

*Henry Loeser*

---

# The Nature of Broadcasting - A Theoretical Perspective

---

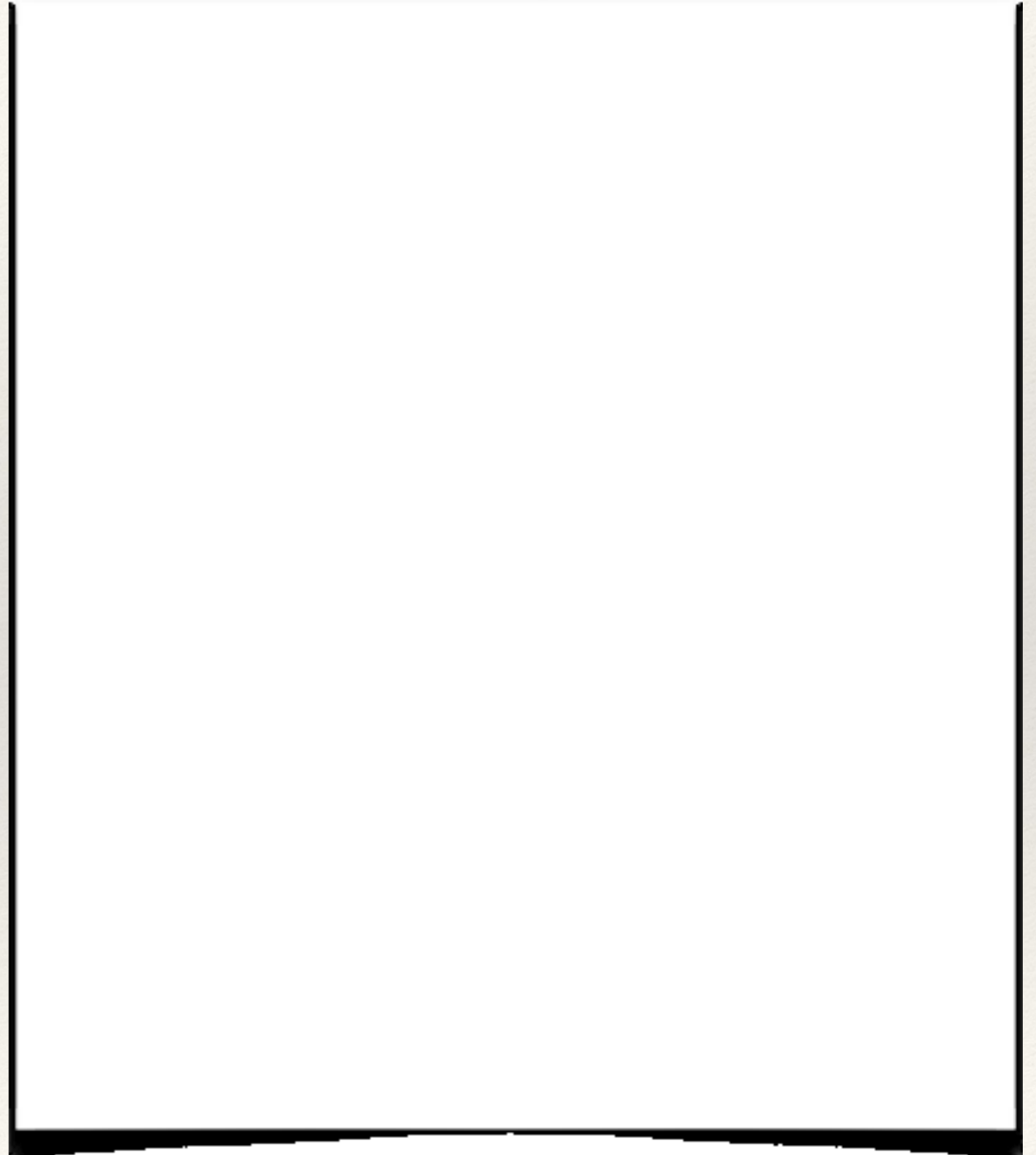
