



# Public Service Media Policies Working Group

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<sup>1</sup> We have endeavoured to ensure that these are the abstracts of the papers actually presented at the conference. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included.

**Id:** 20006

**Title:** Public Service Media (PSM) in the age of platform society: from PSM to 'convivial' Public Service Platforms.

**Session Type:** Individual submission

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**Abstract:** The aim of this paper is to analyse contemporary public service media (PSM) under the frame of critical political economy of the media and discuss the future of PSM in the age of digital platforms. I will start analysing the evolution of the debate on public service media values, paying particular attention to the paradigm change envisioned by Bardoel & Lowe in 2007. In the age of platformization of culture (Nieborg & Poell, 2018) and broader process of platformization of society (van Dijck et al 2018), PSMs are facing a new turn in their history and a further semantic extension of the boundaries of their meaning is needed: from Public Service Media to Public Service Platforms (PSP). Building on the definitions of media provided by JD Peters (2015), I propose to extend the definition of media to digital platforms as well. If platforms are media, then public service media can be platforms, too.

In the last section, I try to sketch the distinctions between profit-oriented and public service platforms and how the latter must be designed to embody the traditional public values of the PSMs. To answer this question, I go back to the work of the controversial Austrian scholar Ivan Illich, arguing that the design of PSP should incorporate the dimension of "conviviality" (Illich 1973): public service platforms should work as 'convivial tools'. I conclude by trying to envision how the concept of conviviality could be embedded in the practical design of new Public service digital platforms and I propose five principles that could inspire the contemporary design of 'convivial' platforms: symmetry of power, hackability, openness, decentralization and independence.

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**Id:** 20490

**Title:** The implementation of indigenous communication rights in Taiwan: A case study of Taiwan Indigenous Television

**Session Type:** Individual submission

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**Abstract:** This study aims to assess the implementation of indigenous communication rights in Taiwan by analyzing the policy and the production of Taiwan Indigenous Television (TITV). The former investigates the relations and interactions among policy stakeholders involved in the policy making, while the latter examines the content and genres of TITV programs. The current analysis indicates a crucial role played by political interference and pooling resources in Taiwan's indigenous communication environment.

Since the Universal Declaration of Human Rights passed by United Nations in 1947, the freedom of opinion and expression addressed within has been conceived as the foundation of communication rights in the modern era. In 2003 and 2005 respectively, International Telecommunication Union organized the World Summit on the Information Society and then stated four key principles of communication rights: freedom, inclusiveness, diversity and participation. However, indigenous communication rights had not been specifically proposed until United Nations Declaration on the Rights of Indigenous Peoples in 2007, almost 60 years after the human rights declaration.

Similarly, indigenous (communication) right has sparked the public attention for more than 30 years in Taiwan, and finally has been legitimized in the recent decade. In 2005, the Taiwan Indigenous Peoples Basic Law passed, mandating that government shall set up broadcasting media dedicated exclusively to indigenous peoples in order to protect their communication rights, and therefore TITV was launched in the same year. However, the transition from laws to practice has been hindered by the lack of a national indigenous communication policy and accountability system according to the previous analyses. As the policy making process involves numerous governmental and social sectors (policy stakeholders), this study first applies the policy network analysis, emphasizing the relations between those sectors in terms of policy outcomes to examine how stakeholders' interactions influence the development process of TITV. Additionally, as indigenous cultural diversity and media representations are the core concepts of indigenous communication rights, this study also adopts the content analysis and in-depth interviews to examine how TITV programs constitute the nature of communication subjectivity of indigenous peoples.

The results show that political interference and pooling resources in TITV have hampered the indigenous media independence and diversity, suggesting that to build a New Zealand-like bicultural system and to employ new technologies such as over-the-top (OTT) service or social media for cultural heritage and language revitalization could be helpful for implementing

indigenous communication rights. Some theoretical and practical implications are also discussed to improve the current indigenous communication environment.

**Id:** 20661

**Title:** Estonian and Russian speaking audiences' opinion on media credibility and on the value of public service broadcasting in 2010-2019.

**Session Type:** Individual submission

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**Abstract:** In times of information overload and misinformation, ensuring adequate public awareness in democratic societies has become increasingly intricate. The success of social media has challenged traditional media, including public-service media. As a result of Estonia's geopolitical location and applied media policy, it is a special challenge to connect Estonian and Russian-speaking communities in a common information field. The aim of this paper is to analyze the changes of opinions of Estonian and Russian-speaking communities on the importance and credibility (trustworthiness) of different information sources in 2010-2019. Another important focus of the study is to explore the satisfaction of the two communities with the content and activities of the Estonian Public Broadcasting. Thirdly, this work analyses the impact of the launch of Russian-language public service television channel ETV+ on the viewing time of (Russian state) TV channels among the Russian-speaking audience in Estonia.

