



Media and Identity in Contemporary Europe: Consequences of global convergence

Richard Collins

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An integrated analysis of the central issues in contemporary media policy. Chapters focus on technological change and its impact on cultural and political identities, the role of the cultural industries in the 'New Economy' and the impact of European integration on national institutions - public service broadcasting in particular. Because technological change in broadcasting has enabled us to open up media markets, the shape of media and of society has become more internationally-oriented. Indeed, modern international media has brought into question the very legitimacy of national communities and ideologies. And this is a phenomenon whose greatest impact has been in Europe. These studies address the future of public service broadcasting and the power of national regulators to shape trans-national media relationships. The author takes an empirical approach to analysis of these issues, exploring media and communication studies very much as a social science.

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