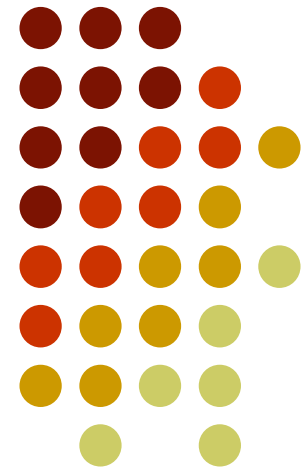


European media and communication policies: lecture 1.

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Introduction: course aims & programme



- Link to the course page:
 - <http://blogs.helsinki.fi/emcp2008/>



Lecture 1: structure

- What Europe are we talking about?
- What do we mean by media and communication?
- What is European policy?

1. What Europe are we talking about?

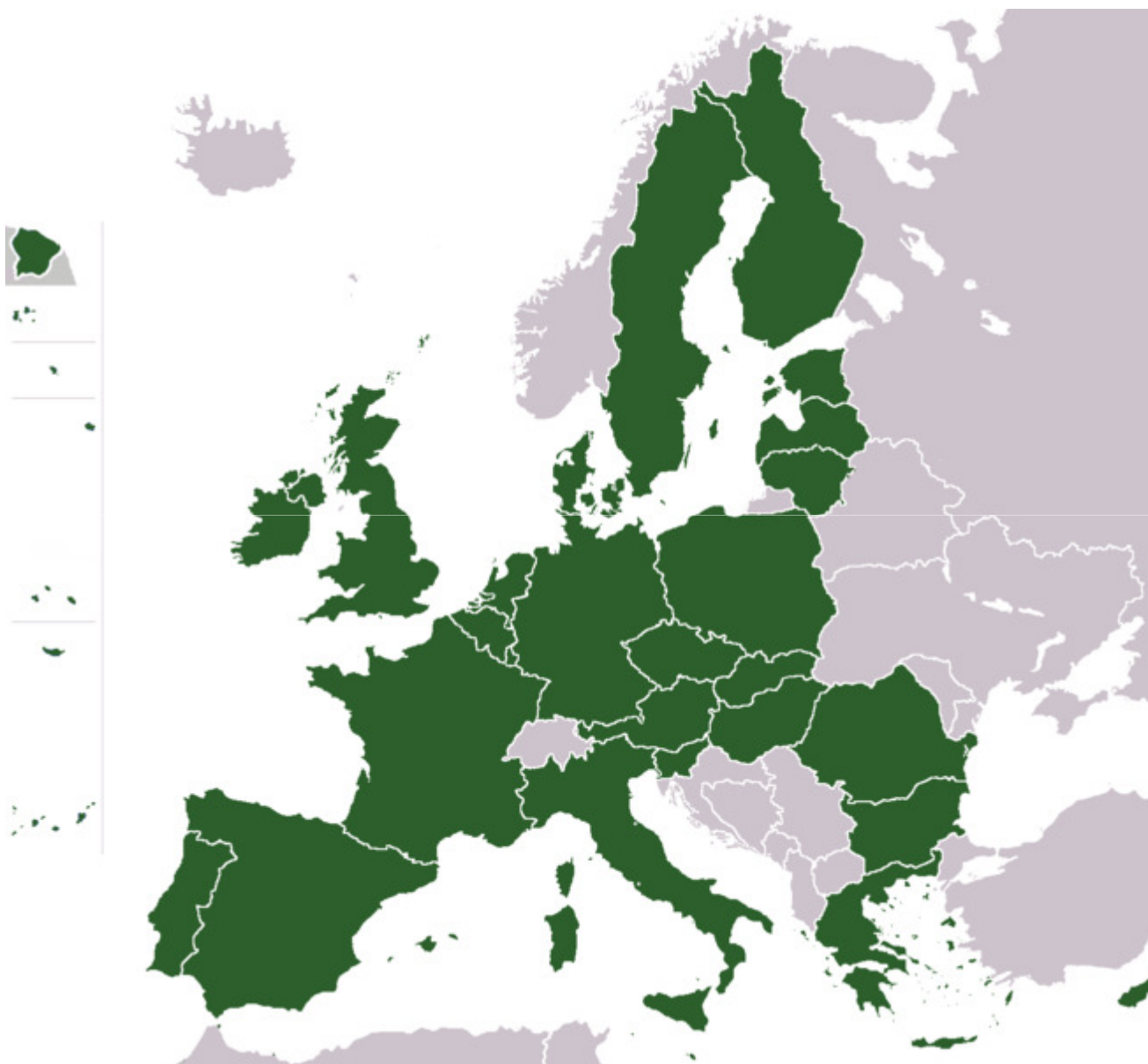


- What is Europe
 - From Mediterranean to the North
 - Europe: combination of geography and culture
 - Today: Europe as a value community vs. an economic area
- Questions:
 - Fights over values: who interpretes?
 - EU as a "value-free" solution to Europe



A short history of EU

- Original idea:
 - Prevent new wars in Europe
 - Decrease European dependence on USA
- Development:
 - European Coal and Steel Community (1951): France, Germany, Italy, Benelux
 - European Union (from 1993): today, 27 member countries
- Logics:
 - intensity (deepening integration) and
 - extension (enlargement)





- The basic logics:
 - Stability & peaceful development through economic cooperation
 - Aim: single European market
 - Democracy not the main aim
- From steel & coal community to customs union to common agricultural policy to four freedoms to common foreign policy to internal security to Euro etc.
 - Common media & communication policies from the late 1980s onwards



- Europe today:
 - European Union
 - EU member states (& regions)
 - Non-EU European states (Switzerland, Norway, Iceland)
- Conditioning factors:
 - Candidate states (Turkey, Serbia etc.)
 - Russia
 - USA
- Other regions: Latin America, China, Japan, Africa, India, etc.
- International organisations:
 - UN, WTO, OECD etc.
 - Media & communication: ITU, WIPO, ICANN etc.



- Conclusion:
 - Europe is "European media and communication policies" means mostly European Union policies
 - Both internal and external conditions must be taken into consideration



2. Media and communication

- What do we mean by media and communication?
- Main difference:
 - Media used to refer to contents
 - Communication(s) used to refer to technology
- Today: digitalisation and convergence changed the use of terminology