For finding answers to all these questions data from four comprehensive media consumption and audience satisfaction surveys (2010, 2014, 2017 and 2019; n=1000), yearly television audience surveys and statistics from institutional credibility monitoring is used.

**Id:** 20765

**Title:** Evolution of political influence on the Lithuanian national radio and television

**Session Type:** Individual submission

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**Abstract:** The Lithuanian national radio and television (LRT) was established by the Lithuanian Parliament immediately after the restoration of state independence in 1990. LRT was designed as state owned public company whose general director and Council were appointed by the Lithuanian Parliament. The model of direct influence of government coalitions on the LRT management was replaced by a model of balanced political influence in 2000, when two thirds of seats in the LRT Council were divided between the representatives that are since then delegated by three sides: the governing coalition, opposition of the Parliament and the President. The remaining third of the seats in the LRT Council was left for the representatives of non-governmental organizations.

Notwithstanding the lack of direct control on the LRT management, government coalitions could continue its exertion of political power on the LRT through the financial leverages. The main source of the LRT finances – allocations from the state budget – has been changing every year, as they were dependent on the political will of the ruling coalitions of the Lithuanian Parliament. However, since 2015 funding of the LRT has been related to the revenues of the state and municipalities' budgets (1.5 percent from the income tax and 1.3 percent from the excise revenues) (Republic of Lithuania Law on the National Radio and Television, 2016). Therefore the LRT has become more independent from the political subjects.

The aim of this paper is to analyse the legal regulation of management and financing of the LRT and to find out how the political influence on the LRT has been changing between the 1990 and 2018. The paper also explores what political and economic circumstances were decisive in the policy process regarding the change of conditions for the independence of the LRT. The study is based on the document analysis of relevant legislative acts, transcripts of sittings of Lithuanian Parliament, the annual reports of the LRT and regulatory institutions.

The paper claims that conditions for the independence of LRT from the political subjects were only partially created during the 28 years of the Lithuanian statehood. First, the model of formation of the LRT council (when majority of its members are representatives of the Parliament and the President) does not decouple the LRT management from the concrete political conjuncture and from the possible political coalitions in the LRT council. Second, although new financing model of the LRT (when allocations are related to the revenues of the state and municipalities' budgets) contributed to the greater independence from politicians, however, the amount of the LRT funding is not sufficient to take out the LRT from the level of the least financed public service media in the European Union (EBU Media Intelligence Service, 2017).

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**Id:** 20940

**Title:** Going digital, CBC/Radio-Canada's transformation.

**Session Type:** Individual submission

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**Abstract:** In several countries, public broadcasters have to deal with an identity crisis linked to a particular context that concerns the general evolution of the media but also their own evolution in the digital world. The purpose of this paper is to analyze the recent evolution of the Canadian public broadcaster CBC / Radio-Canada. Its mandate is defined through the Broadcasting Act, it aims to promote Canadian cultural expression and national identity. Our reflection on the evolution of public broadcasters is based on the importance of the very notion of public service that relates to the public interest and the common good.

Our paper seeks to answer the following research question: How is CBC / Radio-Canada negotiating its transformation in the digital age? This involves evaluating various initiatives put in place by CBC / Radio-Canada across the country in relation to its specific mandate in the Canadian media ecosystem. We will address the issues of creativity, accessibility, and diversity as well as the tension between public service and commodification. Our analysis will be based on the following theoretical constructs: the role of the public service media (Chevalier, 2012, Blumler, 1992, Tremblay, 1986); political economy of communication (Mosco, 2017, 1996); the theory of cultural industries (Bouquillon, Miège and Moeglin, 2013, Tremblay and Lacroix 1991, Flichy 1991) and the convergence of the media industries (Jenkins 2003, Gordon 2003). This proposal is part of a SSHRC-funded research project on "Public Service Media in the Internet Age" (Tremblay, Kane and Bizimana, 2014-2019).

