



The Politics of Media Policy

Des Freedman

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The Politics of Media Policy provides a critical perspective on the dynamics of media policy in the US and UK and offers a comprehensive guide to some of the major points of debate in the media today. While many policymakers boast of the openness and pluralism of their media systems, this book exposes the commitment to market principles that saturates the media policy environment and distorts the development and application of democratic media policies.

Based on interviews with dozens of politicians, regulators, special advisers, lobbyists and campaigners, *The Politics of Media Policy* considers how governments, civil servants and media corporations have shaped the drawing up of rules concerning a range of issues including:

- Media ownership
- Media content
- Public broadcasting
- Digital television
- Copyright
- Trade agreements affecting the media industries.

The book identifies both the institutions and the arguments that dominate the development of these crucial media policies. It will be of interest to public policy and media professionals, researchers, activists and students indeed all those determined to understand and respond to the impact of neo-liberalism on the contemporary world.

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