

## Media regulation : governance and the interest of citizens and consumers

Lunt, Peter Kenneth, 1956-, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20451956&lokasi=lokal>

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### Abstrak

#### Summary:

In *Media Regulation*, two leading scholars of the media examine the challenges of regulation in the global mediated sphere. This book explores the way that regulation affects the relations between government, the media and communications market, civil society, citizens and consumers. Drawing on theories of governance and the public sphere, the book critically analyzes issues at the heart of today's media, from the saturation of advertising to burdens on individuals to control their own media literacy. Lunt and Livingstone incisively lay bare shifts in governance and the new role of the public sphere which implicate self-regulation, the public interest, the role of civil society and the changing risks and opportunities for citizens and consumers. It is essential reading to understand the forces that are reshaping the media landscape.