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**Id:** 21090

**Title:** Globalization, Deregulation and Public Service Broadcasting in Cameroon

**Session Type:** Individual submission

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**Abstract:** In April 2000 a new phenomenon became a reality in the broadcast media in Cameroon, – the deregulation of broadcasting. A number of internal and external factors led to this decision, which officially brought an end to the state broadcaster’s monopoly: As a prelude to this development, Cameroonians already had access to other sources of broadcasts thanks to the initiative of some nationals who dared into an activity that was then not authorised, and to the opportunities offered by globalization that commercially and technological bypassed government restriction. The existence of other broadcasters implied that things were no longer going to be the same again for the state broadcaster, the Cameroon Radio Television, CRTV. But how could this be ascertained or proven?

The principal research issue that this study set out to investigate was how globalization and deregulation affected public service broadcasting in Cameroon. We sought to know what the role and performance of the public service broadcaster were, and whether these have changed because of the new liberalized framework. After tracing the development of broadcasting in Cameroon wherein the public service broadcaster was the main and only actor, we then looked at the new situation where others have come in. In the process, we consulted relevant documents and interviewed the key players.

We found out that the public service broadcaster in Cameroon, CRTV lost a significant share of its urban audience and advertisement to private broadcasters, particularly within the first years of liberalization when its urban audience share dropped to 40%, while private broadcasters had 38.5%. After some changes in the areas of programmes, programming and technology, amongst others, its audience share has increased by 20%, three years into liberalization. Given that the state broadcaster must now take into consideration the fact that there are other players in the media landscape, notably regulators and private challengers, its role and performance have been affected accordingly. All of this would not have been possible before without deregulation.

**KEY WORDS**

Globalization ■ Deregulation ■ Public Service ■ Broadcasting ■

**Id:** 21210

**Title:** Public Open Space ' Public Service Media as Platform(s)

**Session Type:** Individual submission

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**Abstract:** At present the debate about public service media centers around the notion of platform. The societal value of the institution of public service broadcasting has to move on into the digital world, if it wants to defend its legitimacy and its service to society. The hitherto national scope of the public service media can be no longer limited in this frame under the conditions of a digitized mediascape. Should public service media become platforms, should they cooperate on platforms, what are the chances for platforms with a public service orientation, can they build a counter weight to the platform economy of big US-American based platforms as Amazon, Google, Apple etc.? The notion which became key for these considerations is „Public Open Space“.

The contribution discusses the suggestions, options and chances for a public open space beyond the background of three concepts: One is the needs of a democratic discourse which is characterized by what Pfetsch et al. (2018) call a “dissonant public sphere”. This is caused by negative developments in social media where excitement, hate speech, fake news and disorientation gain more attraction than a serious debate. The second one is the democratic deficit within the EU within the concept of European public spheres. A critical review of the state of European public spheres reveals that there is a lack of European public discourse which could feed democratic deliberation. A third concept to be interrogated refers to the platform economy. The logics of platforms and the effects of communication platforms for the public discourse are discussed.

Several suggestions for a public open space of a European dimension are under discussion. These are European Public Information & Communication (EPIC) Space (Sarikakis 2019), European Public open space (EPOS) (Thomass 2017) or Platform Europe (Hillje 2019). These suggestions will be discussed with respect to their answers to the challenges resulting from “dissonant public sphere”, the deficits of European public spheres and the platform economy. The contribution presents as a result the essential characteristics which derive from this analysis and elaborates the possibilities for a European platform orientated to the values of public service media.

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**Id:** 21636

**Title:** Policies for Gender Equality in Public Service Media: What Switzerland can learn from other European Countries

**Session Type:** Individual submission

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**Abstract:** In 2018, the government of Switzerland renewed the license of its public service broadcaster, the Swiss Broadcasting Corporation (SRG), and it drafted a new Act on Electronic Media (AeM) to replace the Act on Radio and TV. Both documents contain several rules of representation: The SRG must contribute to the cohesion between linguistic and cultural regions, to the integration of migrants, and it must address the life experiences of young people. What these documents do not include, however, are provisions for the equal representation of gender. Despite several studies concluding that women are underrepresented in media content, and among journalists and managers in Swiss media organizations (see e.g. Wyss & Keel 2010, Hungerbühler & Valsangiacomo 2014).

Knowing the painful history of women's rights in Switzerland – women's suffrage was introduced in 1971, and gender equality is a constitutional right since 1981 – the lack of provisions for gender equality does not come as a surprise. Furthermore, scholars (see e.g. Sarikakis 2012, Padovani 2018) also indicate that gender equality is generally rarely addressed in media policy making, as well as in media policy research. Nevertheless, according to Padovani, Ross and Gallagher (2017: 237) such policies are a necessary component to reach a gender-equal media landscape. Therefore, this contribution asks the following research question: Which (self-) regulatory measures are being used in Europe to achieve gender equality in the organization and content of public service broadcasting?

