

Contents

<i>List of Tables</i>	x
<i>List of Figures</i>	xi
<i>Acknowledgments</i>	xii
<i>Preface</i>	xiii
<i>Guest Foreword</i>	xv
Introduction	1
Global media and communication policy	1
Main questions and book structure	14
Limitations	19
Part I A Trilogy on the Public Interest in Media	
1 Media Policy in the Public Interest	23
Introduction	23
Defining the public interest	25
Public interest, public communication and the public sphere	27
Conclusion	43
2 Media Regulation in the Public Interest	45
Introduction	45
Telecommunications	46
Broadcasting	47
Print media	51
Media ownership rules in the USA	58
Media ownership rules in the UK	60
Press subsidies	66
Developments in media and communications since the 1980s	67
Narrowing the public service aspect of public interest: the public interest and free market competition	70
In support of PSB	71
A public interest approach to Internet governance	73

3 Media Policy and Regulation in the Public Interest:	
Looking Ahead	76
Introduction	76
Difficulty in defining the contemporary public interest	77
Increased reliance on competition regulation	81
The public interest has been quantified	83
Policy and regulation have been professionalized	85
Media policymaking at supranational level	86
What lies ahead	88

Part II Global Communication Theories and the Nation-State

4 Global Communication Paradigms	93
Introduction	93
Modernization theory	93
Cultural imperialism theory	95
Critical political economy paradigm	97
Cultural studies theory	99
Media globalization	101
Conclusion: the national versus the global media system as the lead player	103
5 Globalization and the Nation-State	106
Introduction	106
Political systems	107
From 'government' to 'governance': towards a new role for the state?	111
Theorizing the process to governance and the role of the nation-state	114
Conclusion: towards 'state capitalism'?	119

Part III Supranational Bodies

6 Supranational Bodies, Non-State Actors and Global Media Policy	125
Introduction	125
World Trade Organization	126
United Nations Education, Scientific and Cultural Organization	129
International Telecommunication Union	131
Civil society: the case of the World Summit on the Information Society	134
Internet Corporation for Assigned Names and Numbers	137
World Intellectual Property Organization	138
Conclusion	140

7 Media and Communications Policy in the European Union	143
Introduction	143
The growing involvement of the European Commission in media and communications policy	145
European Union media policy in the 1980s and 1990s	146
EU communications policy in the new millennium	155
Conclusion	163

Part IV The Convergence Phenomenon and Regulatory Reform

8 The Convergence Phenomenon in Media and Communications	169
Introduction	169
Conceptualization of convergence	169
Technological convergence	172
Industry convergence	174
Market convergence	180
Publisher–user convergence	180
Conclusion	182

9 Regulatory Convergence	186
Introduction	186
The debate over ‘institutional integration’	188
The Office of Communications	194
The Federal Communications Commission	197
The European Union and competition law	198
European Commission policy for regulatory convergence	198
Conclusion	202

10 Guidelines for Regulatory Reform	204
Introduction	204
The rationale for regulation in the digital age	204
The convergence regulatory framework	209
The continuing importance of content regulation	213
Is content regulation still applicable?	217
The cases for self- and co-regulation	224
Is media ownership regulation still applicable?	231
Conclusion	236

Conclusion	238
-------------------	------------

<i>Notes</i>	243
--------------	-----

<i>Bibliography</i>	254
---------------------	-----

<i>Index</i>	277
--------------	-----