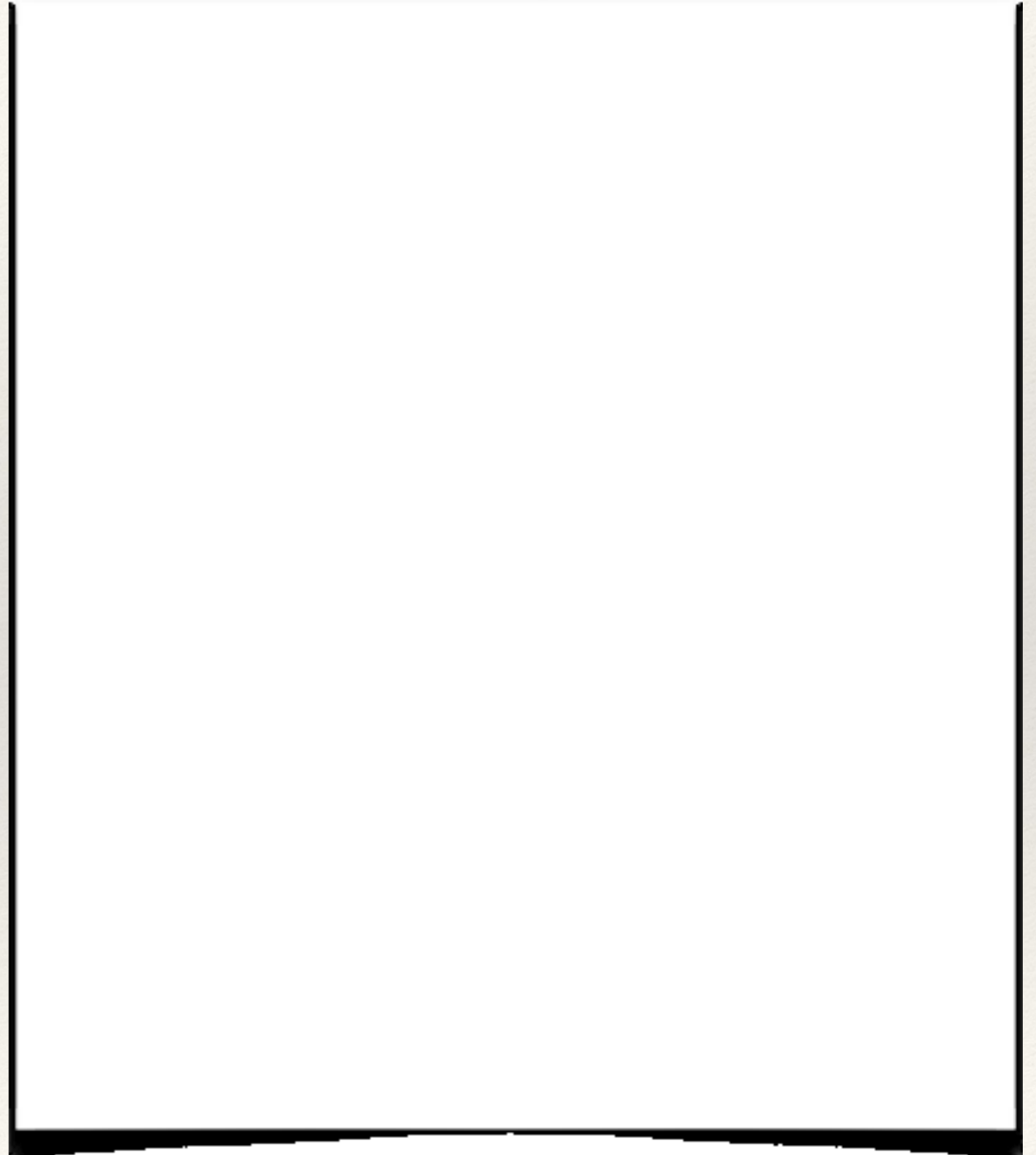*Henry Loeser*

The Nature of Broadcasting - A Theoretical Perspective

Past, Present and Future
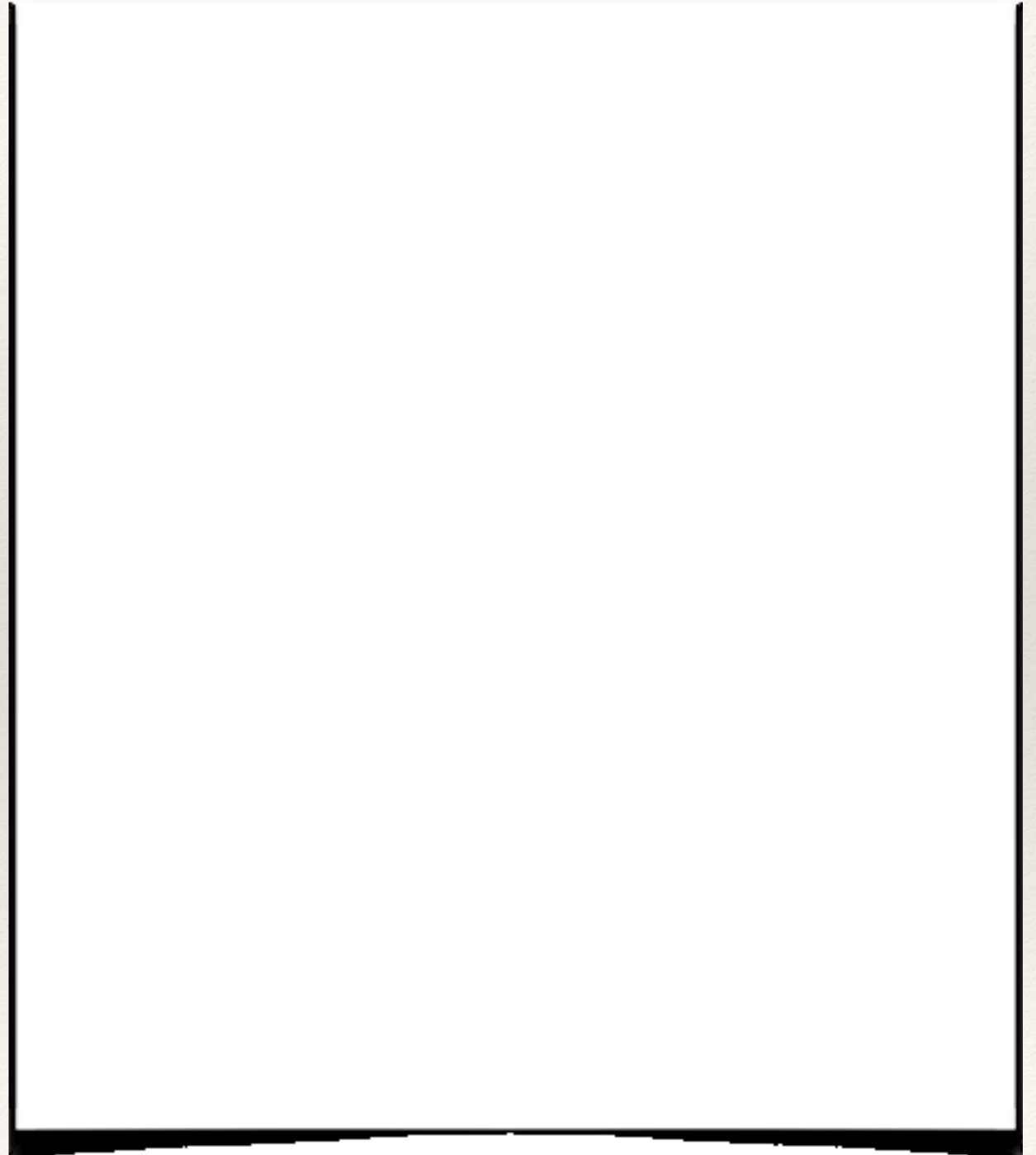
Natural Law