To answer this question, we recently conducted a document analysis of regulatory documents, reports, and studies, including documents we received from equal opportunities officers of public service broadcasters. Our findings show that countries resp. organizations employ a variety of policies and measures: In Austria, Ireland, and the UK e.g. gender equality is part of broadcasting acts or licenses. BR, ZDF, BBC, and TG4 e.g. created internal guidelines. TG4, in 2018 and 2019, only shows films with a female lead, resp. directed by women. We will discuss what Switzerland can learn from other countries, and we will also dissect the soon-to-be-published report of the Swiss government concerning the feminist critiques in the public consultation of the draft AeM.

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**Id:** 21787

**Title:** AN ANALYSIS OF THE BRAZILIAN PUBLIC BROADCASTING SYSTEM THROUGH THE CIRCUIT OF CULTURE: THE EMPRESA BRASIL DE COMUNICAÇÃO (EBC)

**Session Type:** Individual submission

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**Abstract:** The 1988 Brazilian Constitution establishes the existence of a mixed form of broadcasting services. In addition to the private-commercial system, a kind of state-owned and-controlled system, which supplies the needs for government's institutional communication, and a public communication system, to be managed by autonomous organizations, was created. The company to run public radio and television channels, Empresa Brasil de Comunicação (EBC) (Brazilian Communications Company), was only created many years later, in 2007, due to political disinterest and successive obstructive manoeuvres from commercial broadcasters. Although its regulation provides for a series of mechanisms to ensure compliance with the principles in line with public communication, EBC has not yet become a truly social and cultural relevant public institution.

It is possible to identify economic, political, cultural and regulatory factors associated with the non-consolidation of the EBC as the manager of the public communications system. In order to investigate all the dimensions of this process, we propose to apply the circuit of the culture, developed by Paul du Gay, Stuart Hall, Linda James, Hugh MacKay and Keith Negus (1997) to analyse the Sony Walkman. It is found to be a useful tool for the analysis of moments of the same phenomenon or of a cultural artefact. Emphasizing the processes of production, representation, consumption, regulation and identity, and the interrelated articulations between them within the EBC, this article presents a circuit adequate to our object of analysis.

The analysis showed that the context in which the creation and the operation of the company took place, that is, its production, was strongly influenced by traditional structures of power, which subjected the EBC to pressures and constraints of political and economic nature; the regulation of the company reflected this environment and the institutional model and the organizational design according to which it was structured negatively influenced its degree of editorial and managerial autonomy in relation to the federal government. The impacts over the institutional identity of the company, whether government-oriented or public, and over its representation, since its television and radio contents still show a profile very similar to those produced by the private media as well as to those of government communication.

Finally, questionable political options caused the failure of the public television network project to be coordinated by the EBC, with a negative impact on the reception (consumption) of public

programmes, and, therefore, the noncompliance with the principle of universality of access associated with public broadcasting service.

This scenario showed a picture of complete lack of distinction between the notions of public and government service, with the company in permanent symbiosis with governments in power. The recent decisions taken by the new Brazilian right wing President administration towards EBC do not allow to foresee a better future for the company in the long run.

**Id:** 22200

**Title:** Old Is New Again: The Framing of Public Service Broadcasting in Media Development Reports

**Session Type:** Individual submission

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**Abstract:** In her report "Rethinking Public Service Broadcasting's Place in International Media Development", Susan Abbott (2016) notes that despite pronouncements that public service broadcasting (PSB) is an obsolete, ineffective and costly form of media, media developers and donors are taking a second look at PSB. Ironically, while PSB is currently being challenged everywhere, also in mature PSB countries, the increasing challenges of the current private media landscape have prompted international donors to turn to public service models as paths to independent media and journalism and as a building block for robust, diverse, and democratic media systems. In addition, "imitative transformations" (Splichal 2001) of mature, Western PSB frameworks may not always be fit for different contexts. So how do development organizations frame the ideal and praxis of PSB in different contexts and projects?

This pilot study examines several different types of organisations supporting PSB in the context of media development. It seeks to gain both a longitudinal and comparative understanding of the framing of PSB in key media development reports produced by these organisations in the last 10 years. It addresses the following main research questions: 1) To what extent and in which ways has the framing of PSB changed during a period of time characterised by an intensification of the ideological and practical challenges confronting PSB? 2) To what extent do the framing and discourses on PSB vary depending on the type of organisations and the national/regional context being addressed?