**Past, Present and  
Future**

---

# Natural Law

---

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

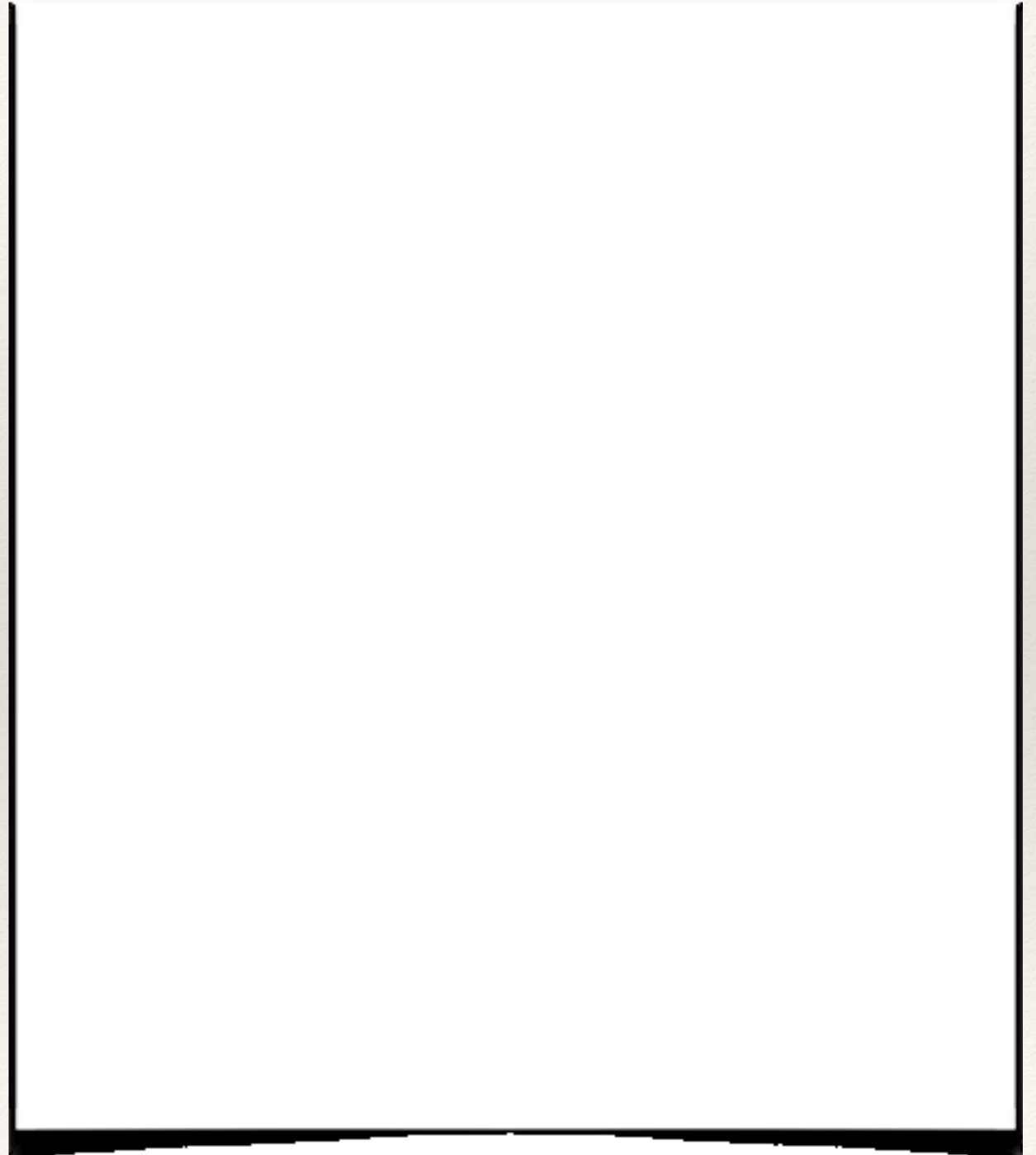


---