- Structure of Nature

- All living things seek utility

- Nurture (Rationality)

- Communication
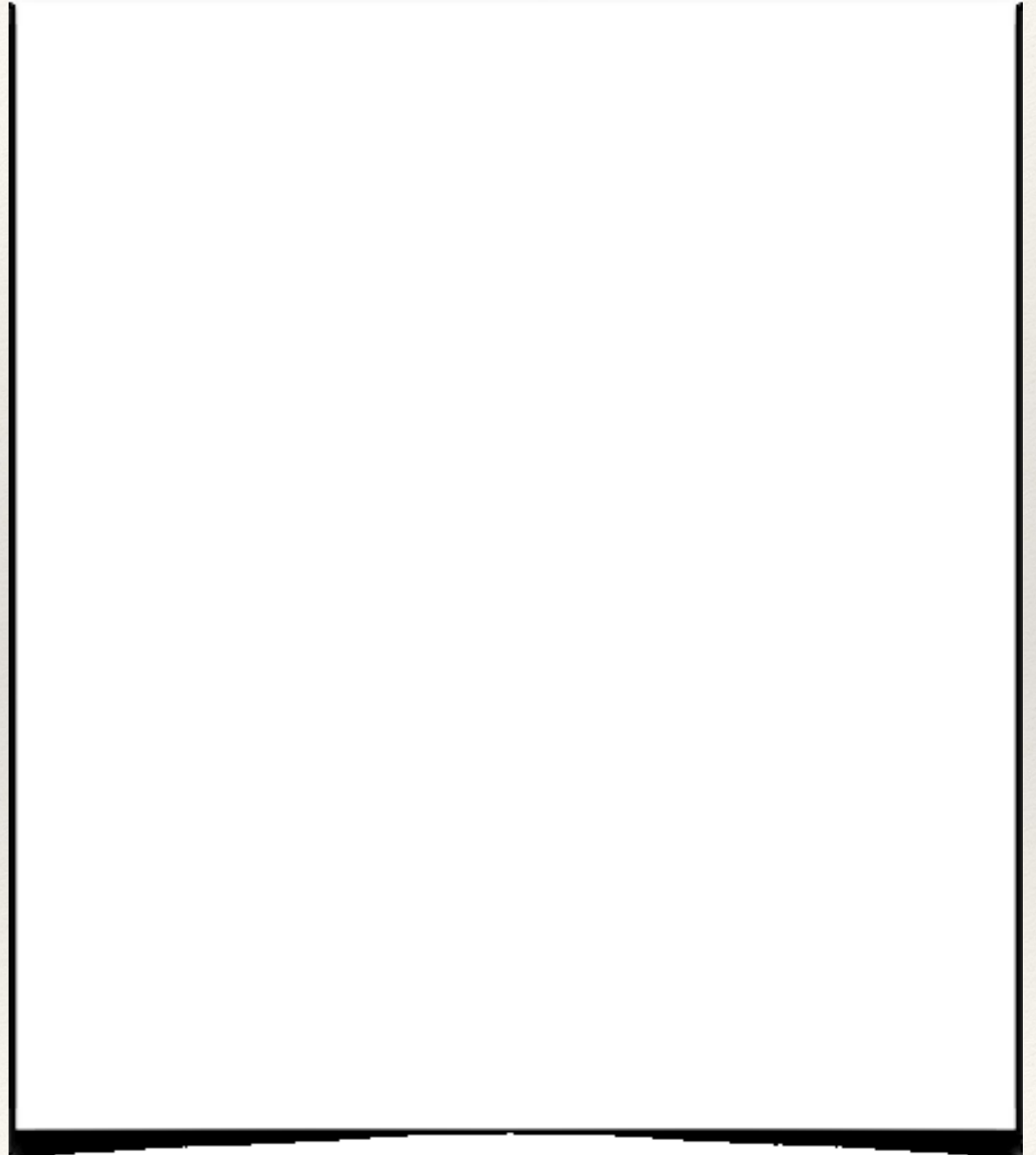
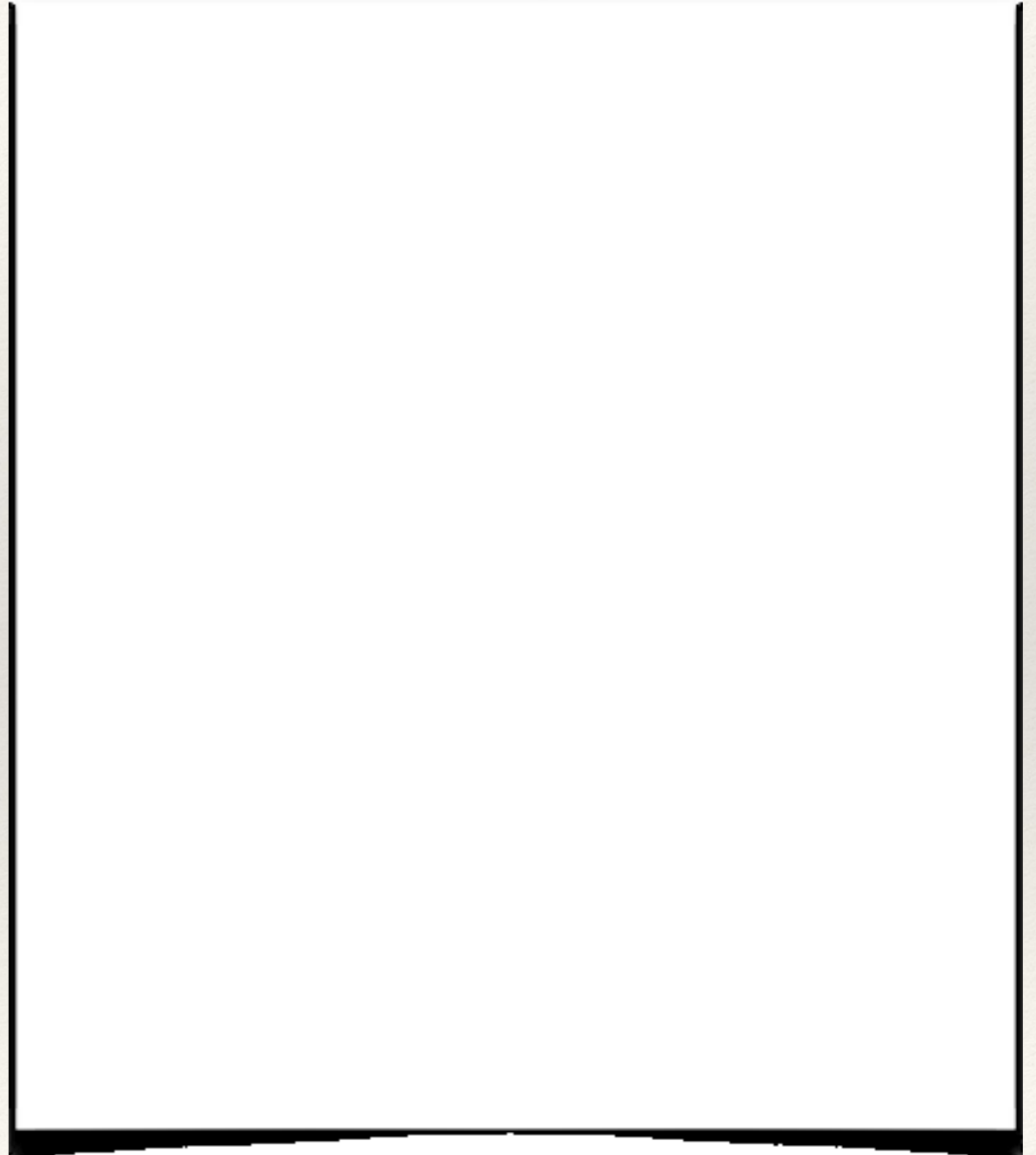# Human Evolution

