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Americanisation Language, Culture and Identity; Conclusion; Acknowledgements; 5 Public Service Broadcasting and Freedom; Introduction; Public Service, the Market and the Public Sphere; The Market; Issues and Oughts; Freedom to and freedom from; Policy problems; Acknowledgements; 6 Two types of Freedom, Broadcasting Organisation and Policy on both sides of the Atlantic; Introduction; Peacock and Pilkington; Internal and External Diversity; Freedom and Broadcasting; Policy Problems; The Consumers' Interest; The Consumer Interest and UK Broadcasting; Conclusion; Acknowledgements  
7 Public Service and the Media Economy - European Trends in the late 1990's Introduction; Competition, Market Failure and Public Service Broadcasting; Making markets fairer and work better; EEC Treaty Considerations; Public Service Broadcasting: Ideal and Reality; Changes to Public Service Broadcasting; Conclusion; Acknowledgements; 8 Supper with the Devil: A case study in private/public collaboration in broadcasting -The genesis of Eurosport.; Introduction; The Genesis of Eurosport; Public Service Broadcasting, the devil and the long spoon; Supper with the Devil; Acknowledgements  
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Sommario/riassunto

An integrated analysis of the central issues in contemporary media policy. Chapters focus on technological change and its impact on cultural and political identities, the role of the cultural industries in the 'New Economy' and the impact of European integration on national institutions - public service broadcasting in particular. Because technological change in broadcasting has enabled us to open up media markets, the shape of media and of society has become more internationally-oriented. Indeed, modern international media has brought into question the very legitimacy of national communities a...

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