organizations.

Rather than examining these actors in isolation, the **emmahub 2025 in Istanbul** aims to understand how legacy and non-legacy media interact—competing, converging, and sometimes collaborating—within fragmented political, technological, and economic environments.

Workshops with academics and practitioners, accompanied by ignite talks and roundtable sessions with media representatives, will address the following guiding questions:



- How do audiences navigate between legacy and non-legacy media sources in polarized contexts, and what drives their trust and engagement?
- In what ways do non-legacy media actors challenge or reinforce the authority of traditional institutions?
- How do legacy media organizations adapt to decentralized content ecosystems and respond to audience migration?
- What are the ethical, regulatory, and political dilemmas that arise in the convergence and contestation between traditional and emerging media actors?
- What kinds of business models and innovation strategies are emerging at the intersection of legacy and non-legacy media in the platform economy?
- How do platform dependencies (algorithms, monetization, visibility) shape both sectors, and how do they reproduce or mitigate polarization?
- How can collaboration between legacy and non-legacy actors offer pathways to depolarization and democratic renewal?

### Goals of the overall event:

The key theme of the event will be approached as both a pressing societal challenge and a valuable academic research area, integrating practical insights from media entrepreneurs, influencers, and established institutions. The outcome of the workshop is planned to contribute to a special issue of the [Journal of Media Business Studies](#) or an edited volume with a leading academic publisher.

By fostering exchange between practitioners and academics, **emmahub 2025 in Istanbul** aims to support media makers in addressing the strategic, ethical, and business challenges of polarized contexts, while also contributing to democratic resilience and innovation in media systems. The event also seeks to generate public and political awareness, with anticipated interest from the Turkish and international media sectors.

### Key Topics of Interest:

We welcome submissions addressing (but not limited to) the following topics:

- (Young) audiences and their evolving media consumption behaviours
- The rise of influencers and independent content creators as news sources
- Challenges for traditional media in competing with non-institutionalized media makers
- Trust and credibility in the age of non-legacy media
- Multi-platformization strategies in non-legacy media



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- Business models and revenue generation for independent media creators
- Strategies for collaboration between legacy and non-legacy media actors
- The role of social media platforms in shaping young audiences' media habits
- Ethical and regulatory challenges for non-legacy media

### **Workshop Themes:**

The event will be structured around two core workshops:

**Workshop A - Audience Agency Between Legacy and Non-Legacy Media:** Trust, Influence, and Engagement in Polarized Contexts. This workshop investigates how (young) audiences navigate between legacy and non-legacy media platforms, shaping media legitimacy, participatory culture, and trust in the context of political and algorithmic polarization.

Moderator: (to be announced)

**Workshop B - Legacy and Non-Legacy Media in the Platform Economy:** Business Models, Innovation, and Strategic Interactions in Polarized Contexts. This workshop focuses on the strategic and entrepreneurial interactions between legacy institutions and independent creators within the platform economy, exploring monetization, innovation diffusion, and sustainability in polarized contexts.

Moderator: Anna Jupowicz Ginalska, University of Warsaw.

### **Who Should Participate?**

The emmahub workshops encourage contributions from:

- Scholars in media management, digital media studies, and communication
- Media professionals from both traditional and emerging media organizations
- Social media influencers and content creators
- Policy-makers and regulatory authorities
- Media entrepreneurs and platform developers

### **Application and Selection Process:**

1. We welcome contributions in the form of papers, talks, or other presentations. To apply, please submit a 600–900-word letter of motivation (excluding references) outlining your interest in the workshop and its theme, including problematization, methodology, (expected) results, and your contribution to the workshop themes, along with a brief author biography and contact information.



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2. The emmahub is a no-registration fee event; however, an active Emma membership is required for those whose abstracts are accepted and who will actively participate in the workshop. Please follow this link: [Get your Emma membership for details](#).

Please submit your abstracts to: [emmahub@bilgi.edu.tr](mailto:emmahub@bilgi.edu.tr)

Submission Deadline: ~~30.09.2025~~ Extended deadline: 07.10.2025

Notification of Acceptance: 14.10.2025

Workshop Date and Location: Istanbul Bilgi University Santral Campus E4 Building Ground Floor, 7-8 November 2025. For any further questions please contact: [emmahub@bilgi.edu.tr](mailto:emmahub@bilgi.edu.tr)

The overarching aim of the emmahub workshop series is to foster collaboration towards the development of joint international research projects.

We look forward to your participation in this timely and crucial discussion on the evolving relationship between (young) audiences, non-legacy media makers, and traditional media institutions. There is an opportunity for selected works to be published in a special issue in the [Journal of Media Business Studies | Taylor & Francis Online](#) as previous workshops.