- Groups

- Symbolic Interaction

- Language

Forming Societies

- Specialization
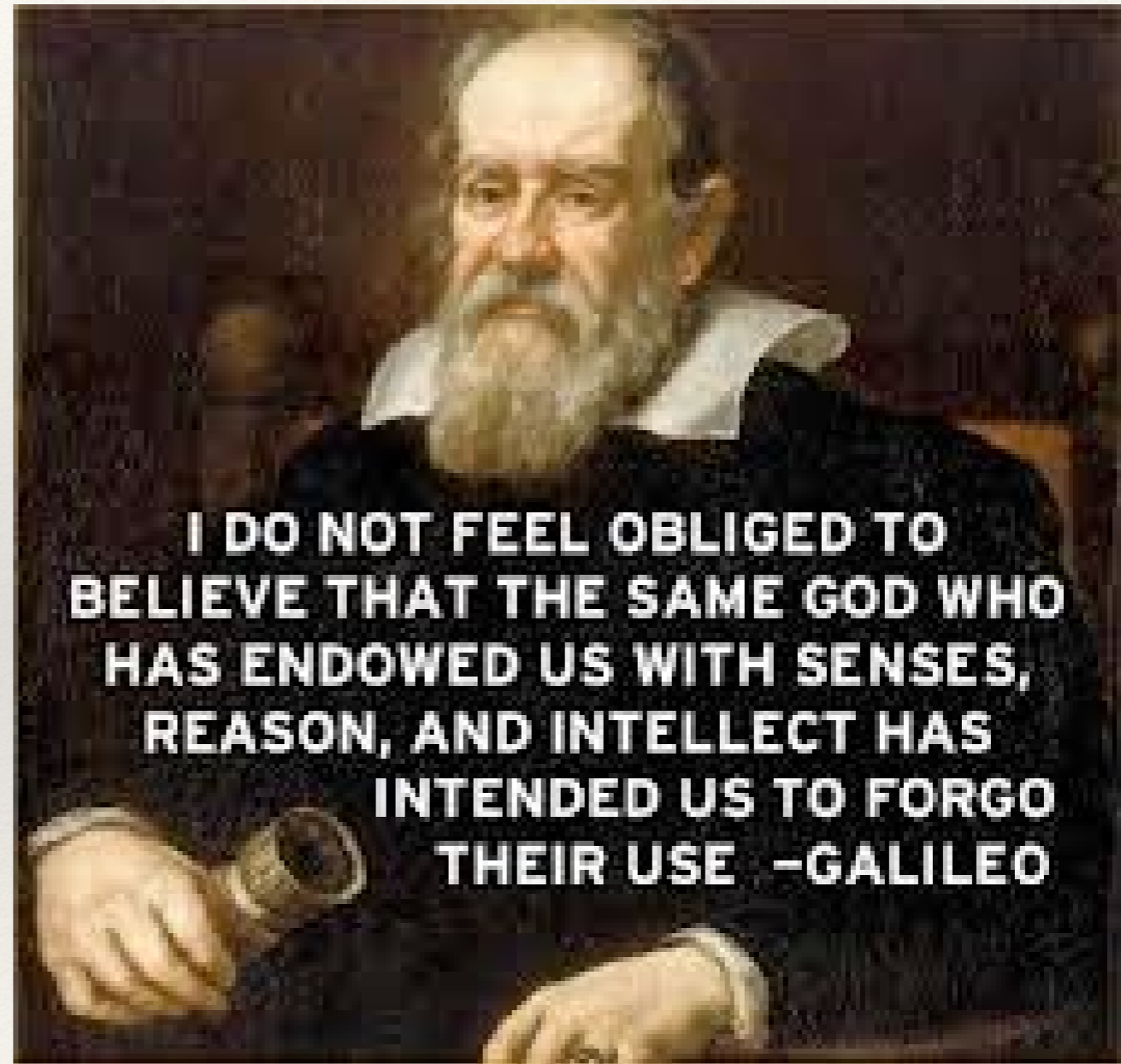
- Agency vs. structure

- Mass Communication

Medieval Europe

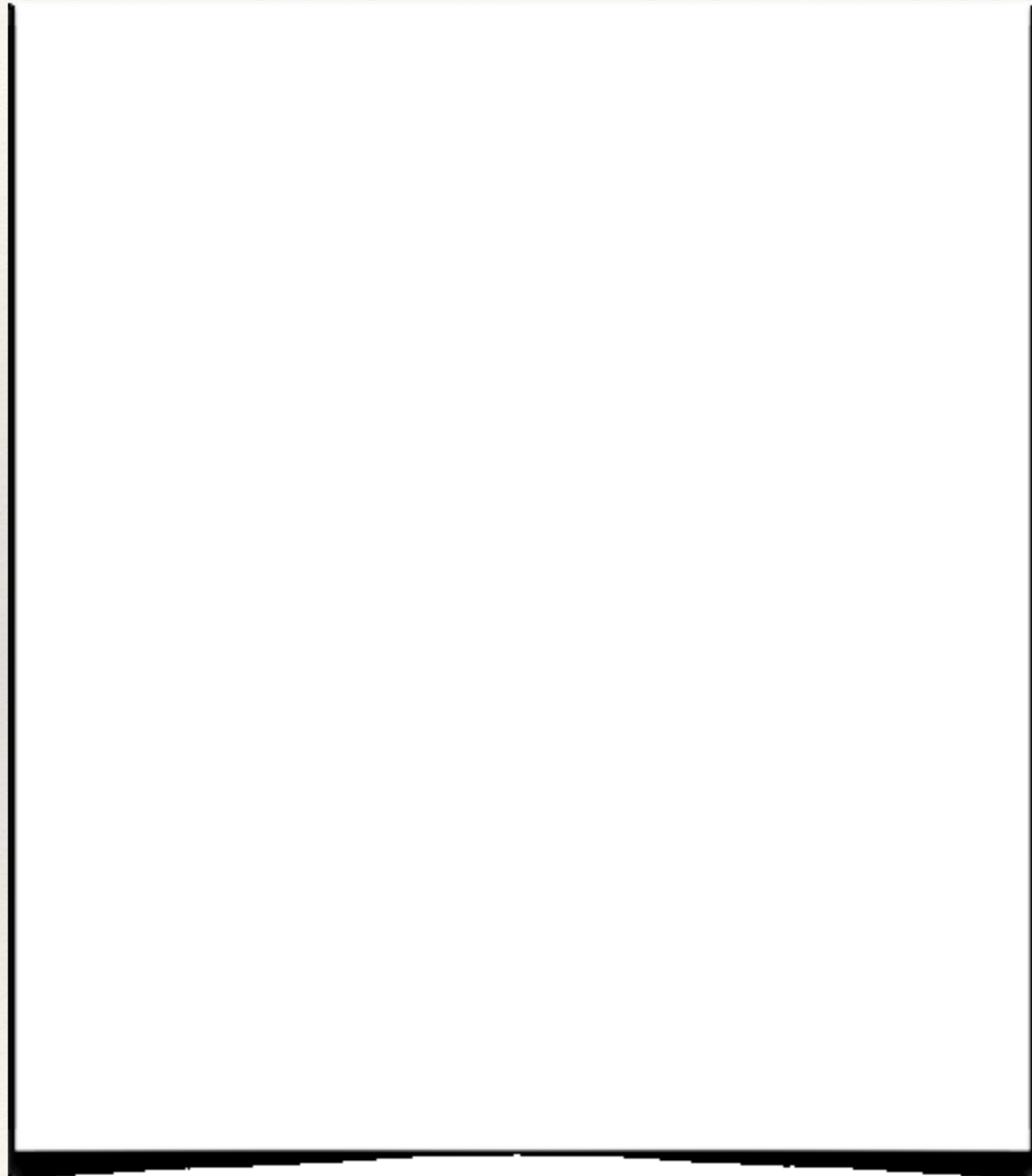- Dual authoritarianism of monarchy and church