# Human Evolution

---

- ❖ Groups
- ❖ Symbolic Interaction
- ❖ Language

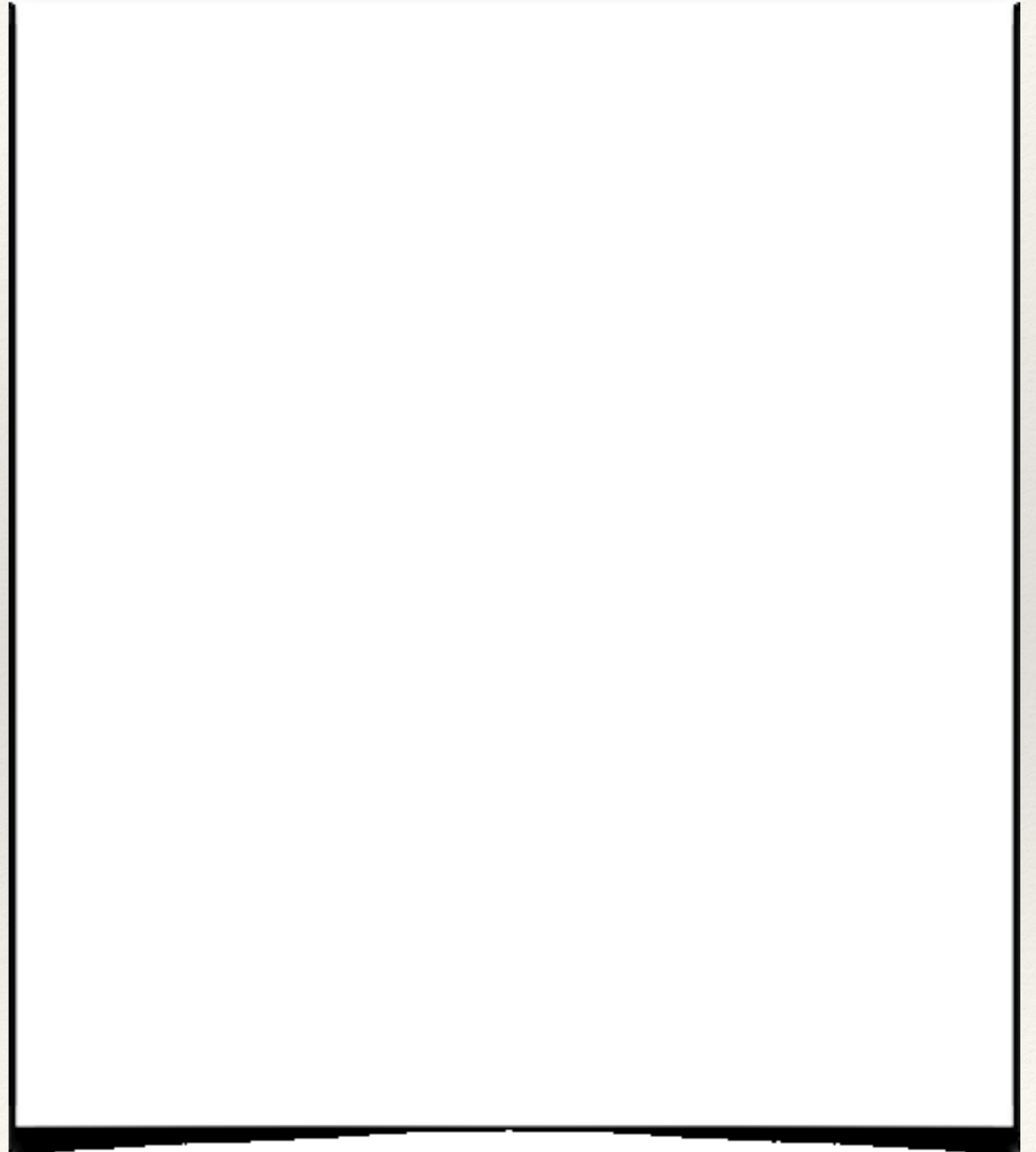


---

# Forming Societies

---

