

*Henry Loeser*

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# The Nature of Broadcasting - A Theoretical Perspective

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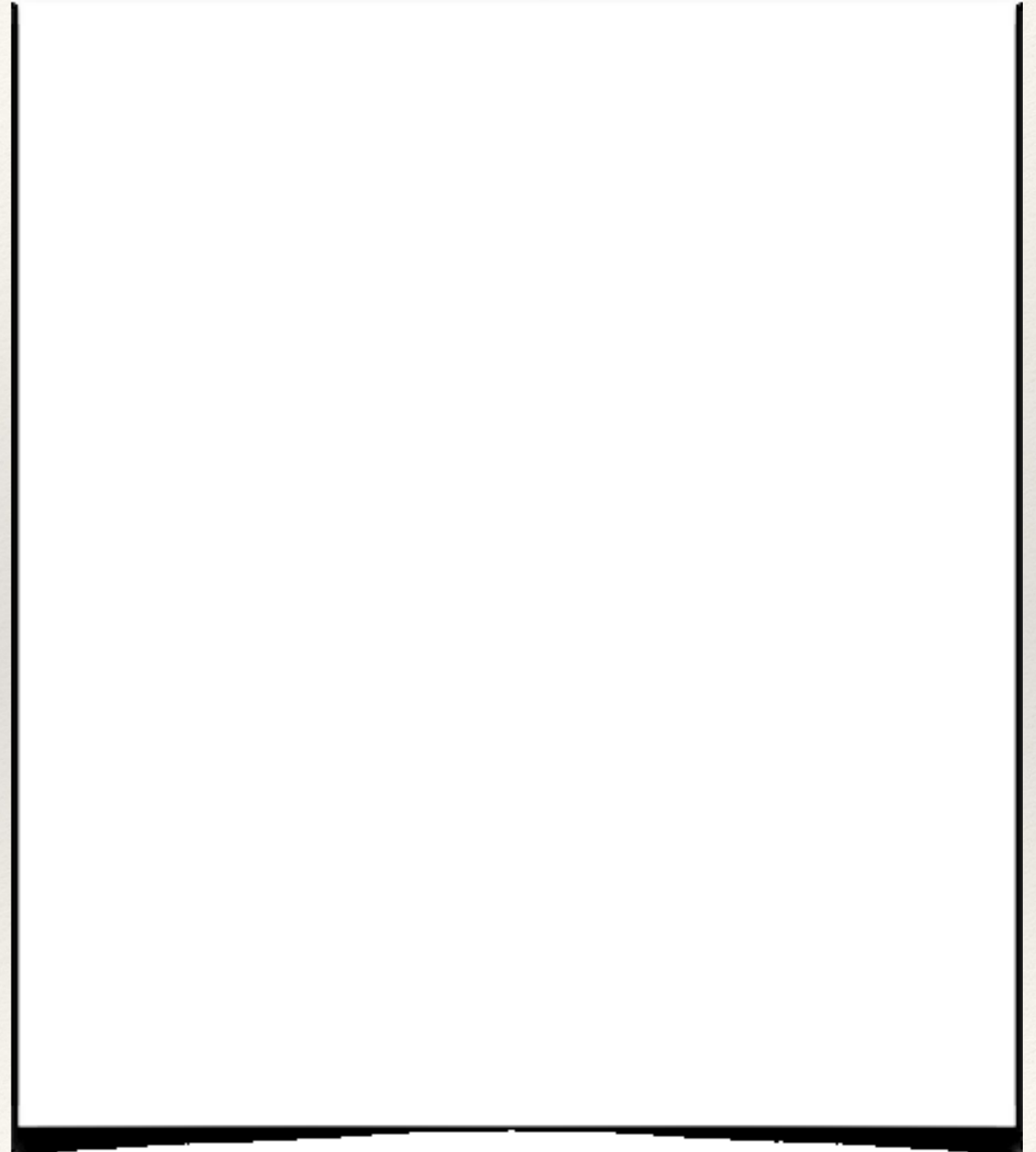
**Past, Present and  
Future**

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# Natural Law

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- ❖ Structure of Nature
- ❖ All living things seek utility
- ❖ Nurture (Rationality)
- ❖ Communication