- Rise of merchant class media

Enlightenment

- ❖ Science & technology
- ❖ Secularism

I DO NOT FEEL OBLIGED TO BELIEVE THAT THE SAME GOD WHO HAS ENDOWED US WITH SENSES, REASON, AND INTELLECT HAS INTENDED US TO FORGO THEIR USE -GALILEO
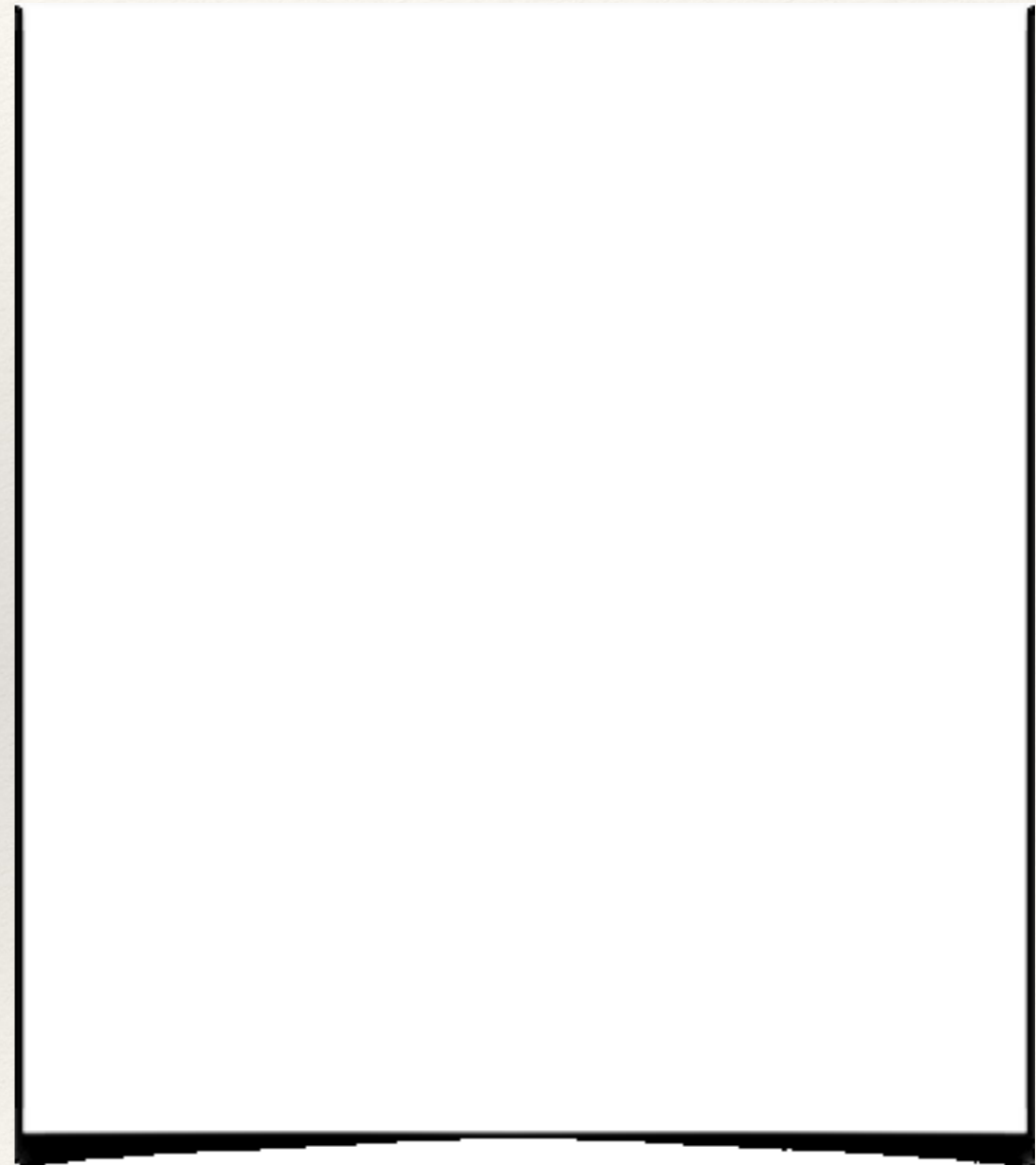
Modernity