While the thematic categories to be used for the analysis will be worked-out inductively, based on a preliminary review of the literature and guided by our research interests we expect that the analysis will shed light on:

How media development organizations define PSB:

- What elements of its normative ideal/public purpose are emphasized and which ones are downplayed (e.g., political independence, cultural diversity, social cohesion, accountability etc)?
- What elements of the institutional design of PSB organisations are emphasized and which ones are downplayed (e.g., public funding, governance system, auditing etc.)

How media development organizations justify support for the PSB model, and what are the concrete measures by which they propose to do it:

- What role is assigned to PSB in the wider media development endeavours of these organisations, and how central that role is?
- What specific challenges/problems are PSB invoked as a solution to?
- Which PSB organisations are discussed in these reports as benchmarks/best-practice case-studies, and why?

The study will discuss the potential implications of prevailing discourses on PSB in media development reports for the actual implementation of media development programs, particularly in relation to efforts to strengthening PSB institutions.

**Id:** 22379

**Title:** The entelechia of the Public Service. Hits and Misses of a Forced Experiment: À Punt Media

**Session Type:** Individual submission

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**Abstract:** Public Service Media faces growing challenges all over Europe. Political discourses lay on economical arguments to threaten PSM permanence. In an era of no radio electric restrictions, high levels of competence and expensive audience attraction procedures the significance of the public is rewritten. Convergence forced television to relocate itself as a multiplatform online distribution media (Creeber&Hills, 2007). Public television becomes Public Service Media (PSM) and undergoes constant debate about its role in the digital age (Syvertsen&Aslama, 2007; D'Arma&Steeemers, 2010; Hoffman et al, 2015).

This paper analyses the articulation of Public Service from a singular case of study: the Spanish' regional television À Punt Media (APM). This represents a unique case of PSM in the European scenario. As a new-recovered media, it confronts several challenges: it was the second public broadcaster being closed after Greek PBS, and also the only public media kept absent for more than four years. When recovered it faced a technological, narrative and audience complete restructured scenarios. Besides, APM reborn as the result of political confrontation used as an electoral promise and highly inspected by parties and private media. To all these is added an obvious social disaffection, as the result of the political parallelism of the former PBS. In this context, we explore the articulation for Public Service of APM. We analyse three main areas: programming of content, interaction with audiences and technology innovation. The methodology combines different techniques, based on interviews with the managers of this project, content analysis of programming and social media, and a period of non-participant observation.

The results identify the main hits and miss of APM for the achievement of the public service and reflect one of the main contradictions PSM must face. That is, a growing pressure of innovation and development (social media, interactivity, multiplatform, transmedia, work requalification, etc.), while maintaining or even reducing the assigned budgets. APM's status as the most recent European PSM allows to calibrate the sense of the public in the digital era, and to extrapolate the results to contribute to the debate of the role of PSM.

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**Id:** 22572

**Title:** PSB, Local Content and the Politics of Participation in Southern Africa

**Session Type:** Individual submission

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**Abstract:** This paper attempts to (re)define local content in Southern African broadcasting praxis and policy against the concepts "voice" and "listening". The aim of this paper is to reconstruct public interest theory and its concomitant concept, "local content", according to the life worlds of public service television audiences. We will attempt to (re)define local content in Southern African broadcasting praxis and policy from a Participation Studies perspective with a focus on three interrelated issues. First, we will explore the complex political and cultural exchanges occurring between the African local and the African Diaspora. Here, the concept "multiple acculturation" will be advanced to define what "diasporic local" might mean from an Afrokology perspective. Next, the paper looks at the intersection of local and local diasporic cultures and its resulting effects. Finally, a border studies analysis will be applied to theorise around an Afrokology of local content in PSB and the possible implications thereof for both local and diasporic local identities. Using the South African Broadcasting Corporation (SABC) and the Zimbabwean Broadcasting Corporation (ZBC) as case studies, the paper relies on public narratives about public broadcasting and their sense-making of social reality in relation to public service broadcasting in Southern Africa to explore what "public interest" and "local content" mean (or might mean) in a postcolonial media environment. Focusing on voices from the ground and through the lens of an African-centered approach to participatory media policy negotiation, we will theorise what local content might look like in a (diasporic) Southern African context. We have argued elsewhere that Afrokology, in our view, is not simply about the "Africanisation" of broadcasting and have begun to theorise a vision for broadcasting in the post-colonial Southern African context that is connected to creativity in the diaspora. In this paper, we intend to build on that theorisation through a focus on "local content" that is broader and inclusive of creativity outside geographic borders. If, as we argued previously Afrokology positions audiences at the center of broadcasting, how then should local content delivery be theorised in a context where "local" is not necessarily tied to geographic boundaries? What would a participatory local content policy look like that takes cognisance of the diverse needs of Africa's dispersed audiences?