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

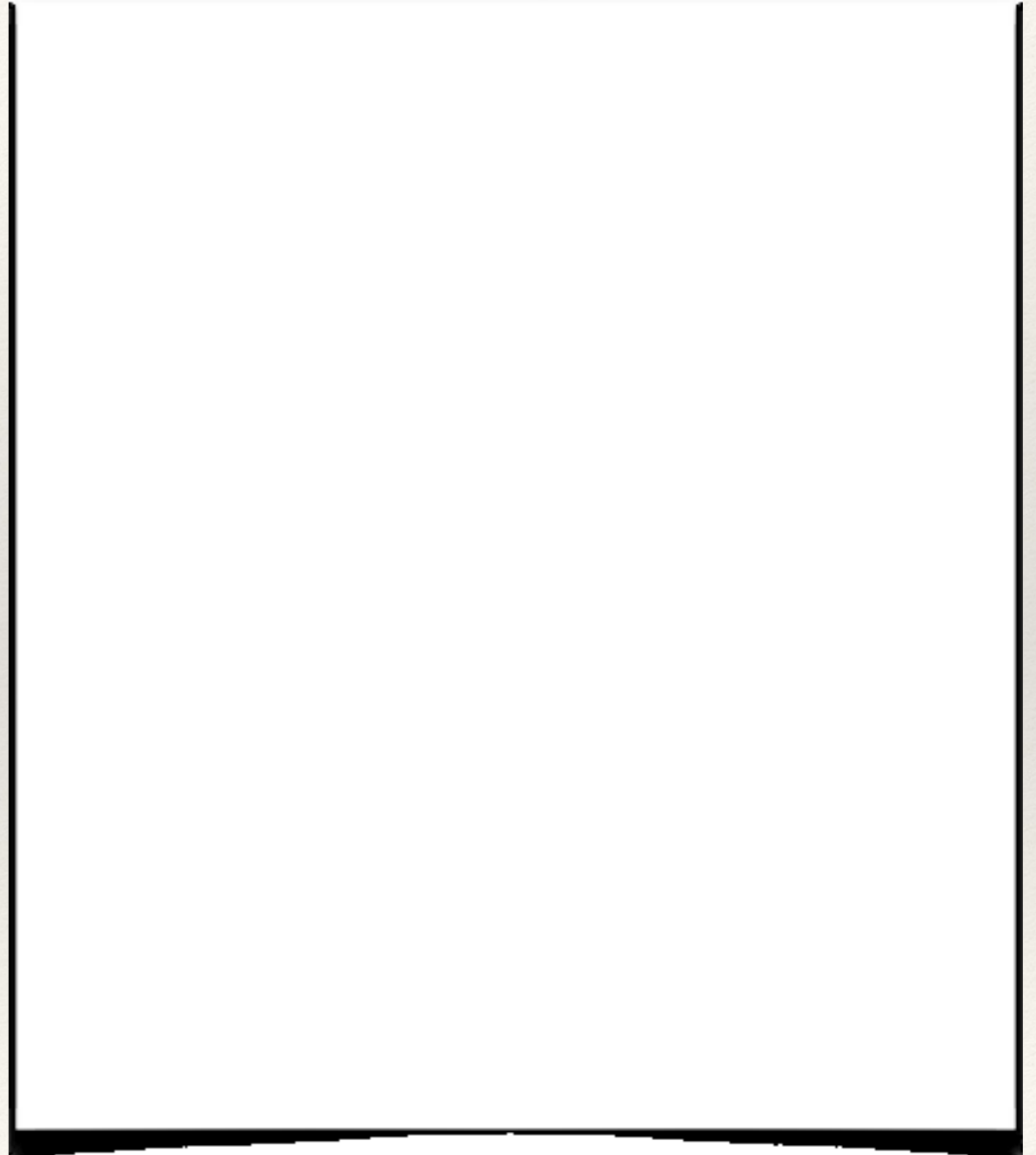


---

# Medieval Europe

---