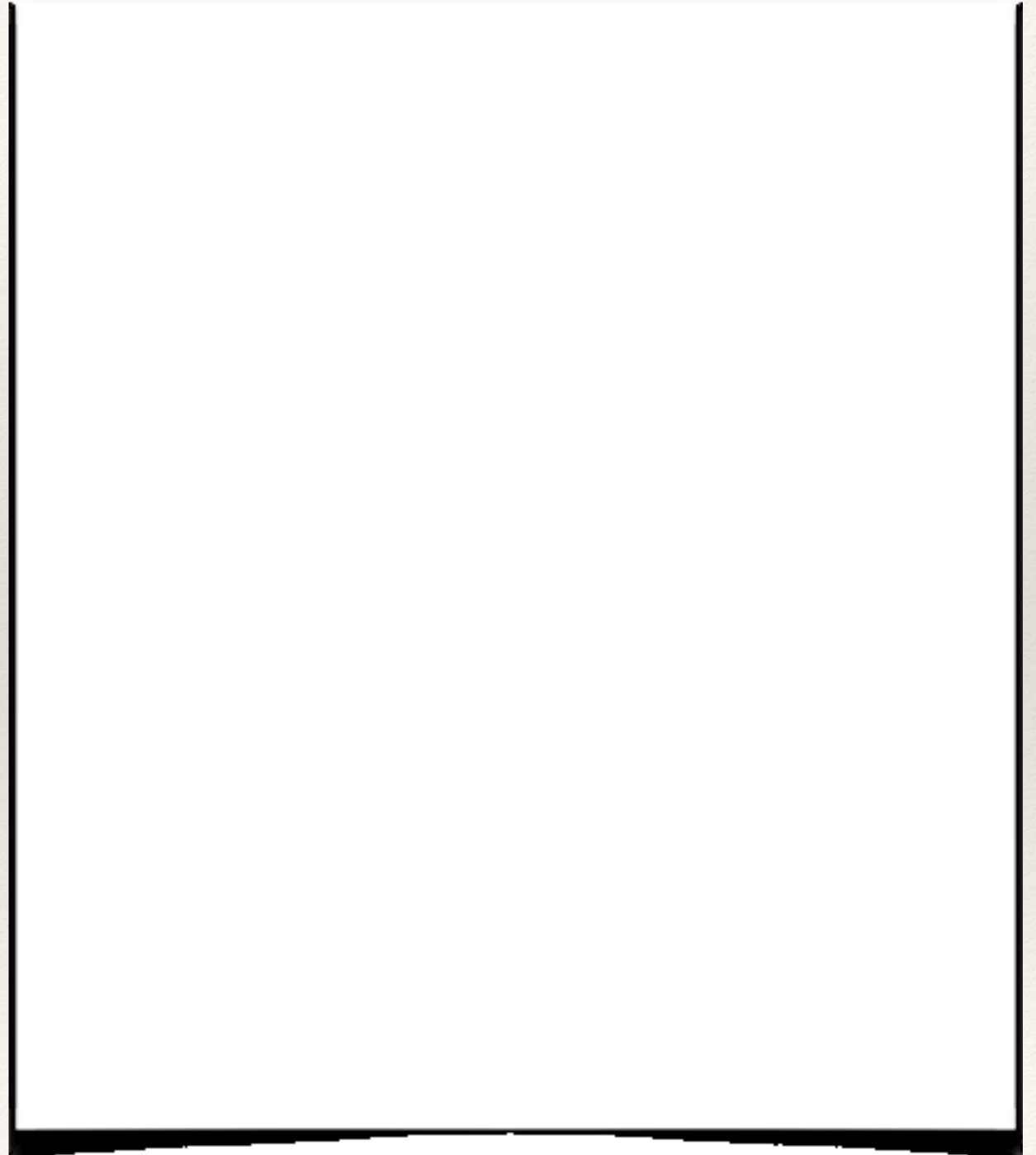


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# Human Evolution

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- ❖ Groups
- ❖ Symbolic Interaction
- ❖ Language

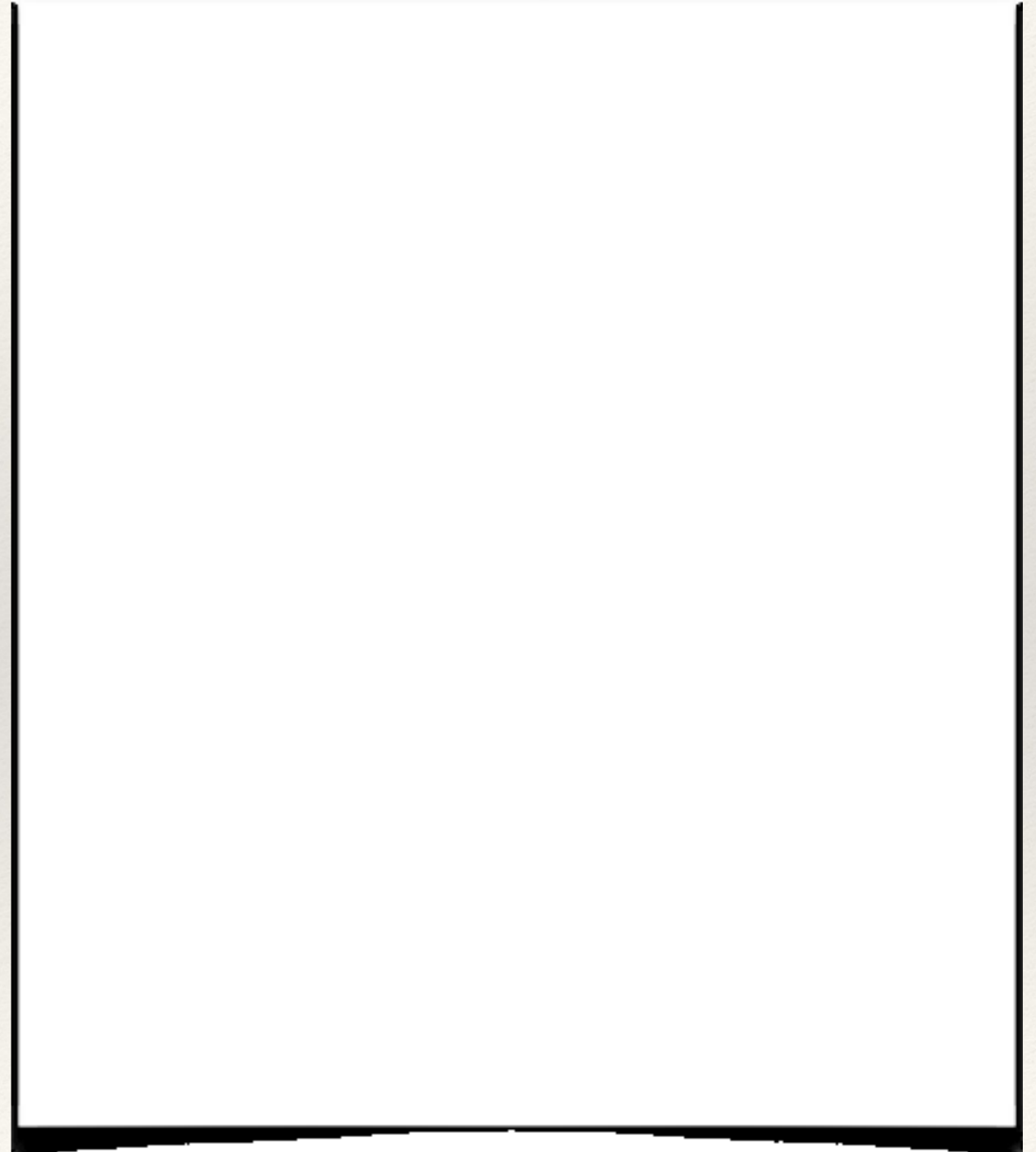


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# Forming Societies

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- ❖ Specialization
- ❖ Agency vs. structure
- ❖ Mass Communication

