

CONTENTS

<i>Acknowledgements</i>	xi
<i>List of Abbreviations</i>	xii
INTRODUCTION	1
Focus and Rationale	4
Book Outline	5
Part I	
Frameworks of Comparison for Public Service Media	9
1 THE LATIN AMERICAN MEDIA SYSTEM	11
Media and Democracy in Latin America: Setting Out a Debate	11
Introductory Approaches	11
Media Democratisation Across Borders	14
Defining an Intellectual Framework of Comparative Analysis	16
Latin America: From Underdevelopment to Globalisation	21
Latin America and Global Inequality	21
From Underdevelopment and Colonisation to Globalisation	26
Methodological Issues	29
Empirical Work and Theoretical Frameworks	31
Survey Methods	34
2 PUBLIC COMMUNICATIONS AND REGULATION IN LATIN AMERICA	37
The Role of the State and Broadcasting in the USA and the UK	38
Regulation in the USA and UK: From FCC to Ofcom	41
Latin America Media Systems: A History of Neglect of Public Communications	45
Broadcasting Policy and the Public Media in Brazil	50
Government's Policies for the Communication Sector: A Debate	54
Conclusion	60

Part II

The Public Sphere and the Public Interest: The Role of the State in Public Service Media

61

3	EUROPEAN PUBLIC SERVICE BROADCASTING REVISITED	63
	Defining Public Service Broadcasting and the Public Interest	64
	European Public Service Broadcasting Dilemmas	71
	History and Development of Public Service Broadcasting in Europe	71
	Towards a Framework for Looking at PSBs	75
	BBC: From a History of Tensions with Government to Funding Challenges	81
	PSBs and its Relationship to Governments	81
	Public Service Broadcasting at a Crossroads: Challenges in the Digital Age	83
	Conclusion	85
4	JOURNALISM FOR THE PUBLIC INTEREST: THE CRISIS OF CIVIC COMMUNICATIONS AND JOURNALISM CULTURES IN LATIN AMERICA	87
	The Role of the Media and the Public Interest	88
	Classic Liberal Media Theory	88
	The Conservative Critique	90
	The Public Sphere Liberalism Model	92
	The Radical Democrats' Critique	93
	The Crisis of Public Communications and Quality Journalism in the USA and UK	95
	Journalism Cultures in Latin America	101
	Contemporary Brazilian Journalism	105
	Conclusion	109

Part III

Television, Entertainment and the Public Interest

111

5	AUDIENCE PERCEPTIONS OF QUALITY PROGRAMMING AND THE PUBLIC MEDIA	113
	Global and Local TV Cultures	114
	Television and Audience Theories	114
	TV News and the Public Sphere	120

Television and Globalisation	123
BBC and the Tradition of Quality Journalism	126
Audience Responses to the Private/Public Debate in Britain and Brazil	129
Conclusion	136
 6 TELEVISION, POPULAR CULTURE AND LATIN AMERICAN AND BRAZILIAN IDENTITY	 139
International Television Flows: From the Global Media to Latin American Broadcasting	140
Brazilian and Latin American Culture as Hybridity: Cultural Globalisation and the National Identity Controversy	145
Challenges for Latin American Integration and the Media	152
Television and Popular Brazilian Culture: The Aesthetic of Consumerism	154
TV Globo and the History of Brazilian Commercial Television	154
Brazilian Television, National Identity and Audience Responses	157
Public Journalism Formats in Brazil: From TV Cultura to TV Brasil	160
Conclusion	167

Part IV

The Internet for the Public Interest: The Limits and Uses of the Internet in Latin America 169

 7 MEDIA AND POLITICS IN LATIN AMERICA: POLITICAL CYNICISM AND THE DIGITAL DIVIDE	 171
Representative Democracy and the Core Political Functions of the Media	172
Politics: From Media Effects to Political Cynicism	176
Media Effects Theories	176
Political Cynicism or Realism? The State of Politics Worldwide	179
The Digital Divide in Latin America and the Challenges for Information Knowledge	185
Conclusion	191
 8 MEDIATED POLITICS IN THE 2010 BRAZILIAN ELECTIONS	 193
Political Campaigning and Modernisation Practices in the UK and Latin America	194

Political Trends and Scandals in Brazil	200
The Media and the 2006 Presidential Campaign	202
The Role of the Internet and Gender Politics in the 2010 Campaign	206
The Benefits of Networked Politics	206
Gender Politics, Blogging and the Presidential Dispute	210
Conclusion	215
 Part V	
Media Democratisation in Latin America: Towards a Politics for National Development and 'Alternative' Globalisation	217
 9 CONCLUSION	219
General Perspectives	220
Cosmopolitan Democracy and Inequality in Latin America:	
Towards a Politics of Social Justice and a New Global Order	228
Global Inequalities and Limits of Liberal Democracy	228
Towards a Participatory Model of National Development and 'Alternative' Globalisation	230
Media Democratisation in Latin America and Brazil: From Cultural Imperialism to an Independent Public Media	234
Challenges for the Public Media Platform in Brazil and Latin America	235
Towards a New Regulatory Framework and a Public Media	238
 APPENDIX	243
1 – Survey of Online UFRJ Survey 'Audience Uses of Commercial and Public Media	243
2 – List of TV Programmes	251
3 – List of Interviewees	252
 <i>Notes</i>	255
<i>Bibliography</i>	265
<i>Index</i>	285