

Towards a praxis-based media research-

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Abstract

This paper lays down the conceptual and methodological underpinnings the Journal of Applied Journalism and Media Studies seeks to advance. It positions the journal within the main schools of thought that have characterized research in social science. The journal's key word "applied" is discussed in terms of philosophical deliberations that have characterized mainstream social science. It traces the term and its development as it first emerged in the treatises of ancient Greek philosophers down to modern thinkers such as Habermas, Horkheimer, Marx, Gadamer, Bernstein and Dewey. It seeks to carve a conceptual and methodological niche for the journal and steer the path for its future growth and development in the realm of media and journalism studies. It recommends special streams for future praxis-based media research and how the gap between media theory and media practice is to be bridged.

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