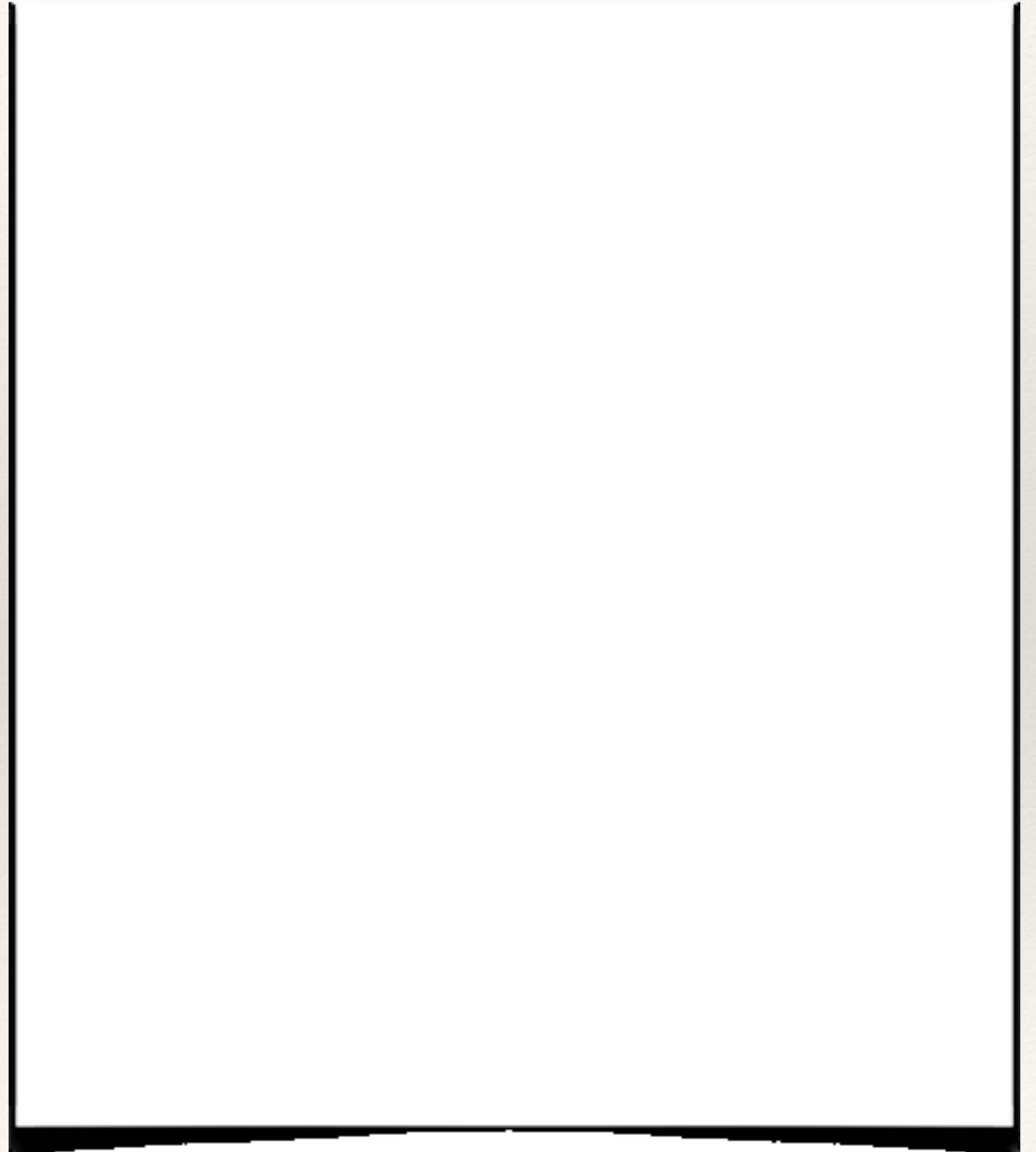


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# Medieval Europe

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- ❖ Dual authoritarianism of monarchy and church
- ❖ Rise of merchant class media

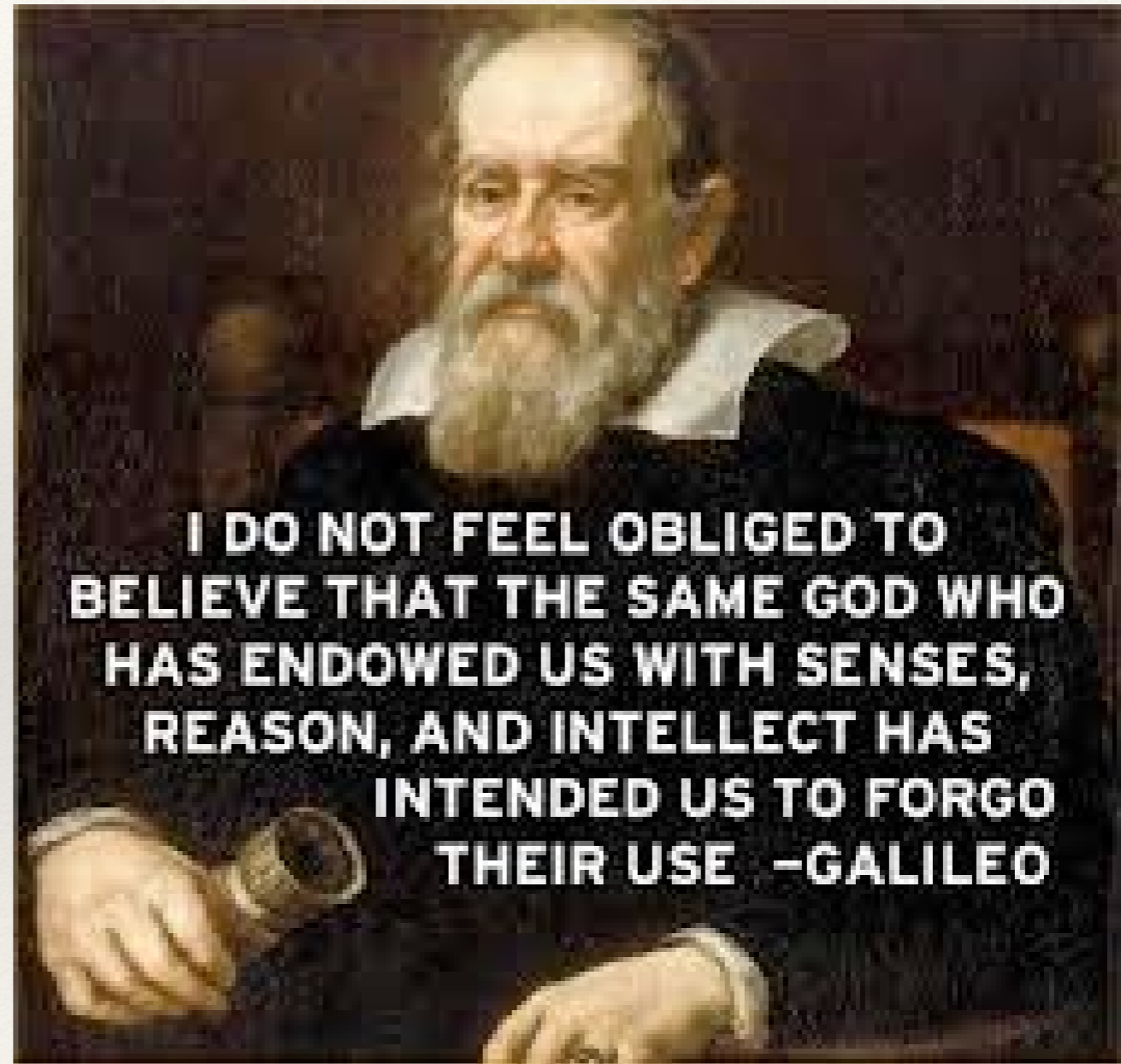


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# Enlightenment

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- ❖ Science & technology
- ❖ Secularism