**Id:** 22618

**Title:** PSM research: bibliographic analysis over the last sixteen years

**Session Type:** Individual submission

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**Abstract:** Public service media (PSM) have long held a central place in many media systems, particularly in Europe. In recent decades, technological transformations, processes of liberalisation/deregulation and the economic crisis have all combined to pose a complex challenge for PSM systems. Starting from the important role played by public media and the complexity of the transformation processes they are currently facing, this paper presents a bibliometric analysis of research conducted in the field in recent years.

Our analysis covers PSM-related research articles indexed in the SCOPUS and WEB of KNOWLEDGE databases between 2000 and 2016. The sample was gathered using a search for a range of expressions referring directly to public service media. Of the 1266 references analysed, a final total of 403 were selected for the database used in the study. Our basic criterion for including articles was that the research subject under study should be public service media. We therefore excluded any articles where PSM was secondary or simply formed part of a sample of research into other phenomena.

This work provides an overview of progress in this study area in recent years, showing the main advances in the themes most often addressed and the subjects and geographical areas where major research gaps still exist. Our analysis covered a number of variables, of which the most important were the different theme areas analysed in the studies and the geographical area to which they refer. In terms of subject, the largest group comprised works analysing the contents of PSM (32%). The second-largest set consisted of general analyses of the situation of public service media, covering a range of aspects (19%). Other subjects included the technological challenges facing public service media (14%); their systems of governance (14%); economic aspects—mostly financing channels—(9%); and history of PSM (5%). As regards the geographical area considered, unsurprisingly these studies focus primarily on European PSM (65%), with other regions coming well behind: the

Americas (14%); Oceania (6%), Asia (5%) and Africa 3%. Our analysis of the publications also reveals a significant increase in the number of studies conducted on the subject in recent years; more than half of all the articles analysed throughout the period (2000-2016) were published between 2013 and 2016.

**Id:** 22696

**Title:** Public Service Broadcasting from a Media Development Perspective: An Exploration of the Promise vs. Reality of PSBs in Post-Communist Europe

**Session Type:** Individual submission

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**Abstract:** As noted in the Center for International Media Assistance publication, Rethinking Public Service Broadcasting, despite pronouncements going back more than 20 years that PSB is an obsolete, ineffective, and costly form of media, PSB has endured as a means of providing news, entertainment, and information to millions of people around the world. This paper will consider and debate how and why media development should re-think the role of PSB/PSM in terms of media development priorities.

The paper will first offer an assessment and critiques of the current state of play regarding public service media in a media development context. It will then consider the complicated and politicized nature of transforming state media with a comparative look at Hungary, Macedonia and Serbia. The paper will draw on recent publications related to efforts of transforming formerly state media into public service media, including the DW Akademie's "In the Service of the Public - Functions and Transformation of Media in Developing Countries," the CIMA publication "Rethinking Public Service Broadcasting's Place in International Media Development," and the BBC Media Action report on "Public service media in divided societies: Relic or renaissance?" I will also feature in-depth interviews with experts on the subject of PSB reform in Hungary, Macedonia and Serbia.

The paper will consider how the lack of political will or outright contempt for liberal norms, laws, policies and customs around freedom of expression has stifled progress or compliance with EU standards and policies in the areas of public service broadcasting, pluralism and diversity.

Moreover, I will also discuss in my paper how and why widespread fragility and lack of sustainability of independent media in the region, particularly amongs those that are entirely or primarily funded by donors, begs the question of why public service media as an institution and as a major form of institutional reform hasn't received more attention and serious investment.

**Id:** 22706

**Title:** PSM competing in the changing TV environment: transforming VOD players from a catch-up service to a central destination. The case of the BBC iPlayer

**Session Type:** Individual submission

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**Abstract:** Television is experiencing major transformations, notably internationalisation, platformisation and growing on-demand consumption (see Evens and Donders 2018, Lotz 2018, Lobato 2019, Johnson 2019). PSM feel the need to respond in order to remain relevant to the societies they serve.

After setting out the main changes in the television industry, this paper examines how PSM respond to the rising popularity of Video-On-Demand (VOD) consumption and the increasing attraction of Subscription VOD (SVOD) from global players like Amazon Prime and Netflix. It does so through a case study of the BBC iPlayer.