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

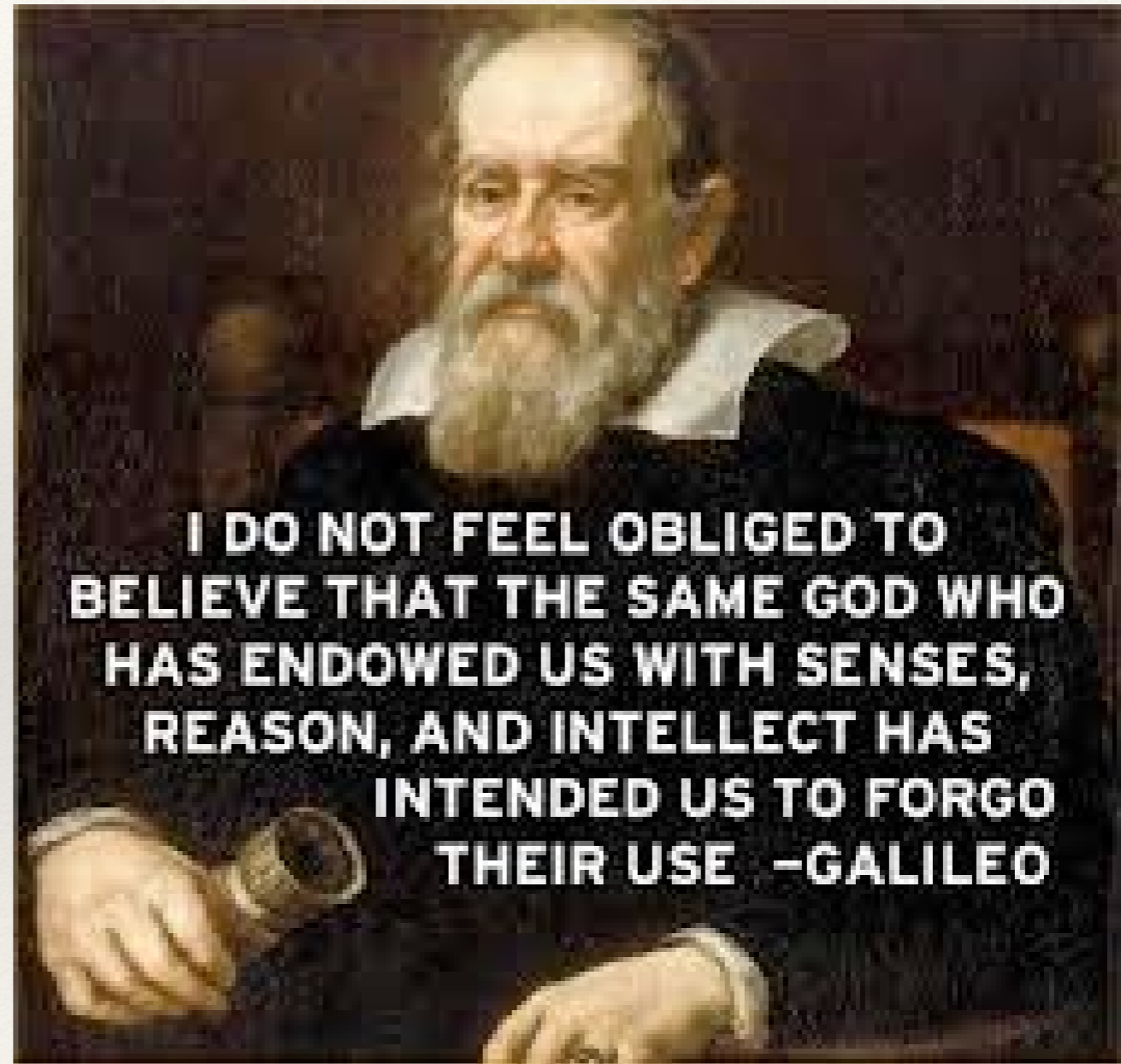


---

# Enlightenment

---

- ❖ Science & technology