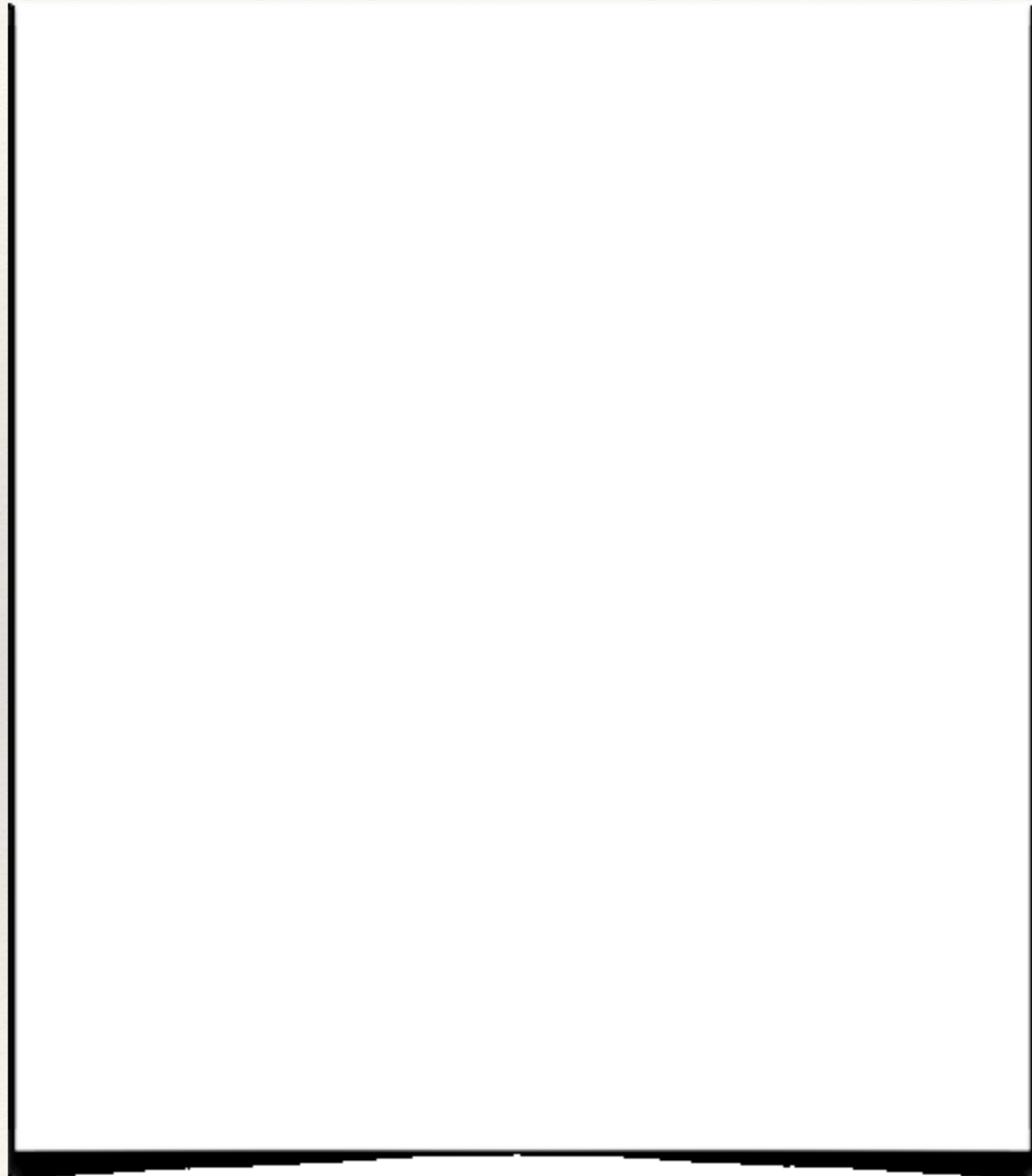


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# Modernity

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- ❖ Urbanization
- ❖ Democracy
- ❖ Mass Media forms



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# Conflict Theory

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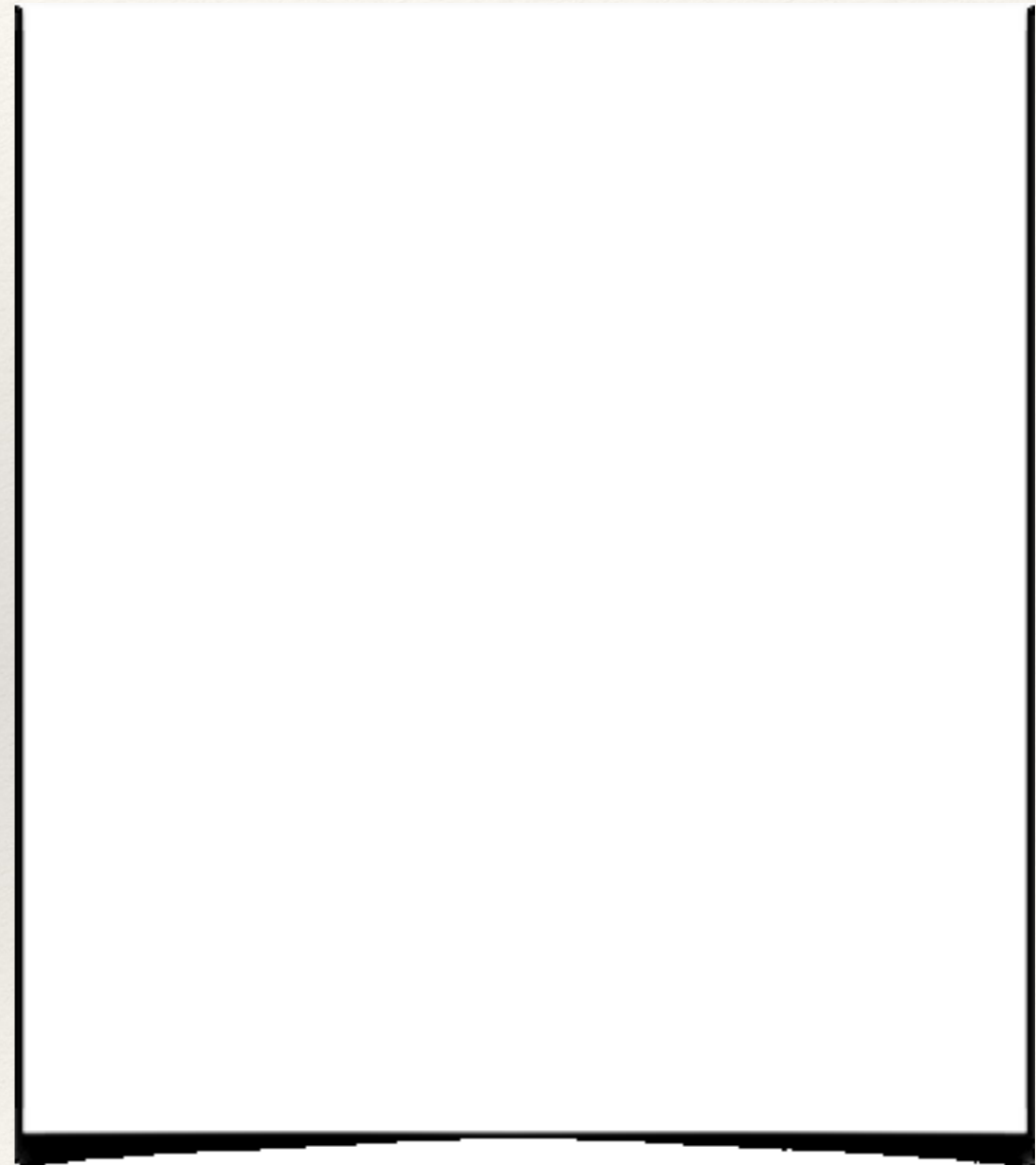
- ❖ Dysfunctional society
- ❖ Agency vs. Structure
- ❖ Legal alternativism