The BBC has led innovation in UK online distribution. It was at the forefront launched the iPlayer as a catch-up service for its linear TV channels in 2007. At the same time, the BBC's commercial arm was planning with other main PSM (ITV, C4) to launch a joint video on-demand platform where audiences would be able to find in one place most of the UK-originating content. The Competition Commission blocked this so-called Kangaroo venture in 2009 on the grounds that it would stifle the nascent VOD market. As a result, the VOD market in Britain is fragmented, with each PSM organisation having its own catch-up player.

All PSM catch-up players have continually developed their functionalities. In May 2018, the BBC approved plans to have more content on the iPlayer and for longer. The BBC explained that it was responding to market developments: the shift to on-demand consumption and intensifying competition from global SVOD players. In November 2018, Ofcom opined that the suggested proposals constituted material changes to the service and as such required a public interest test to assess whether their public value outweighed potential adverse market effects. As a result, there is currently a public consultation underway inviting comments to the BBC proposals, which will feed into the process.

The aim of this paper is to assess the response of a big and well-established PSM organisation – the BBC – to market developments, and examine in particular how the BBC conceptualises its catch-up service and its further development, and what rationale and discourses it uses. The discussion goes at the heart of PSM values. The evolution of PSM VOD players is about how audiences find and consume domestically funded and relevant to their societies content. As viewing is shifting online, without PSM players, the only alternative is to rely on commercial super-aggregators and their algorithms (Michalis 2018). This scenario raises serious questions about the prominence, findability

and cost of access to PSM content whilst the gatekeeping role of such aggregators risks adversely affecting industry revenue and by extension domestic content creation.

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**Id:** 23116

**Title:** Current Perspectives on Public Service Media in Brazil and Mexico: different expectations and common matrices

**Session Type:** Individual submission

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**Abstract:** The text analyzes the Public Service Media (PSM) in Latin America. It takes, as main references, the experiences and the historical and social matrices of Brazil and Mexico, major countries of the region in population, economy, and cultural identities. Brazil and Mexico currently live different expectations regarding PSM. In Mexico, president Andrés Manuel Lopez Obrador recently gave hope to citizens on strengthening the Public-Service broadcasting system in the country — one that has increased in the number of broadcasters and accountability practices. In Brazil, there has been a reduction of regional PSM experiences, with the closing of important initiatives, such as the Piratini Foundation and the permanent threat of closure or governmentalization of Public Communications organizations.

If, on the one hand both countries have different expectations, on the other, the doubts that exist in both Brazil and in Mexico about the viability and sustainability of PSM experiences can be linked to common historical and social matrices. The research conducted for this paper demonstrates: a) The difficulties to understanding the concept of Public by the government and citizens and even by some social sectors interested in having access to strong PSM. b) The low confidence rate in public institutions and the reduced degree of social trust also limits capacity to building and consolidating PSM practices. c) This fact also has a dramatic impact on the audiences, because it is difficult for them to understand the arrange of experiences regarding the importance of PSM in their lives, and to participate in practices of accountability and media literacy.

The changes in the PSM scenario in both contexts – such as reforms in the regulatory panorama, modifications in procedures and even dissolution of accountability instruments – have been noted between 2016 and 2018. With the comparison of this transition in Brazil and Mexico, we intend to analyze how structural (history; regulations; culture; etc.) and contextual (sociopolitical) factors may influence on strengthening the development of PSM in Latin American countries. We have approached this study by conducting a comparative, a normative and a documentation revision and analysis to identify how changes are affecting PSM institutions during this period, such as Radio Educación in Mexico and Empresa Brasil de Comunicação (EBC) in Brazil. We have also built analytical categories from empirical observation and interviews with the ombudsmen (defensores or ouvidores).

From our preliminary results, we conclude that not only the development of content production structures and initiatives is essential to contribute to the understanding and formulating actions related to PSM in Latin America, such as building mechanisms of citizen participation. But it is also the implementation of content placement and access practices into intercultural dialogues with different social organizations and individuals — especially with the minority groups.

**Id:** 23525

**Title:** That Obscure Object of Desire: Political dispute over PSM governance in Spain in times of economic, social and political crisis (2012-2019). The case of RTVE.