- ❖ Urbanization

- ❖ Democracy

- ❖ Mass Media forms

Conflict Theory

❖ Dysfunctional society

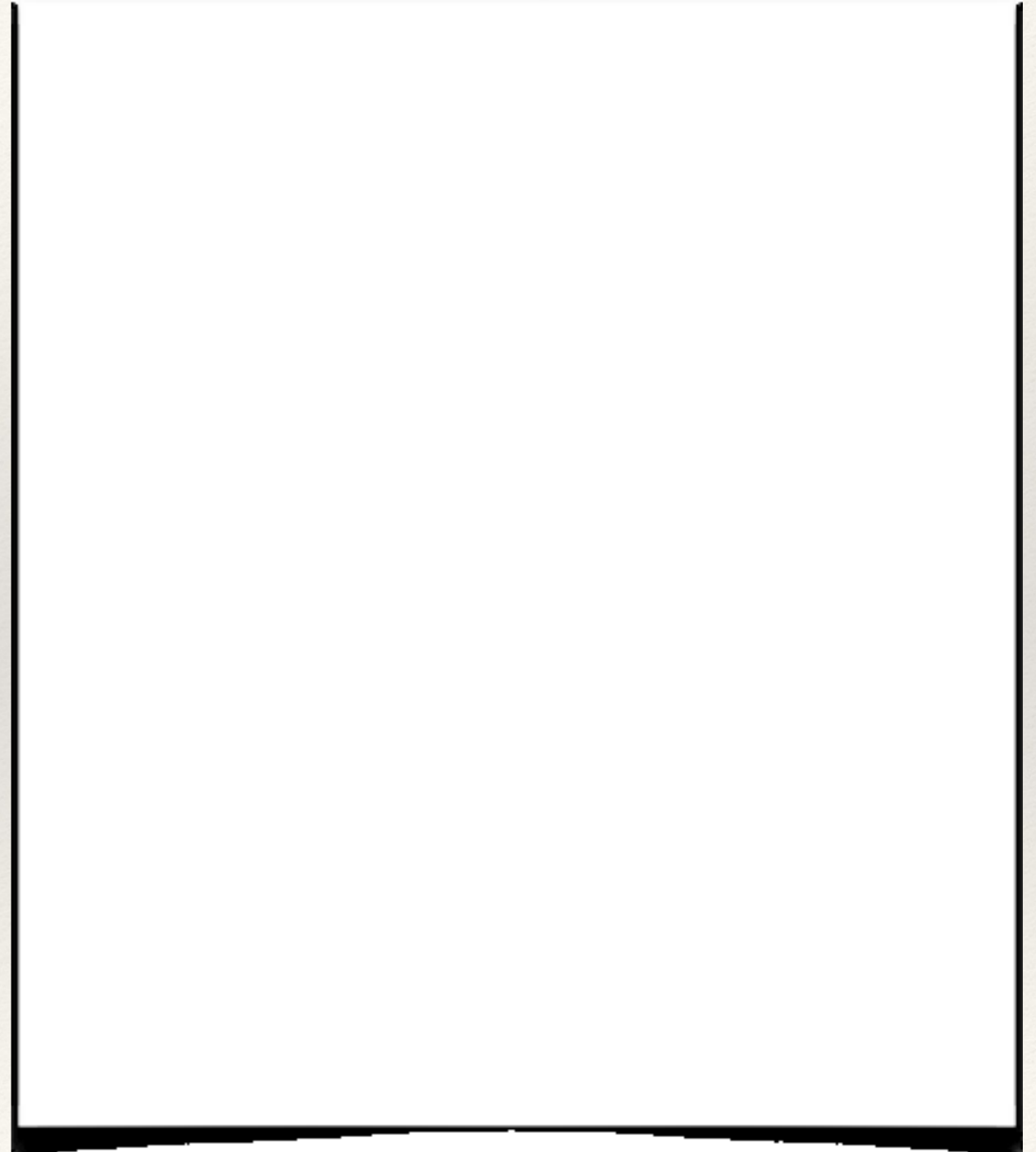❖ Agency vs. Structure

❖ Legal alternativism

The Public Sphere

Jürgen Habermas
Strukturwandel
der Öffentlichkeit

suhrkamp taschenbuch
wissenschaft
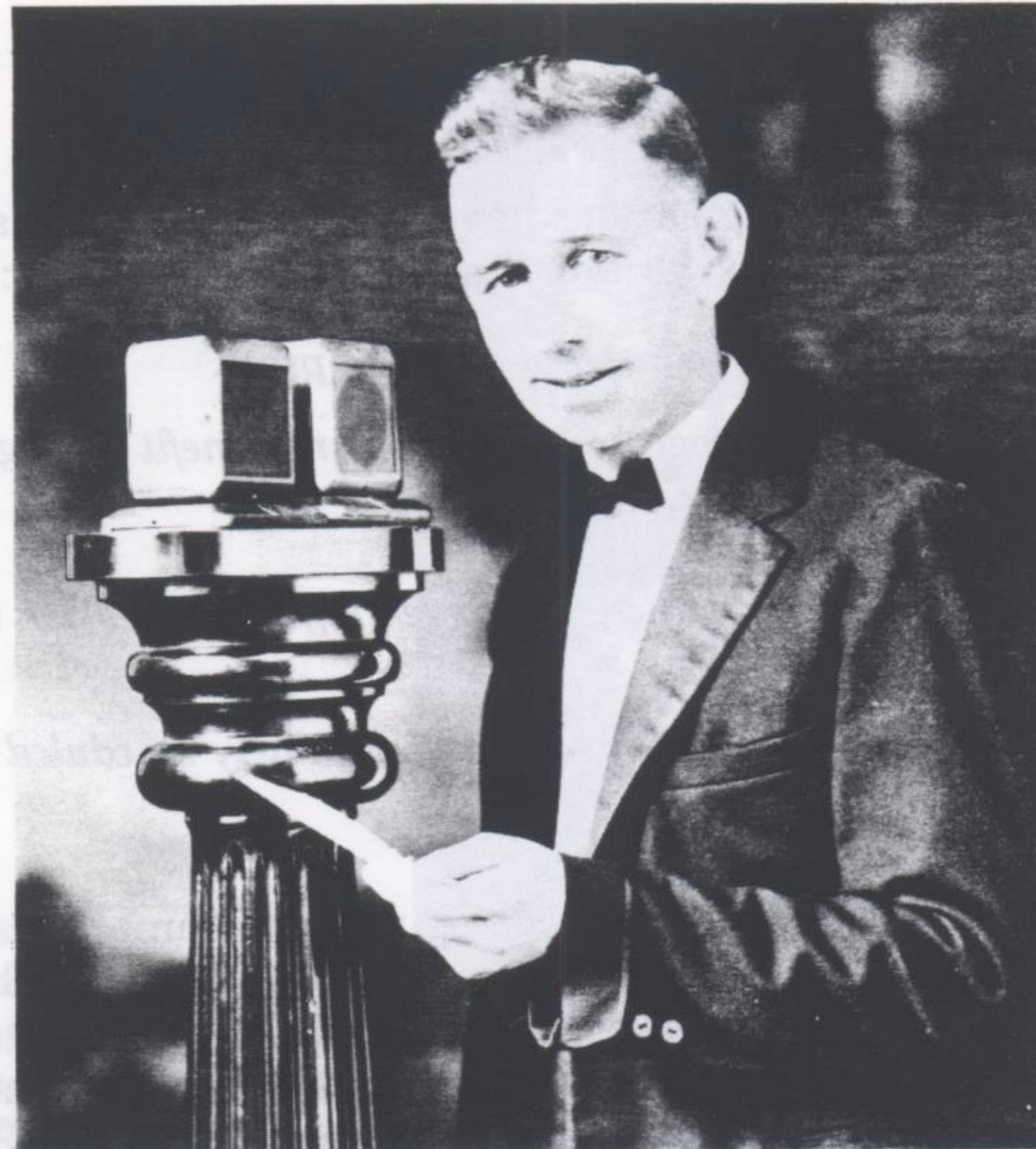
Alternative Press