- ❖ Secularism

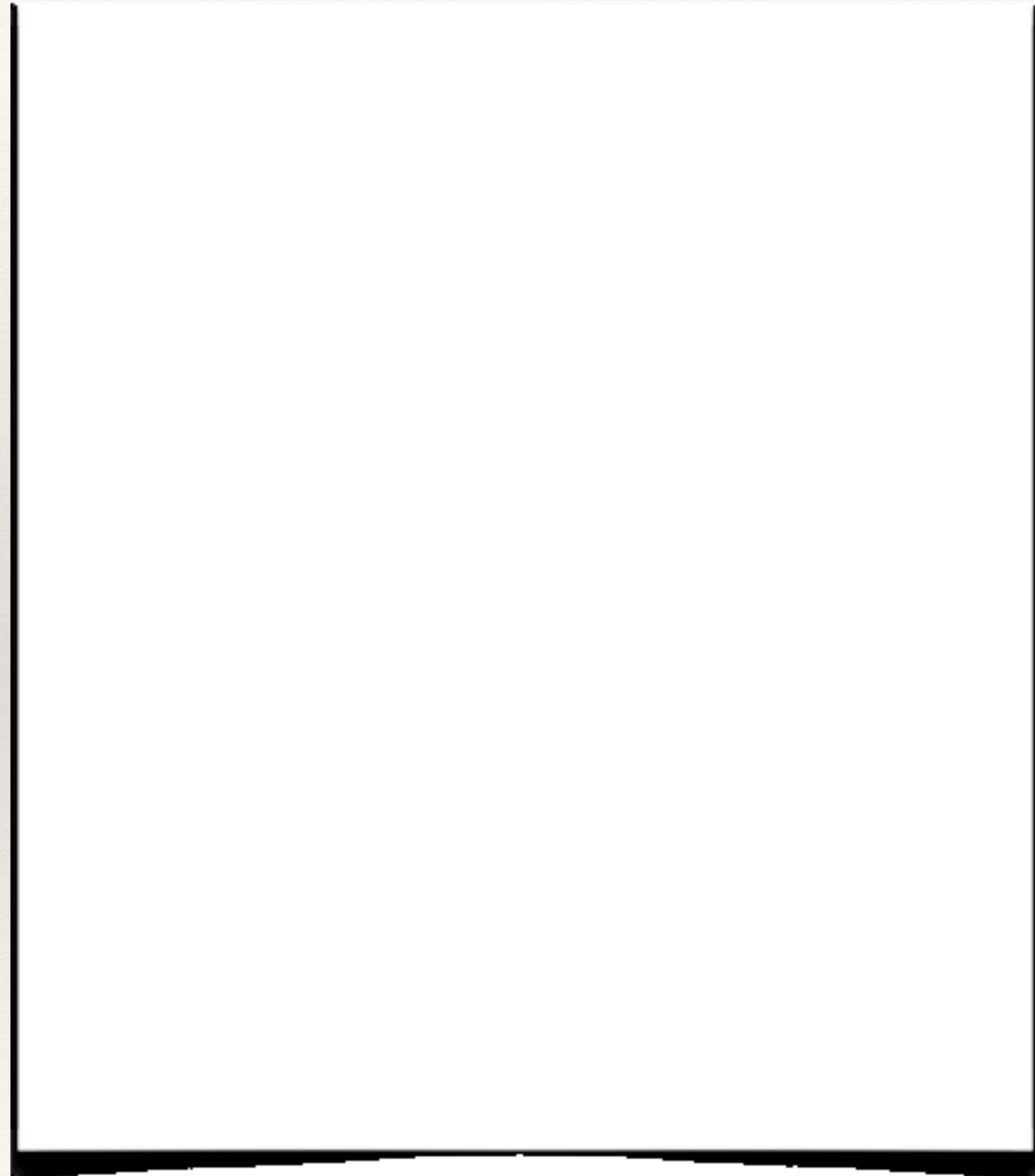


---

# Modernity

---

- ❖ Urbanization
- ❖ Democracy
- ❖ Mass Media forms



---