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# The Public Sphere

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# Alternative Press

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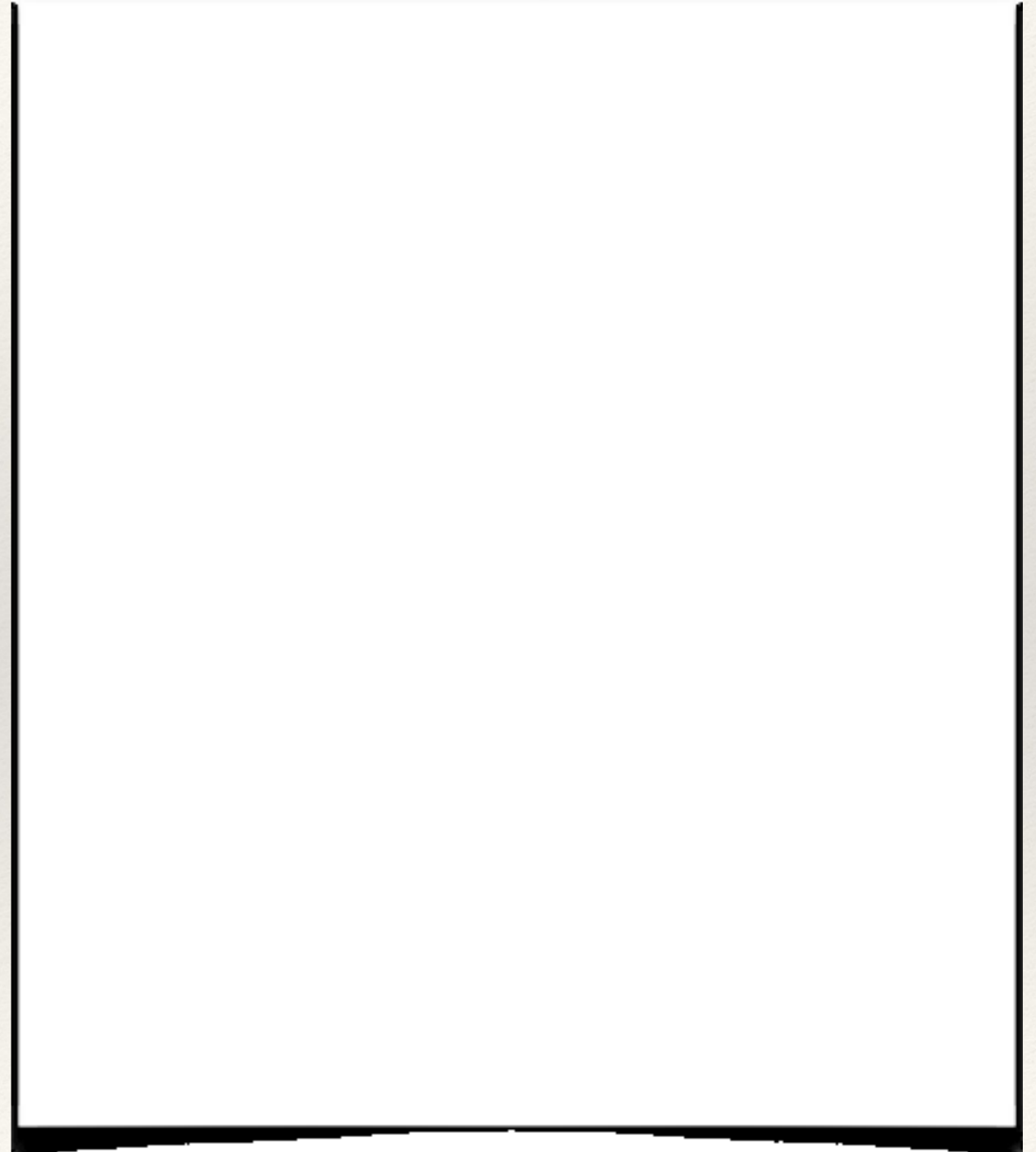
❖ Activist media

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# Re-Feudalization

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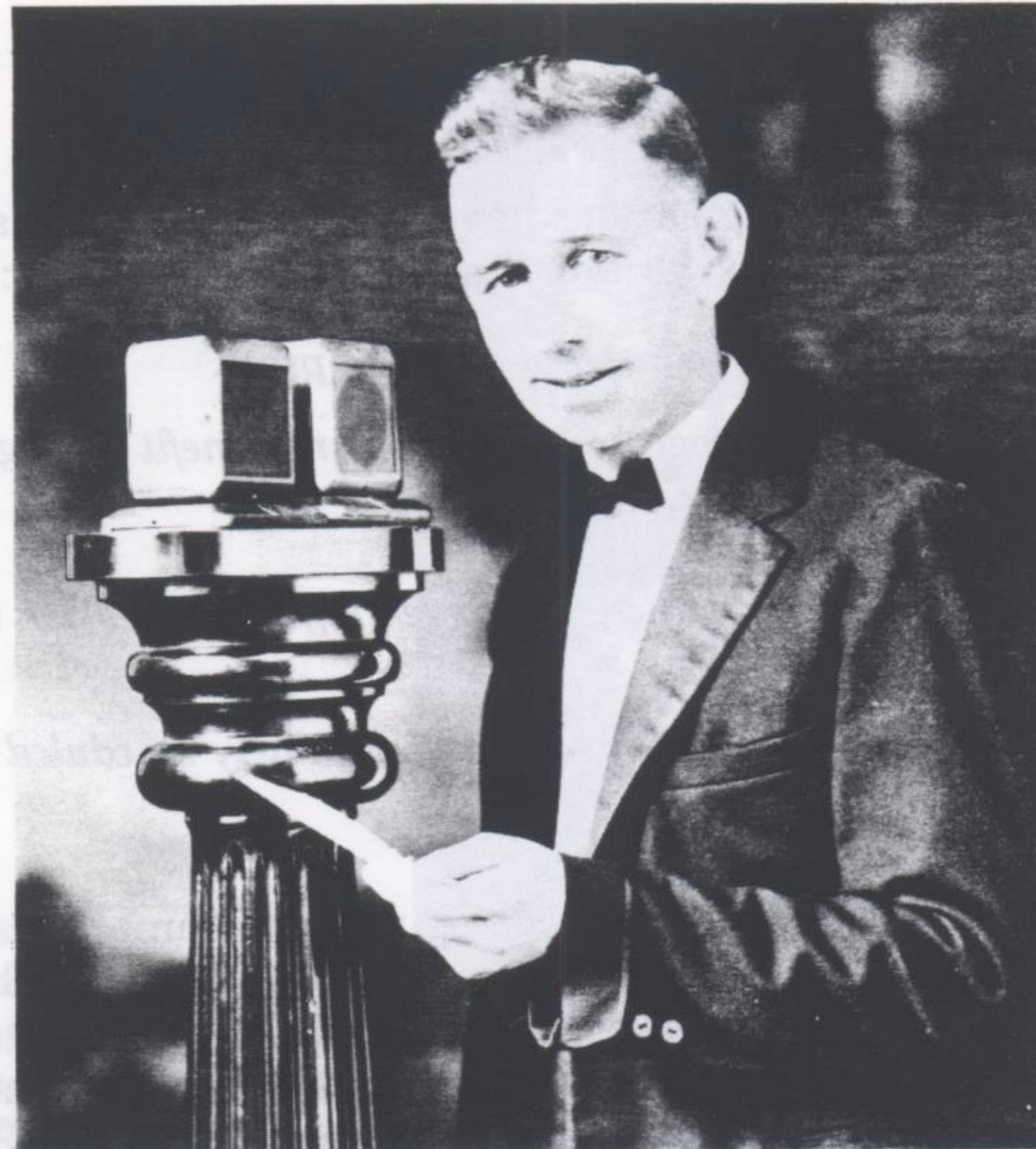
- ❖ Newspaper conglomerates
- ❖ Politicization



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# Radio

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**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.