❖ Activist media

Re-Feudalization

* Newspaper conglomerates

* Politicization

Radio

FIRST FULL-TIME RADIO ANNOUNCER IN THE WORLD
Harold W. Arlin shown as he looked in the early 1920's. He did the first play-by-play of baseball and football and introduced many noted persons in their radio debuts on KDKA.

Community Radio
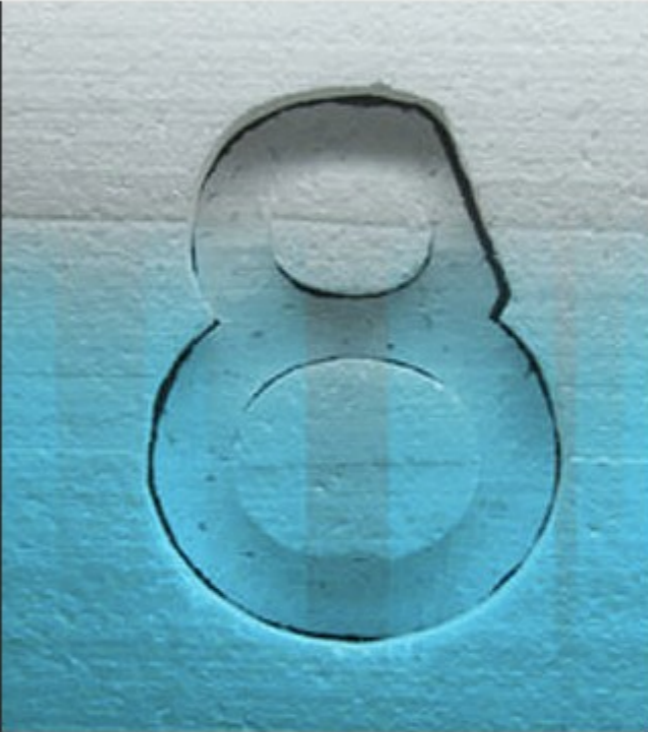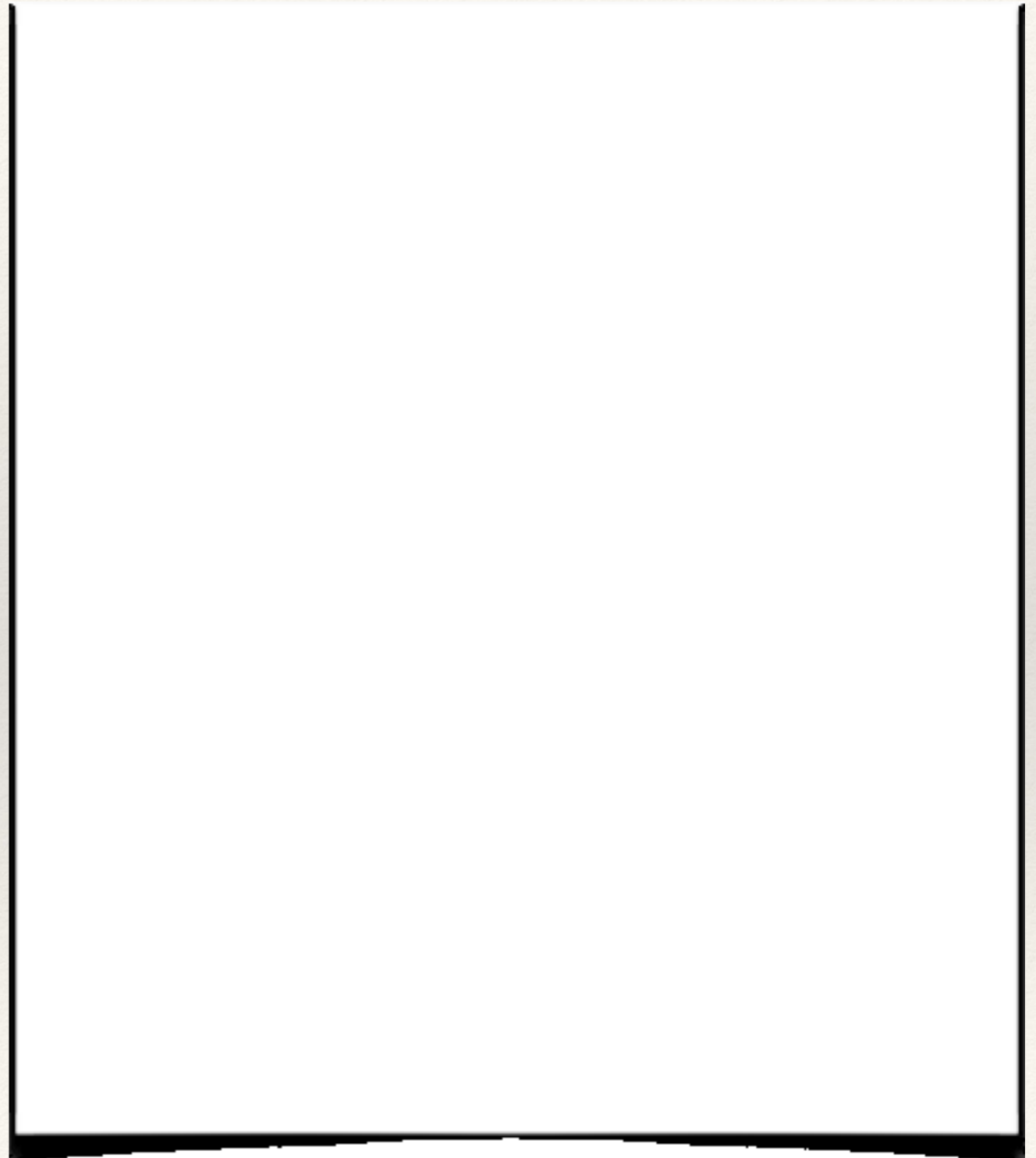
Television