# Conflict Theory

---

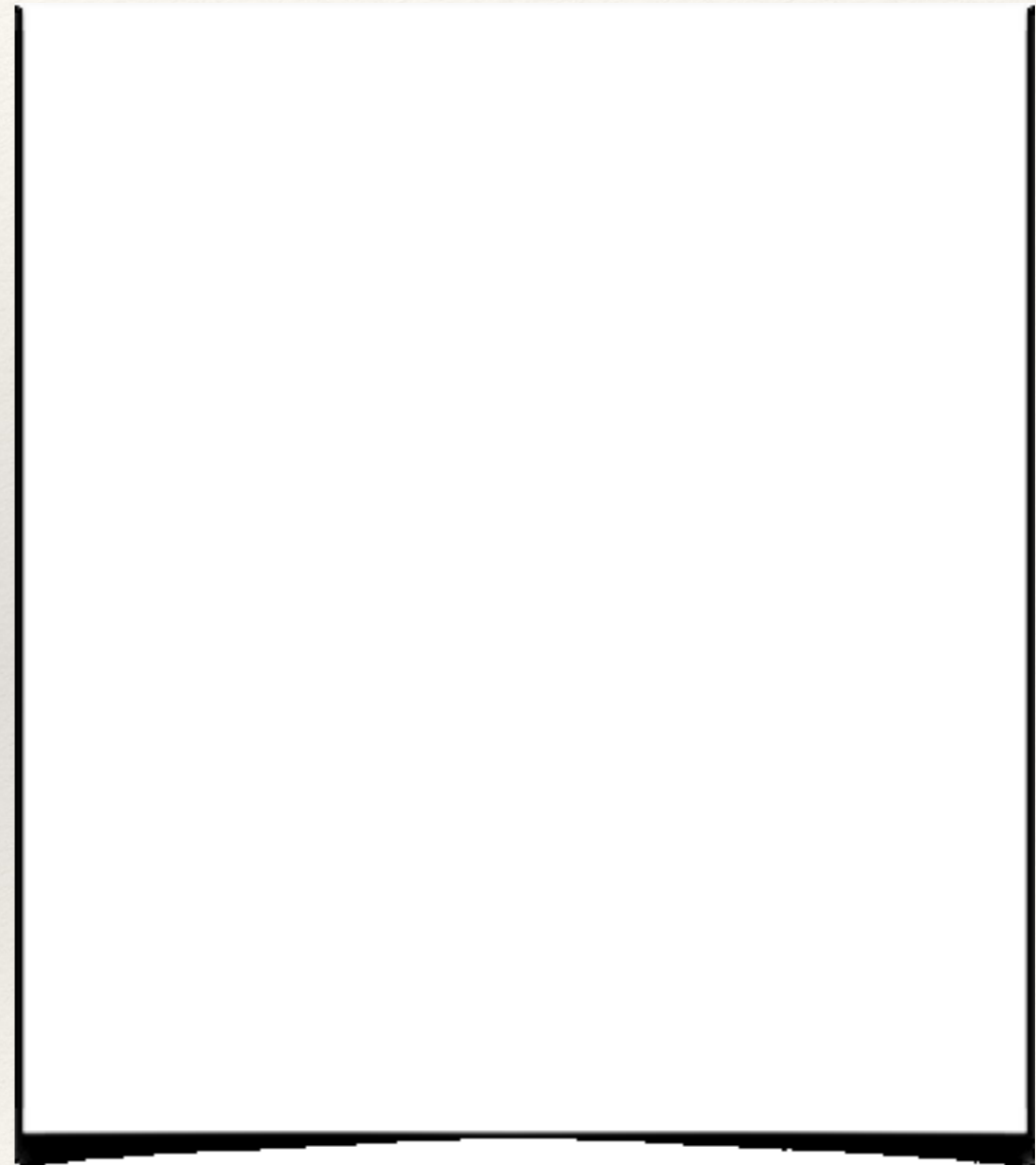
- ❖ Dysfunctional society
- ❖ Agency vs. Structure
- ❖ Legal alternativism