 - Examples of definitions:



Media: a definition

- **4. *pl. media Usage Problem***
 - **a.** A means of mass communication, such as newspapers, magazines, radio, or television.
 - **b. media** (*used with a sing. or pl. verb*) The group of journalists and others who constitute the communications industry and profession.
- **5. *pl. media Computer Science*** An object or device, such as a disk, on which data is stored.
- **6. *pl. mediums*** A person thought to have the power to communicate with the spirits of the dead or with agents of another world or dimension. Also called *psychic*.



Communication: a definition

- 1. The act of communicating; transmission.
- 2.
 - a. The exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior.
 - b. Interpersonal rapport.
- 3. **communications** (*used with a sing. or pl. verb*)
 - a. The art and technique of using words effectively to impart information or ideas.
 - b. The field of study concerned with the transmission of information by various means, such as print or broadcasting.
 - c. Any of various professions involved with the transmission of information, such as advertising, broadcasting, or journalism.
- 4. Something communicated; a message.
- 5. **communications** A means of communicating, especially:
 - a. A system, such as mail, telephone, or television, for sending and receiving messages.
 - b. A network of routes for sending messages and transporting troops and supplies.
- 6. **communications** The technology employed in transmitting messages.



- In this course:
 - European media policies concern e.g. media production, media diversity, financial support to av-content creation, media literacy
 - European communication policies concern esp. telecommunication policies, including internet, telephony, other transmission technologies
 - Due to convergence, it is difficult to make clear distinctions between content and technology

3. European policy & policies



- Policy vs. politics:
 - Politics is about struggle for power: who decides about the course of action
 - Policy is about guiding the action: what should be done
 - Policy is more executive, politics is more definitive in character
- Examples of definitions:

Politics: a definition



- 1. (*used with a sing. verb*)
 - a. The art or science of government or governing, especially the governing of a political entity, such as a nation, and the administration and control of its internal and external affairs.
 - b. Political science.
- 2. (*used with a sing. or pl. verb*)
 - a. The activities or affairs engaged in by a government, politician, or political party: *"All politics is local" Thomas P. O'Neill, Jr.*
"Politics have appealed to me since I was at Oxford because they are exciting morning, noon, and night" Jeffrey Archer.
 - b. The methods or tactics involved in managing a state or government: *The politics of the former regime were rejected by the new government leadership. If the politics of the conservative government now borders on the repressive, what can be expected when the economy falters?*
- 4. (*used with a sing. or pl. verb*) Intrigue or maneuvering within a political unit or group in order to gain control or power: *Partisan politics is often an obstruction to good government. Office politics are often debilitating and counterproductive.*



Policy: a definition

- **1 a:** prudence or wisdom in the management of affairs
- **1 b:** management or procedure based primarily on material interest
- **2 a:** a definite course or method of action selected from among alternatives and in light of given conditions to guide and determine present and future decisions
- **2 b:** a high-level overall plan embracing the general goals and acceptable procedures especially of a governmental body



- Another term: regulation
 - Regulation is the act of monitoring and policies etc.) are put into practice
 - EU media and communication policies are then a construction of policies and regulation
- We will speak of EU's media and communication regulatory framework
 - Includes the policies
- Example: definition of regulation