Community TV

Terrestrial Paradigm

- ❖ Public Service

- ❖ Commercial

- ❖ Alternative
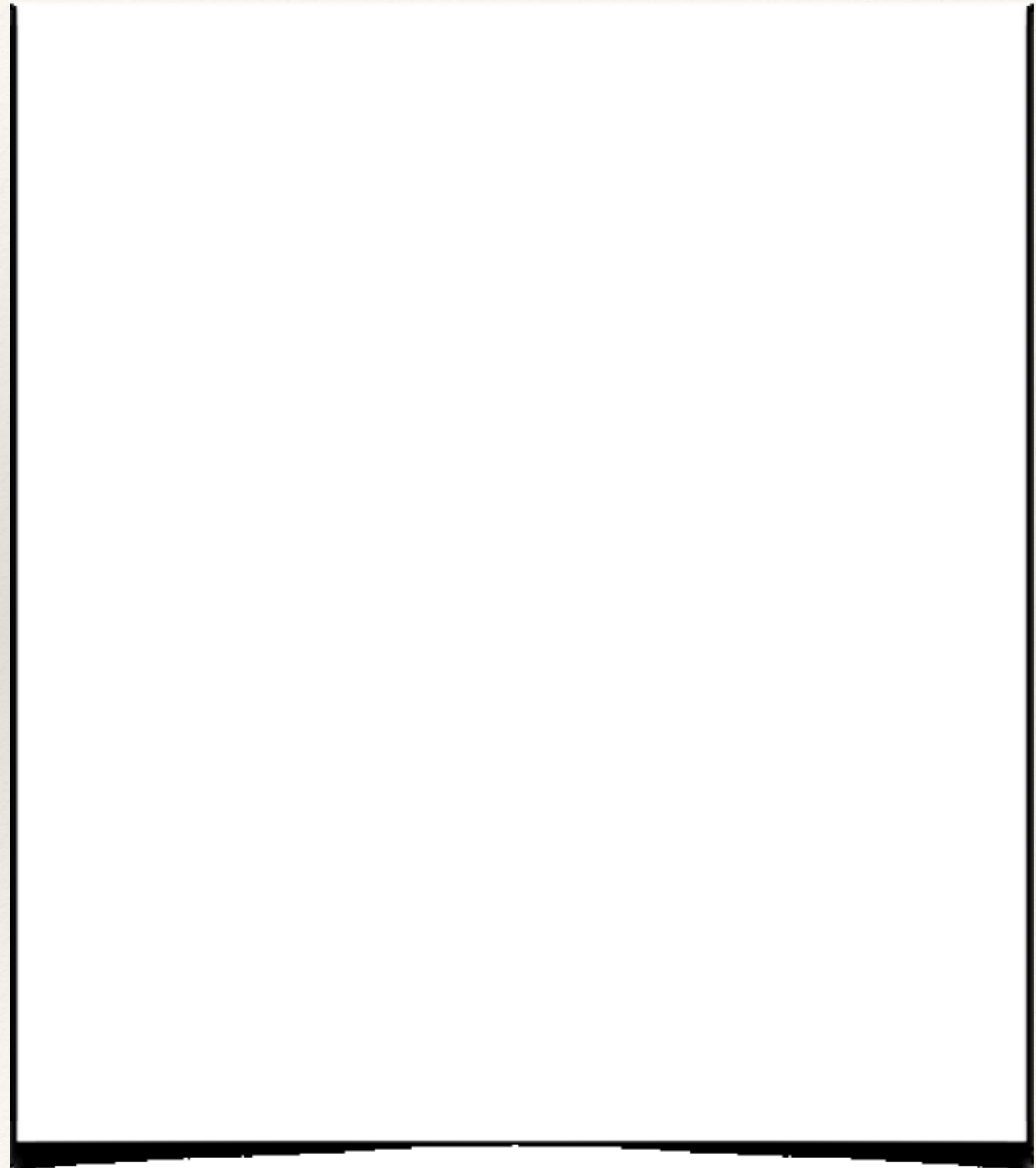
Re-Feudalization II

- ❖ Policy issues
- ❖ Commercial conglomerates
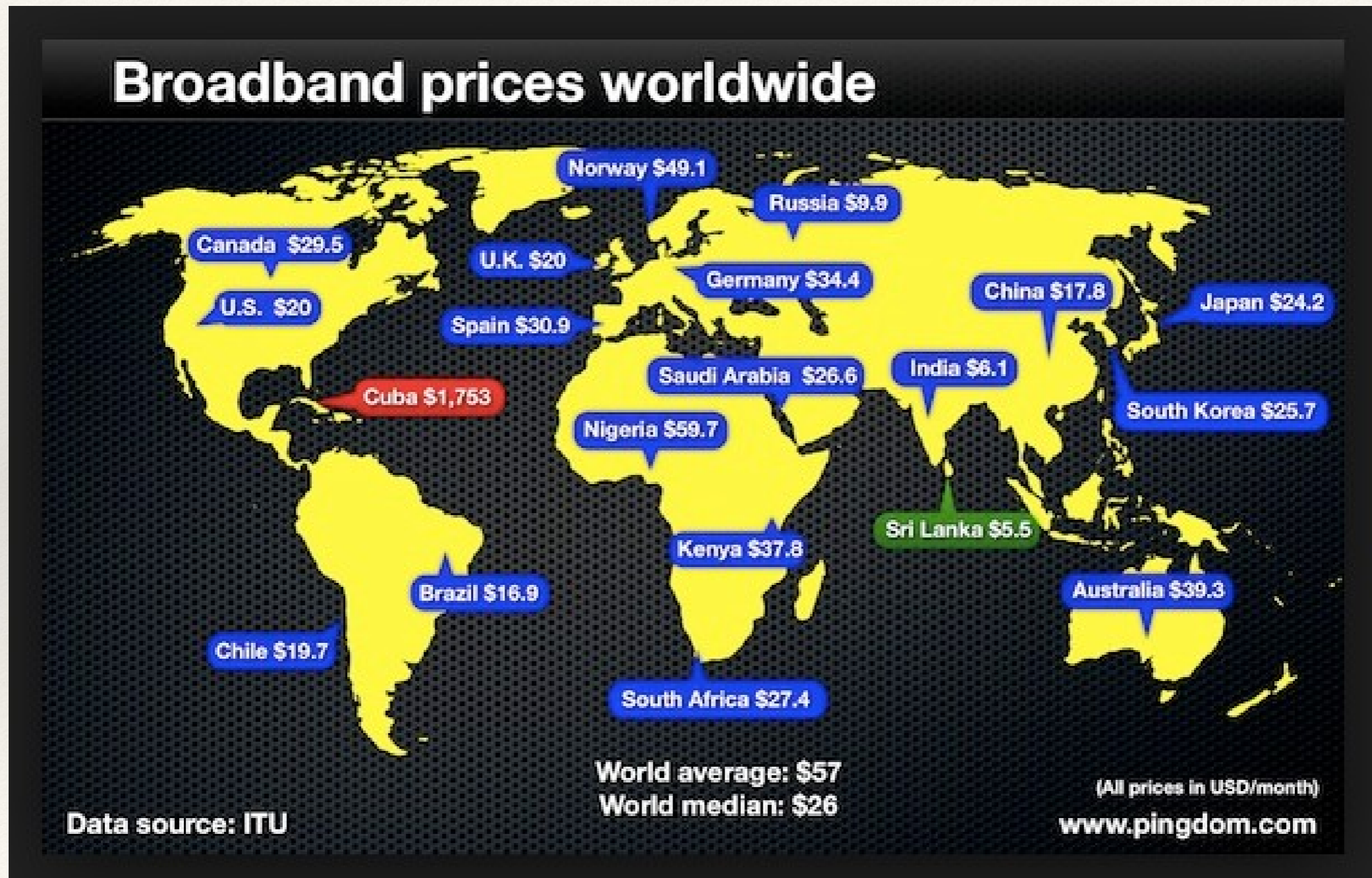- ❖ Alternatives struggle

