

1. Record Nr.	UNINA9910784258803321
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Titolo	Broadcasting pluralism and diversity : a comparative study of policy and regulation / Lesley Hitchens
Pubbl/distr/stampa	Oxford ; Portland, Oregon, : Hart Publishing, 2006
ISBN	1-4725-5997-5 1-280-82925-7 9786610829255 1-84731-281-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (370 p.)
Disciplina	384.54/4308
Soggetti	Broadcasting policy Cultural pluralism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages [321]-324) and index
Nota di contenuto	PART I: INTRODUCTORY MATTERS -- 1: Introduction -- 2: Policy Rationales and Implications for Regulation -- PART II: REGULATORY APPROACHES -- 3: Structural Regulation -- 4: Content Regulation -- 5: Competition Regulation -- PART III: REGULATORY FUTURES -- 6: Broadcasting and Economic Issues -- 7: Reforming Broadcasting Pluralism Regulation
Sommario/riassunto	Broadcasting Pluralism and Diversity is a study of the policy and regulatory measures relating to the promotion of media diversity in three jurisdictions: the United Kingdom, the United States, and Australia. A central focus of the book is regulation of media ownership and control, and, taking an historical approach, the book argues that early policy and regulatory decisions continue to have a significant influence on current reforms. Whilst policy and reform debates focus on ownership and control measures, the book also argues that such measures can not be considered in isolation from other regulatory instruments, and that a holistic regulatory approach is required. As such, content regulation and competition regulation are also considered. Underlying the study is the contention that much of the policy informing pluralism and diversity regulation, although making

reference to the importance of the media's role in the democratic process, has also been skewed by a futile focus on the different regulatory treatment of the press and broadcasting, which is adversely influencing current policy debates. The book argues that a different approach, using the public sphere concept, needs to be adopted and used as a measure against which regulatory reform in the changing media environment can be assessed