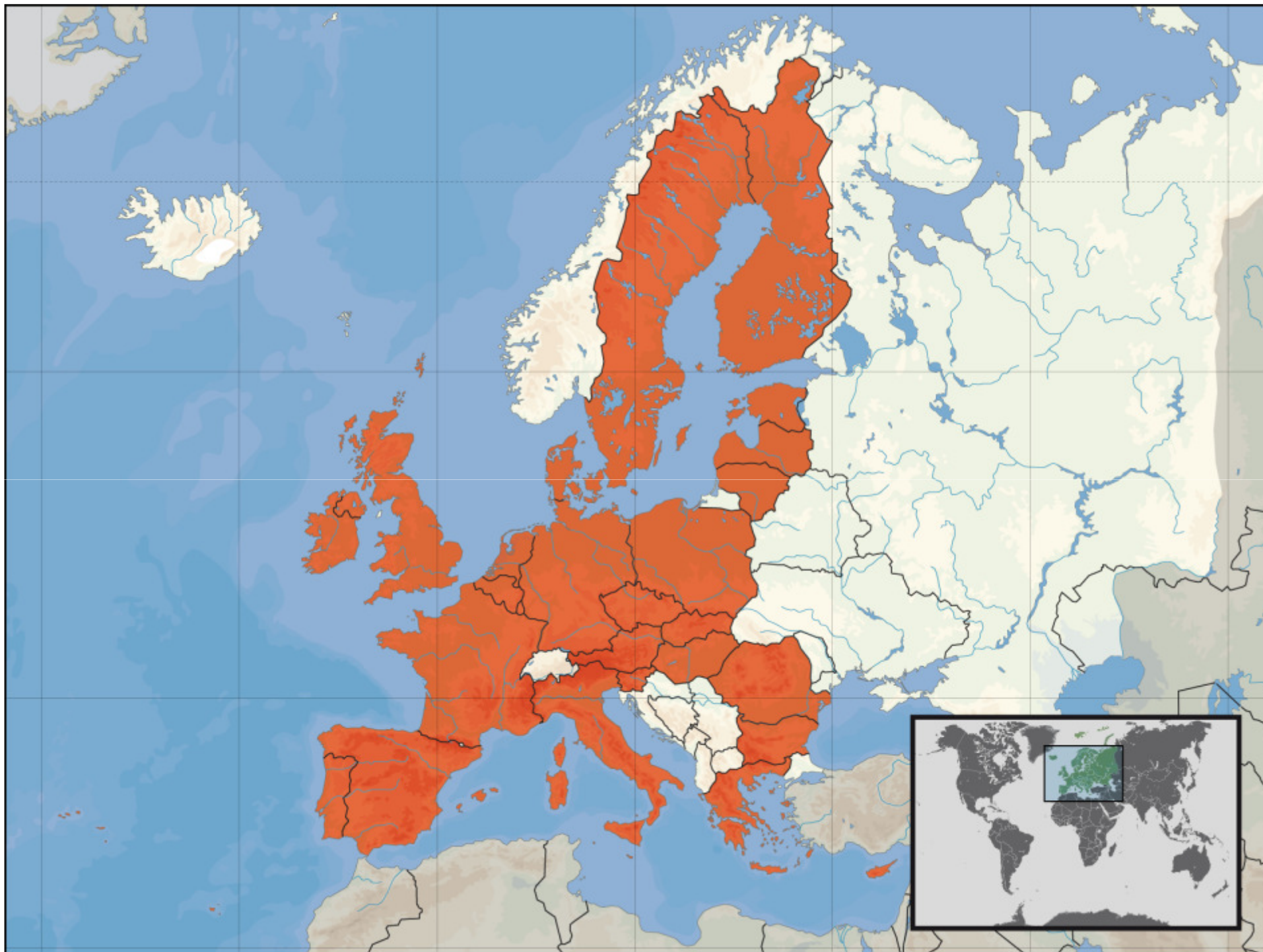
Regulation: a definition

- **1.** The act of regulating or the state of being regulated.
- **2.** A principle, rule, or law designed to control or govern conduct.
- **3.** A governmental order having the force of law. Also called *executive order*.

4. EU's regulatory framework



- The tension between deepening integration vs. enlargement of the EU:
 - Less sovereignty
 - National traditions
- Problems with new accession countries (Turkey, Serbia)

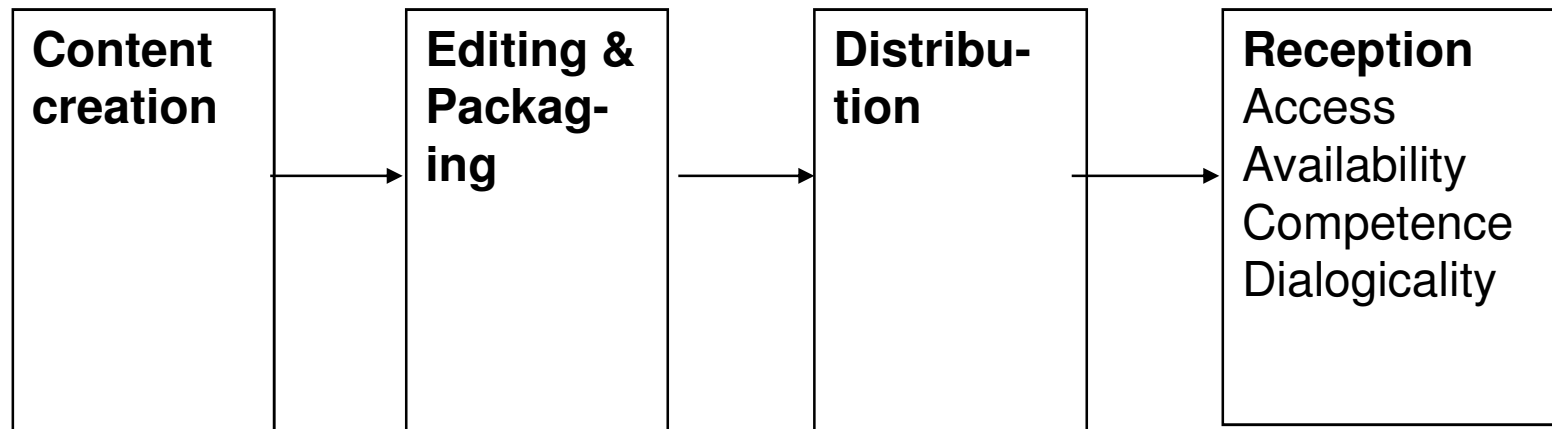




- Reflects also in the fields of media and communication:
 - Different traditions: PSB; self-regulation; freedom of the press; telecommunications
- A framework for media and communication policies:
 - A value chain model of media production