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# Community Radio

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**SUPPORT**

**FREE SPEECH**

**ANTI - WAR**

**COMMUNITY**

**RADIO**

**KPFA**

**94.1 FM**

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# Television

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[https://www.youtube.com/watch?feature=player\\_detailpage&v=6PXORQE5-CY](https://www.youtube.com/watch?feature=player_detailpage&v=6PXORQE5-CY)

# Community TV


SCHAUEN   LESEN   **MITMACHEN**   LERNEN

INFOABEND   DER WEG ZUR SENDUNG   PRAKTIKUM   PROGRAMMRICHTLINIEN


Suche  



**WIR MACHEN FERNSEHEN**



**Infoabend**  
Informieren Sie sich kostenlos über die



**Der Weg zur Sendung**  
Es gibt verschiedene Wege, um Teil der Okto

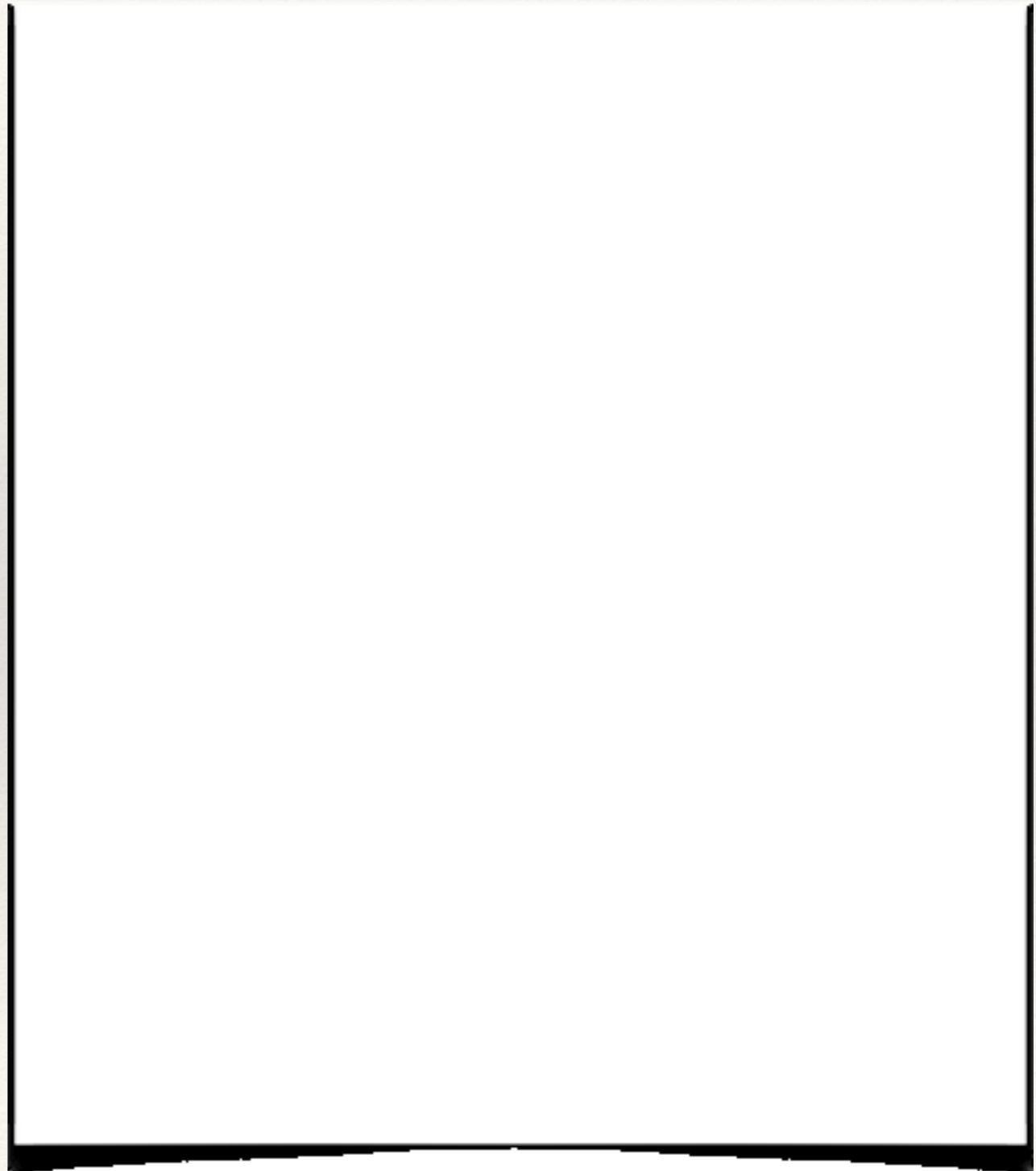
**Praktikum**  
Bei uns lernen Sie vieles, nur nicht Kaffee kochen.

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# Terrestrial Paradigm

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- ❖ Public Service
- ❖ Commercial
- ❖ Alternative



