

Media Power Structures and Media Governance



University of Zurich



Radical Perspective: Participatory Media Governance

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EU and European Governance: A Critique

- Principles of good governance: Openness, participation, accountability, effectiveness and coherence
- Proposals for change: Better involvement of civil society organisations and better policies (co-regulatory mechanism)
- Re-Allocation of power in favour of EU but not in favour of civil society organisations
- Power asymmetry in consultation processes persists and consultation remains rather symbolical



The conceptualization of Governance in media policy studies

- networks of power are losing ground and multi-stakeholder networks of deliberation are gaining ground.
- Media governance studies focus on the growing complexity of decision-making processes.
- Hierarchy and power within and between networks are mostly ignored
- The problem-solving-capacities of co-regulation are overestimated
- Legitimacy problems are underestimated



Towards a broad Definition of Media Governance

- The Governance of the Media covers all means by which the mass media are limited, directed, encouraged, managed, or called into account, ranging from the most binding law to the most resistible of pressures and self-chosen disciplines. (McQuail 2003: 91)
- We look at media governance as contested power order or as power struggle
- Participatory media governance is both an analytical and a normative concept



Big picture of media policy in Europe

- Regulation (up to the end of 70's)
- Deregulation (up to the end of 80's)
- Re-regulation (up to the end of 90's)
- Co-regulation or regulated self regulation or governance (up to 2010?)
- Wanted: Where are the heralded new forms of media governance?
- „Old“ forms still prevail: Media policy changes slowly



Lessons from the World Summit on the Information Society

- Implications for the global Civil Society
 - Access to documents and deliberations
- Implications for the global Governance debate
 - New model for preparing political deliberations and decisions, but...
- Conclusions: participation means power sharing

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Power structures and deliberation at the WSIS

- Business interests and CSO interests as conflicting interests
- Power relations are asymmetrical
- Governance as management of conflict
- Compromise instead of Consensus

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Participatory Media Governance for Media Policy Studies

- Participatory Governance as Democratization
- From Media Regulation to Democratic Participatory Media Governance?
 - Loss of democratic control over commercialized media system
 - Power relations between profit and non-profit political actors
 - Research on participatory opportunities for Civil Society Organizations
 - Design of a participatory media governance framework
- Public Interest as normative standpoint
- Market Regulation as unfit for democratic media governance

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Participatory Governance for Media Policy

- Involvement of civil society in media policy decisions
- Not only participation but democratic decision rights
- Elements of direct democracy
- Transparency and Co-Determination
- Legitimacy before efficiency
- Equivalence between economic interests and public interests

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Participatory Media Governance for Media Policy

- State as manager of conflicts
- Right to Communicate
- Civil society and the new communication technologies
- The benefits of participatory media governance
 - Legitimacy
 - Accountability
 - Interaction

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Thank you for your attention!

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