**Session Type:** Individual submission

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**Abstract:** The State intervention in the media systems of Southern European democracies has been characterized by a logic of clientelism and instrumentalization of public service media (PSM), as concluded, among other authors, by Hallin & Mancini (2004) and checked for the past decade by D'Arma (2019), Fernández Viso & Fernández Alonso (2019) and Iosifidis & Papathanassopoulos (2019) for the cases of Italy, Spain and Greece, respectively. In a context of a widespread preference for television as a source of information and a highly polarized media system, the Spanish national public service broadcaster -Radiotelevisión Española (RTVE-) still plays a significant role in forming public opinion in Spain. It is not a surprise, thus, that the governance of RTVE has been an object of political dispute and control for the past four decades, even after a substantial legislative reform aimed at increasing its autonomy and independence was passed in 2006, after 25 years of complaints and denounces of political interference.

Act 7/2006 shifted RTVE's governance system in 2006 from a governmentalized model to a parliamentary one, leading to what both professionals and scholars in Spain consider to be one of the periods of its greatest editorial independence. Six years later, however, the conservative government of the Partido Popular (PP) formed after the general elections of November 2011 passed by decree a counter-reform that enabled an absolute parliamentary majority to appoint the members of RTVE's Board and its Chair. Highly politicized editorial appointments and numerous complaints of political manipulation followed this legislative change.

Once the PP had lost its absolute majority in the June 2016 elections, the then three main opposition parties (the socialist PSOE, the centre-right Ciudadanos and the left-wing Podemos) successfully pushed forward a new legislative amendment in September 2017 to reinstate the parliamentary governance model in RTVE. Yet, Act 5/2017 requires the political parties to reach a consensus on the regulation and the procedure to select the eligible candidates to the governing bodies of RTVE by public competition. This proved to be extremely difficult for the following months. Eventually, the new socialist government that came to power in June 2018 after winning a motion of censure against the government of PP has approved by decree that regulation, has dismissed the members of RTVE's Board and its Chair and appointed an Interim Sole Administrator for RTVE in July 2018.

The purpose of this communication is to analyze the political resistance to change regarding the governance of RTVE, in the context of the economic and social crisis that broke out in 2008 in Spain and of the increasing political tensions with the Catalan nationalism since 2012. We will examine the legislative changes affecting the governance model of RTVE since 2006, the

appointments made to the governing bodies and key senior editorial positions and the complaints and reports about political interference. The analysis of these elements will allow us to draw a series of conclusions about the persistent dynamics of political interference in PSM in Spain.

**Id:** 23580

**Title:** Paradigm Change and Value Risk of AI News: the Perspective of NLP

**Session Type:** Individual submission

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**Abstract:** Natural Language Processing (NLP), an important technology of artificial intelligence, is being used in news production in Natural Language Understanding (NLU) and Natural Language Generation (NLG) instead of patterned news production of primary AI. How is NLU and NLG used for news production and what is the journalism paradigm going to be? What kind of challenges does AI news value face in NLU and NLG? What kind of conflict does it have with the publicity of the media and public media? Breaking the barriers of journalism studies and computer science, this paper will research the news paradigm change caused by NLP through analyzing news algorithmic logic, and reflect on the news value risk of algorithm and explore the news value criterion in the AI era.

NLG's leading news writing program has powerful logic processing ability, which can imitate human logic and emotions to automatically generate narrative strategies, determine the narrative focus and detail of news, and choose different rhetoric to describe different scenarios. But it carries the risk of "naturalizing" the value of news. In the process of computational linguistics, vocabulary is "de-valued" through vectorization, and social meaning behind the linguistic symbols may become illusory. The NLG algorithm's judgment on the value of news does not depend on the judgment of the social connotation of the language symbol, but on the recognition of the text feature. The value of the news is then "naturally" in the textual features of the material. Measuring whether a particular fact can become the standard of journalism is a quantitative way of objectivism.

NLU enables computers to understand the textual meaning and deep intent of human natural language, and to map from text to meaning and intent. NLU emphasizes to present the relationships between entities through a systematic representation of information so that to identify the logic and intent behind the natural language of users. When it is used in news, it can be made into AI news chat bots, such as Facebook's Messenger and Quartz. Its trend is to personalize news writing, which can meet the different expectations of users for news events. The robots can actively ask questions and get to know users opinions about news events. Based on the background of users' interests and habits, it could generate text based on a specific perspective. The NLU allows robots to infer the meaning and intent of the user's expression, and to produce personalized news instantly. The news that users is not interested in could be ignored so that provider presents a "private" news value. Under the logic of this algorithm, there is no objective criterion for judging news value. The news value could be defined by consumers of news. Since consumer's interest could be the only standard

for measuring the value of news, news providing would become commoditized private information services which is the opposite of the publicity of the media and public media.