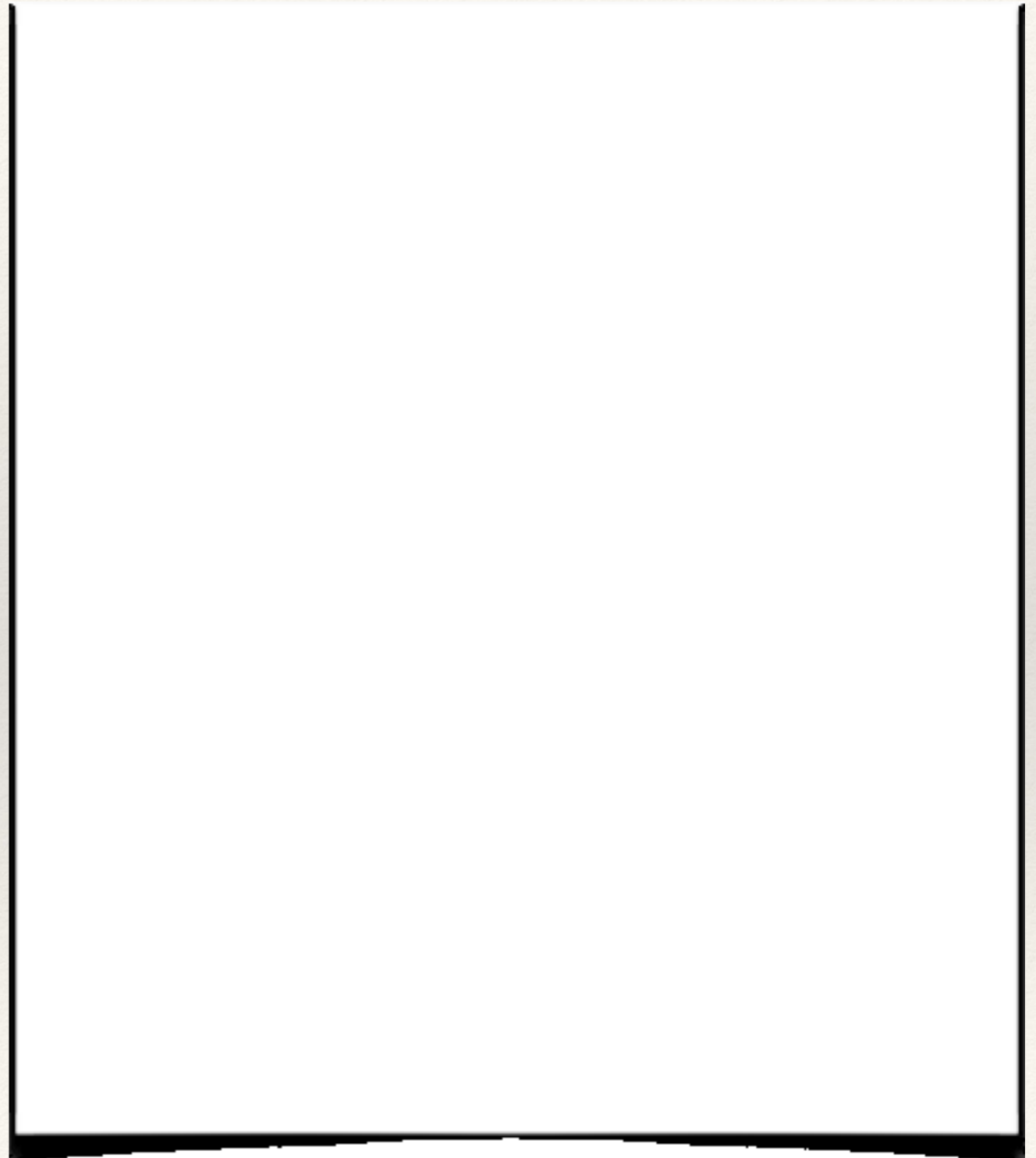


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# Re-Feudalization II

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



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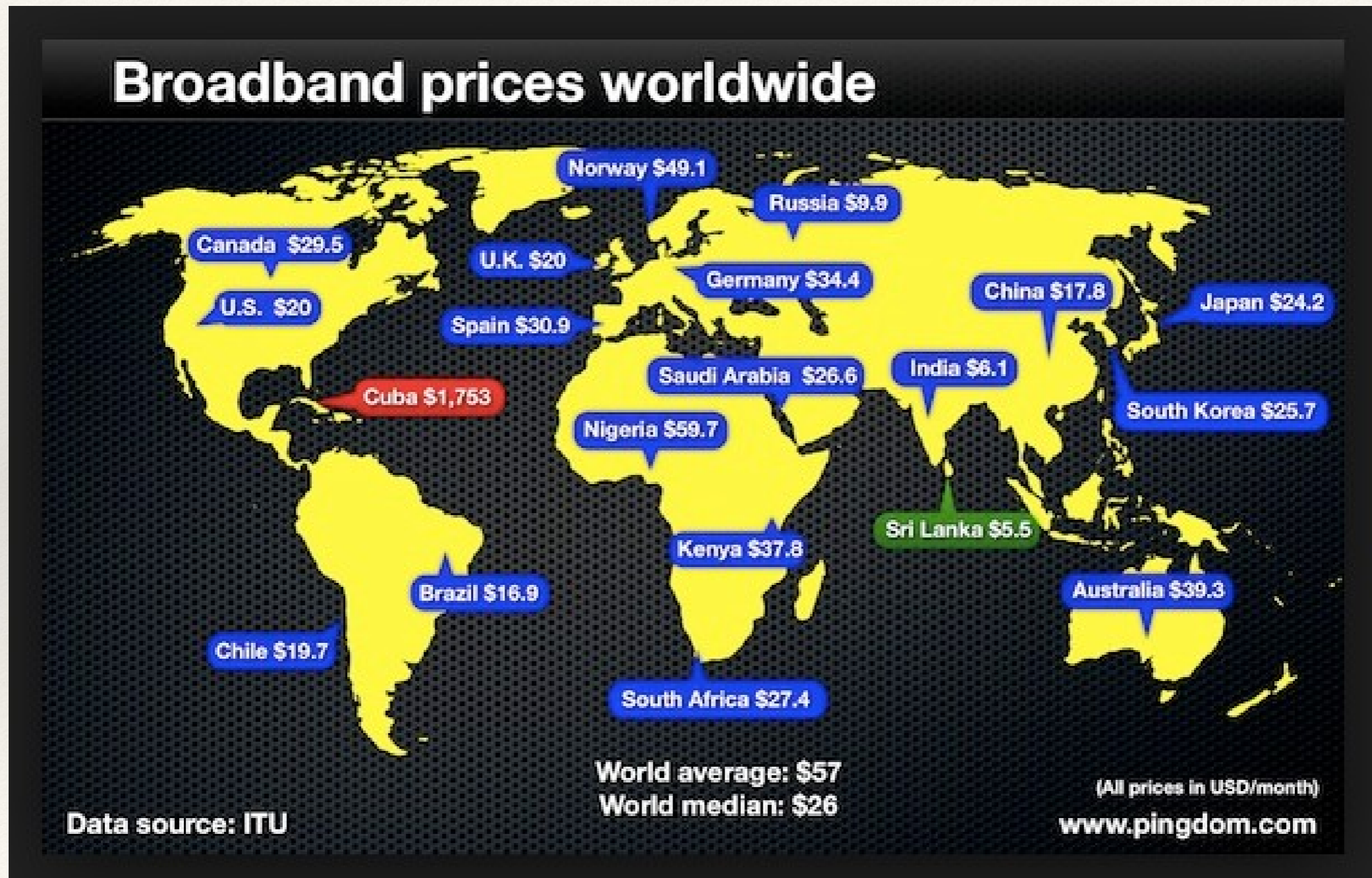
# IP - The Great Liberator?

