



Media Policy: Convergence, Concentration & Commerce

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The European media landscape is changing profoundly. In this wide-ranging and timely text, members of the Euromedia Research Group examine the ways in which national and supranational policy is reacting to these changes.

The contributors consider: the consequences for broadcasting systems of satellite and cable delivery; the fate of public broadcasting under deregulation; the changes currently affecting print media and newspapers; the impact of media changes for political and social cultural life; and the significance of the Internet, the first true fruit of the telematic revolution in communication.

The main themes of media policy analysis today are convergence, concentration and commercialization, and abundance through digitalization. Although media policy has changed drastically in its concerns and forms, the authors here argue that the need for an effective public communication policy in our 'information society' is as pressing now as it ever was.



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