### **Preliminary Schedule:**

General participants: Academics and selected media practitioners.

Workshop groups composed of academics and practitioners co-working and presenting on relevant sub-themes framed by a series of ignite talks and roundtable discussions with media representatives.

Interaction with representatives from Turkish and international legacy and non-legacy media.

Guests from Turkish & international media sphere will be invited to roundtables to discuss the societal and political relevance of the topic. Additionally, guests from legacy and non-legacy media shall elaborate on the key theme of the event with media academics, entrepreneurs and practitioners.

The results of the joint workgroups with practitioners will be further worked on by the academic colleagues to finalize a document with results to be shared within the academic community and to decide on the means of further elaboration of the topic within emma and



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beyond (e.g. relevant academic journals with a special issue or an edited volume with a reputed academic publisher).

Language: The entire emmahub will be held in English. No translation is provided.

### **Day 1 - Friday - 7 November 2025**

**09.30 – 10.00** Welcoming, Networking & Coffee - Room: AltLab

**10.00 – 10.15** Opening remarks by Leona Achtenhagen, emma President, Itr Erhart, Dean of Bilgi University Faculty of Communication, and Nazan Haydari, Chair of Media Department of Bilgi University Faculty of Communication - Room: AltLab

**10.15 – 10.30** Introduction to the event by the academic coordinators - Eylem Yanardağođlu and Esra Ercan Bilgiç - Room: AltLab

**10.30 - 12.30** Workshop session (I) – Rooms: E4-116 (Workshop A) and Kale Room (Workshop B)

**12.30 – 13.30** Lunch – Venue: Lokanta Sosyal

**13.30 - 15.00** Ignite Talks & Roundtable I: Politics, Polarization and Media Management in Turkey - Room: AltLab

Moderator: (to be announced)

- Ignite talk 1 (10 min.) –Twenty-year transformation of the legacy and non-legacy media in Turkey
- Ignite talk 2 (10 min.) - Polarization in Turkish politics and media
- Ignite talk 3 (10 min) - How polarization occurs through TV ratings – Why and how rating measurement has changed in Turkey?
- Roundtable discussions\*

**15.00 - 15.30** Coffee break

**15.30 – 17.30** Workshop session (II) - Rooms: E4-116 (Workshop A) and Kale Room (Workshop B)

**19.30 - 21.30** Dinner



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## **Day 2 Saturday - 8 November 2025**

**09.30 – 10.00** Networking & Coffee - Room: AltLab

**10.00 – 10.30** Information on a Special Issue and getting published in the [Journal of Media Business Studies \(JOMBS\)](#) - Leona Achtenhagen, editor in chief- Room: AltLab

**10.30 – 12.30** Workshop session (III) - Rooms: E4-116 (Workshop A) and Kale Room (Workshop B)

**12.30 - 13.30** Lunch – Venue: Lokanta Sosyal

**13.30 – 15.00** Ignite Talks & Roundtable II: New Media Ventures and Platformized Media Economy - Room: AltLab

Moderator: (to be announced)

- Ignite talk 4 (10 min.) – Constructive journalism in a polarized context
- Ignite talk 5 (10 min.) – Entrepreneurship and audience engagement
- Ignite talk 6 (10 min) – Media business in legacy and non-legacy media contexts
- Roundtable discussions\*

**15.00 – 16.00** Final presentations by working groups and Closing - Room: AltLab

\* The roundtable discussions will bring together representatives from a wide range of media initiatives, along with leading figures from both legacy and non-legacy media sectors, the TV series industry, platform representatives, media producers, social media influencers, podcasters, YouTubers, and prominent names from sports media. International participants will also be invited to contribute, aligning their input with the emmahub 2025 theme and reflecting on their own national contexts.

### **Colleagues Involved in the Planning Process:**

- Anna Jupowicz Ginalska (Vice President of EMMA, University of Warsaw)
- Esra Ercan Bilgiç (Media Department, Istanbul Bilgi University, Faculty of Communication)
- Eylem Yanardağoğlu (EMMA Co-opted board member ,Macromedia University )
- İtir Erhart (Dean, Istanbul Bilgi University, Faculty of Communication,)
- Leona Achtenhagen (President of EMMA, Jönköping International Business School)
- Nazan Haydari (Chair of Media Department, Istanbul Bilgi University, Faculty of Communication)

**Supporting organisations:** The event will be organized in collaboration with the Friedrich Naumann Foundation Türkiye.



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