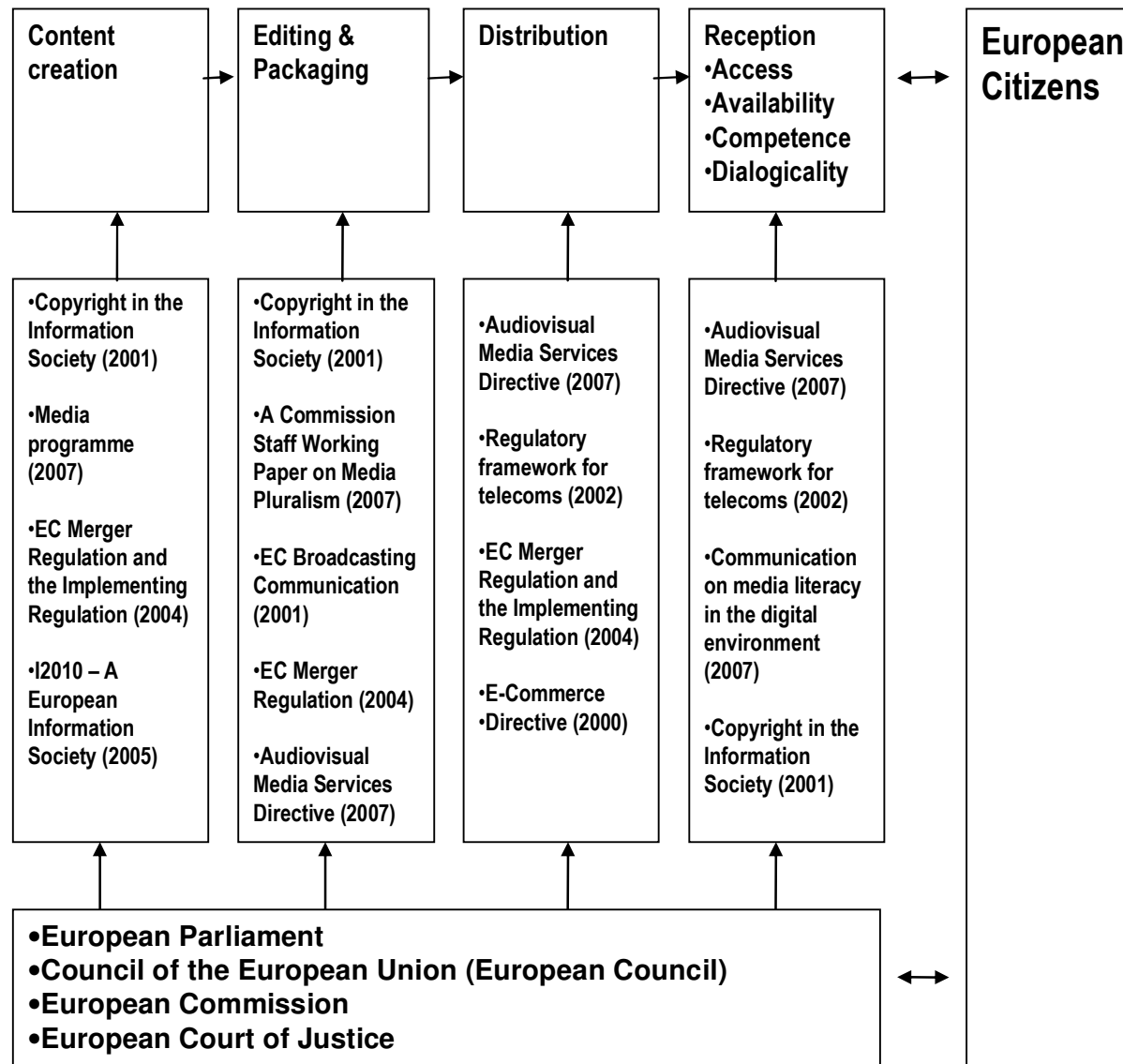


Diagram 1. Value-chain model of media production





- today all the phases of the media value chain are regulated through different pieces of legislation.
- regulation has traditionally been in the responsibility of nation states
- today European media and communication are increasingly regulated on the European (EU) and global (WTO, ICANN, ITU) levels





Next time:

- Three different perspectives to media and communication policies
- How policy is made: an analysis of the interest parties
- Value chain 1: content creation