

Gatekeeping

Communications & Media

Every stage between an event and an audience discards more than it passes.

Levels at which selection happens.

Level	What decides
Individual	The reporter's judgement and beat
Routines	Deadlines, formats, source habits
Organisation	Ownership, resources, editorial line
Institutional	Advertisers, regulators, rivals
Social system	Ideology and prevailing norms

Platforms did not remove gates; they moved them into ranking systems that are less visible and far less accountable.