IP - The Great Liberator?

- ❖ One-to-many revolution
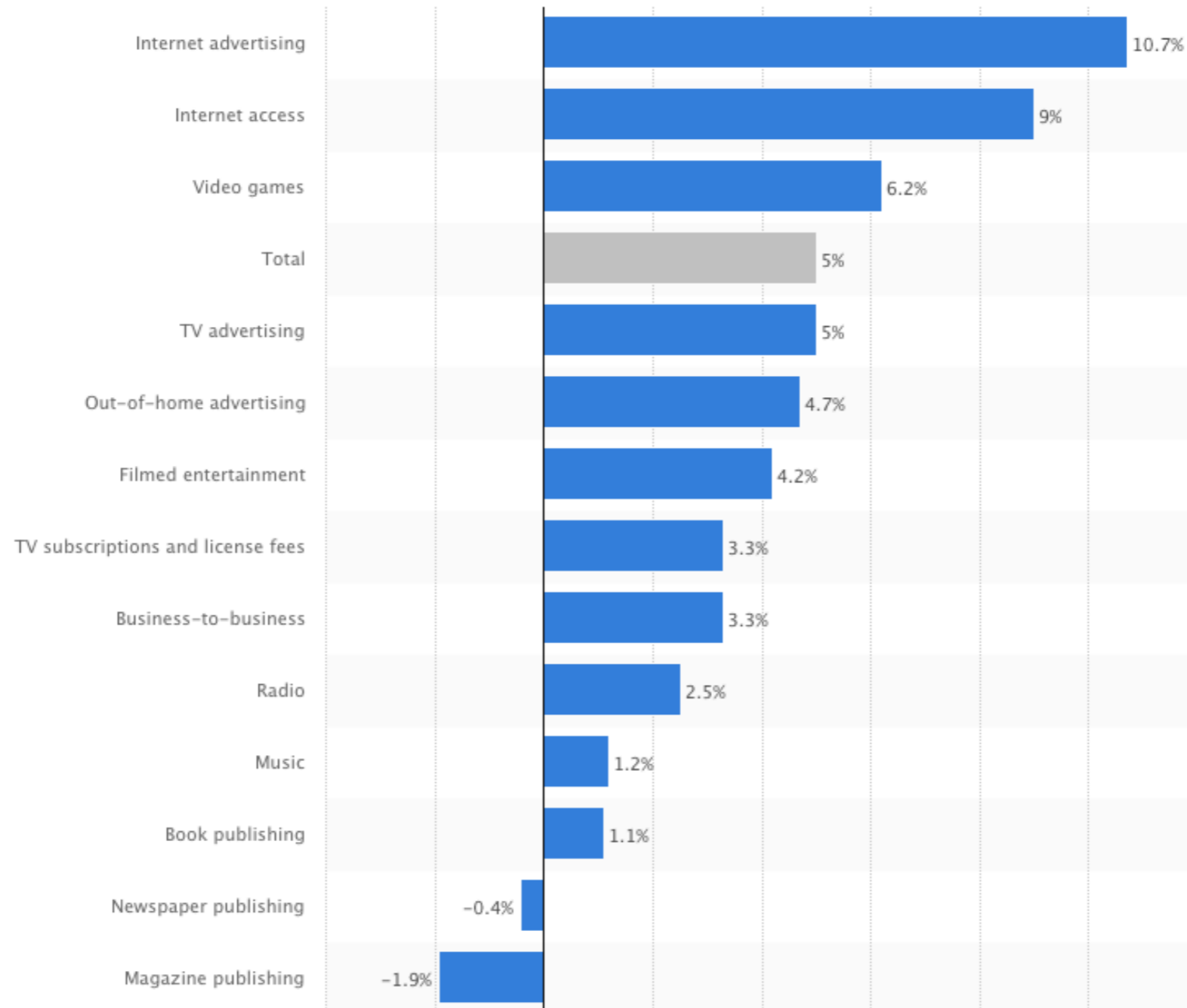- ❖ low barriers to entry
- ❖ virtual democracy

Q1 - The Pipes

Q2 - The Revenue

Compound annual growth rate of the global media and entertainment spending between 2013 and 2018, by sector

Sector	Growth rate
Internet advertising	10.7%
Internet access	9%
Video games	6.2%
Total	5%
TV advertising	5%
Out-of-home advertising	4.7%
Filmed entertainment	4.2%
TV subscriptions and license fees	3.3%
Business-to-business	3.3%
Radio	2.5%
Music	1.2%
Book publishing	1.1%
Newspaper publishing	-0.4%
Magazine publishing	-1.9%

Q3 - The Content

- Information
- Opinion
- Entertainment

Q4 - Your Data

Re-Feudalization III?

ICT4D

The Future

- ❖ Beyond RF
- ❖ Beyond streaming
- ❖ Neutrality
- ❖ Creative Commons
- ❖ Policy reform
- ❖ Funding solutions

Human Evolution

❖ Structural Functionalism?

❖ The Public Sphere?

❖ Broadcasting plurality?

Thank You!