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**The Role of Communication in Media Policy-Making**

The communication of political actors plays an important role in policy-making. Following the conference’s objective of “analyzing the political arguments and actions of different actors” as well as by drawing upon critical political economy of the media and new institutionalism in organization studies, this paper aims at investigating two different aspects of communication in media policymaking.

First, the role of communication in regulating the media industry will be touched upon. Regulators may use both regulatory conversations (i.e., private communications with regulated firms; see Black 2002) and public communication (like “naming and shaming” practices, see Yeung 2005) to steer the behavior of the regulated industry when more coercive regulatory means are unfeasible or undesirable. Results of a recent study show that a policy sector approach is helpful for understanding the use of communication as a soft tool of regulation.

Second, the communication of the regulated industry is of interest. In political communication and journalism research, the media are usually conceptualized as “neutral” intermediaries between citizens and the political system (Mancini/Swanson 1996; Mazzoleni/Schulz 1999). Yet in media policy media organizations are involved in policy-making themselves which raises questions regarding media coverage of media policy. Media organizations are in an ideal position to control public perception of any debate concerning the regulation and structure of media by ignoring or distorting the issue to suit their own purposes (McChesney 2008; Freedman 2010; Bagdikian 2000; Page 1996). The analysis thus deals with tensions between democratic values and economic interests mentioned in the invitation.