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

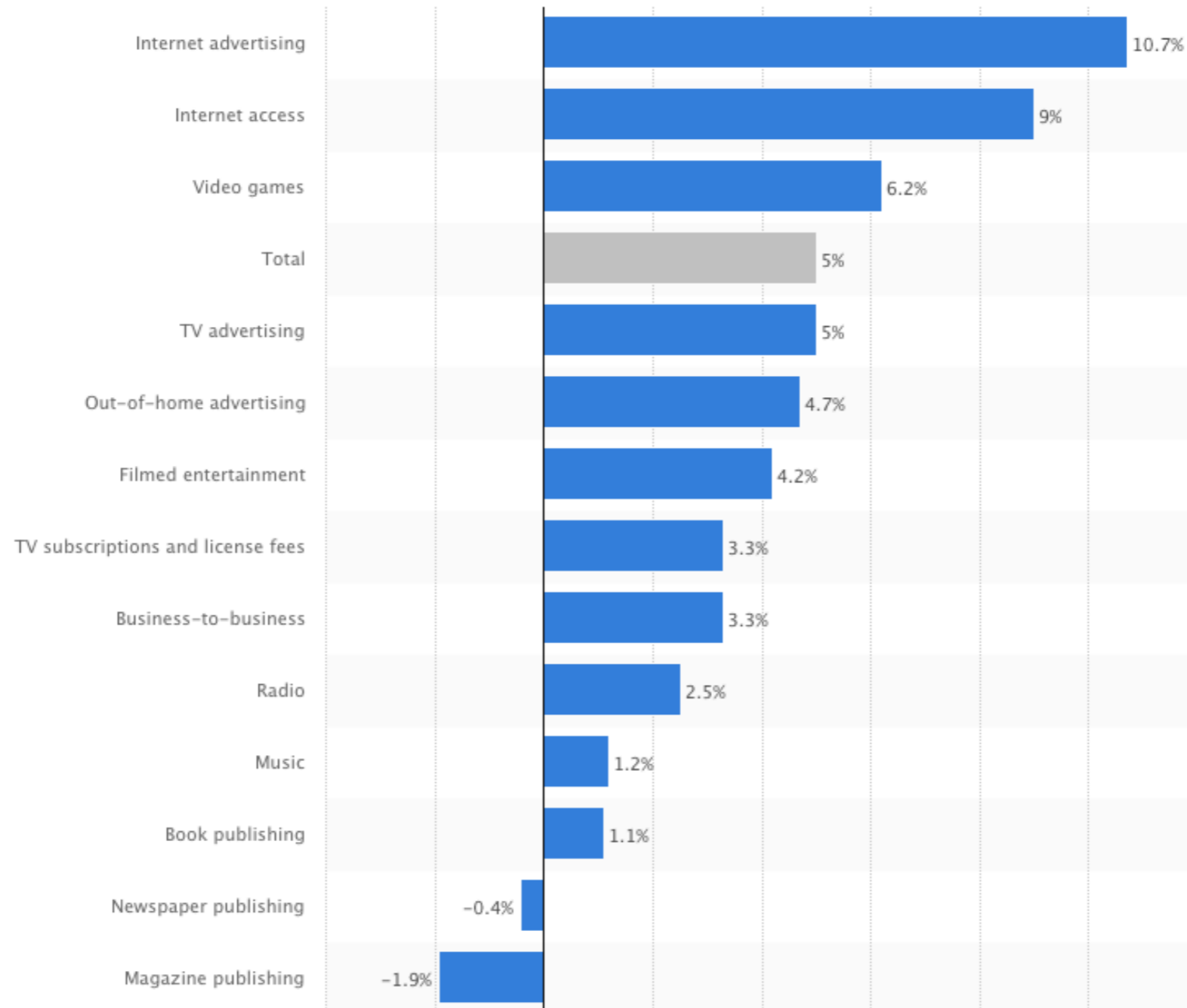


# Q1 - The Pipes



# Q2 - The Revenue

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



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# Q3 - The Content

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- ❖ Information
- ❖ Opinion
- ❖ Entertainment



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# Q4 - Your Data

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# Re-Feudalization III?

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# ICT4D



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## NEWS



InterConnection – TCF's new eco-friendly partner offers low-cost hardware solutions for telecentres



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# The Future

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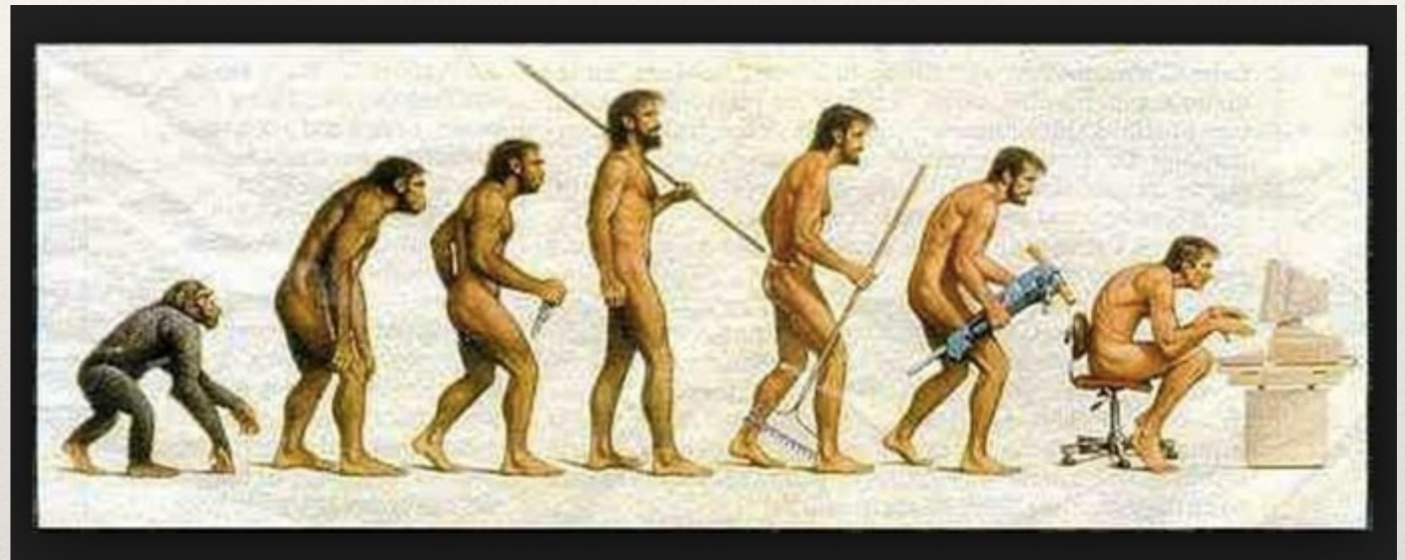
- ❖ Beyond RF
- ❖ Beyond streaming
- ❖ Neutrality
- ❖ Creative Commons
- ❖ Policy reform
- ❖ Funding solutions

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# Human Evolution

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- ❖ Structural Functionalism?
- ❖ The Public Sphere?
- ❖ Broadcasting plurality?



# Thank You!

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**Mgr. Henry G. Loeser**

Basic CV Supervisor Qualifications Publications Projects Teaching

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## Media Law and the Values & Priorities of Community Media Participants - A Good Match?

Submitted by hloeser on Fri, 01/31/2014 - 14:39



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**Die Werte und Prioritäten der Gemeinschaft Rundfunk Teilnehmer als Reflexion von Medienrecht und Medienpolitik**

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