

Do we need pan-European Media?



Filesize: 6.91 MB

Reviews

An exceptional publication as well as the font employed was exciting to see. it was actually writtern extremely flawlessly and helpful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Dominic Collins)

DO WE NEED PAN-EUROPEAN MEDIA?



GRIN Verlag Feb 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2009 in the subject Communications - Media and Politics, Politic Communications, grade: 4,0 = 2,0 (s. Anm.), University of Helsinki (Communications), course: European Media and Communication Policies, language: English, comment: Das Finnische Notensystem geht von 5-1,wobei 5 die beste Note ist und 1 noch genügend ist dh eine 5 entspricht einer Schweizerischen 6 bzw. einder Deutschen 1. , abstract: Europe can be defined and its countries linked together in several ways and its borders aren't completely clear. Geography and history join us and with the start of the EU also political and more defined economical reasons. Several areas of Europe share a similar culture. But there are as many (or maybe even more) differences as similarities. E.g. Switzerland is not part of the EU, but part of Europe and inside the country itself there are 4 languages and at least as many cultures. So how could a big area like Europe have something in common if it's not even possible in a small country like Switzerland Media is traditionally a strong part of culture: The culture media is produced in defines its characteristics and simultaneously the media influences the culture. Regional or national radio and television seem to be a very important tool to define identity and culture. In the EU the focus lies more on economics than on building a common culture and identity. But for the EU to be accepted and therefore to function a bonding element has to exist. A shared culture and value community must be created (cf. Habermas:2001:4) and pan-European media could play a crucial role in that. It might show people living in a wide, diverse area...



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