---

# The Public Sphere

---



---

# Alternative Press

---

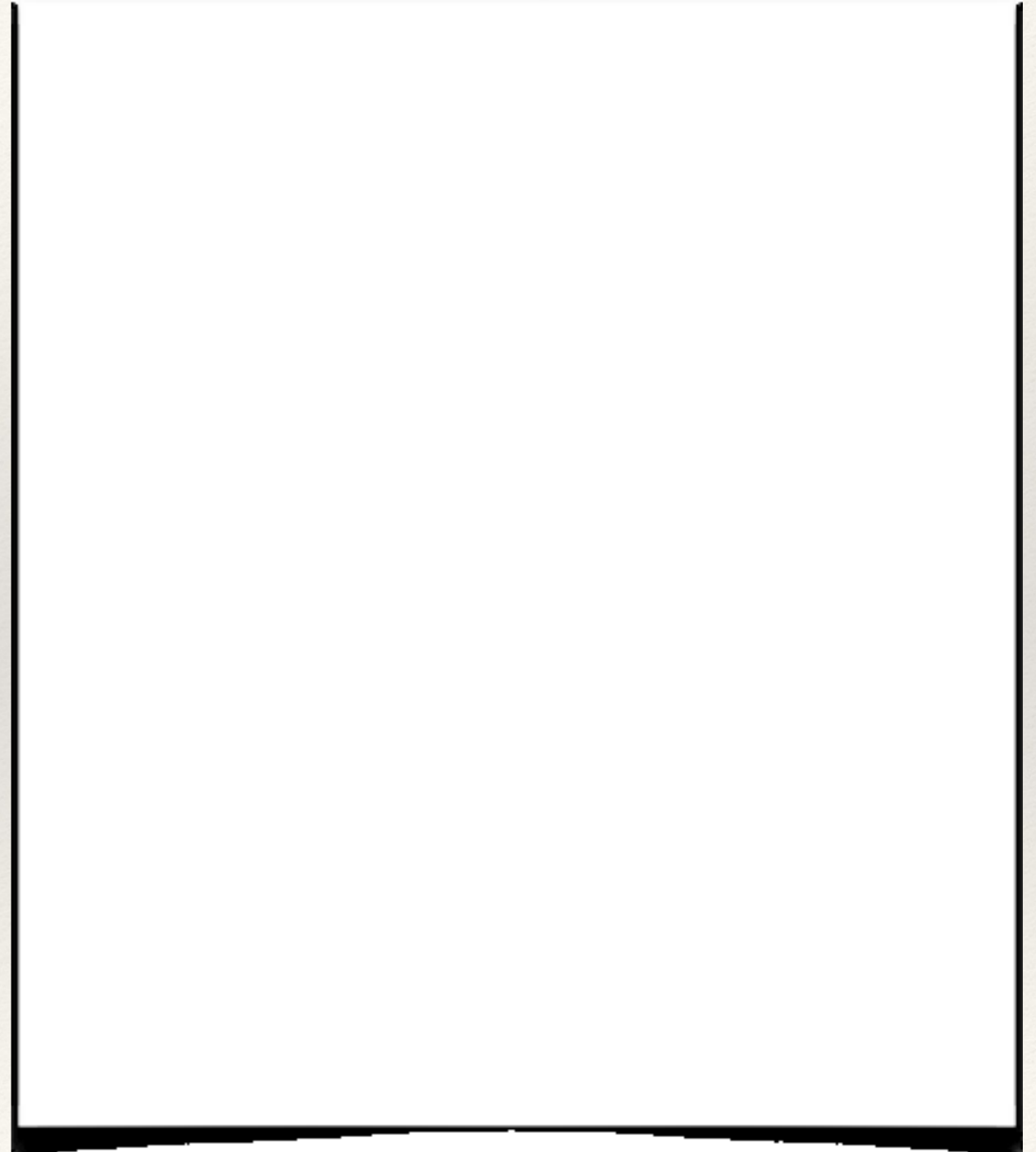
❖ Activist media

---

# 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

---

**SUPPORT**

**FREE SPEECH**

**ANTI - WAR**

**COMMUNITY**

**RADIO**

**KPFA**

**94.1 FM**

---

# Television

---




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

# Community TV


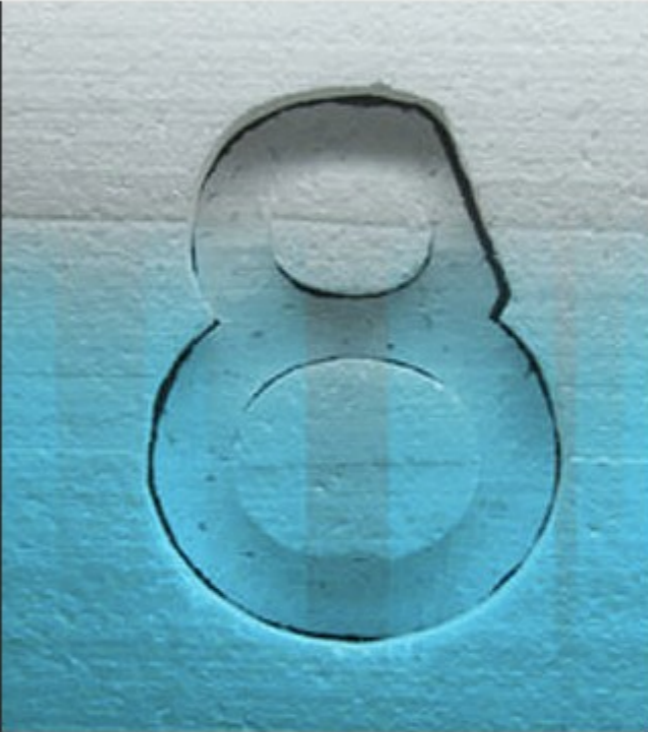
SCHAUEN   LESEN   **MITMACHEN**   LERNEN

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



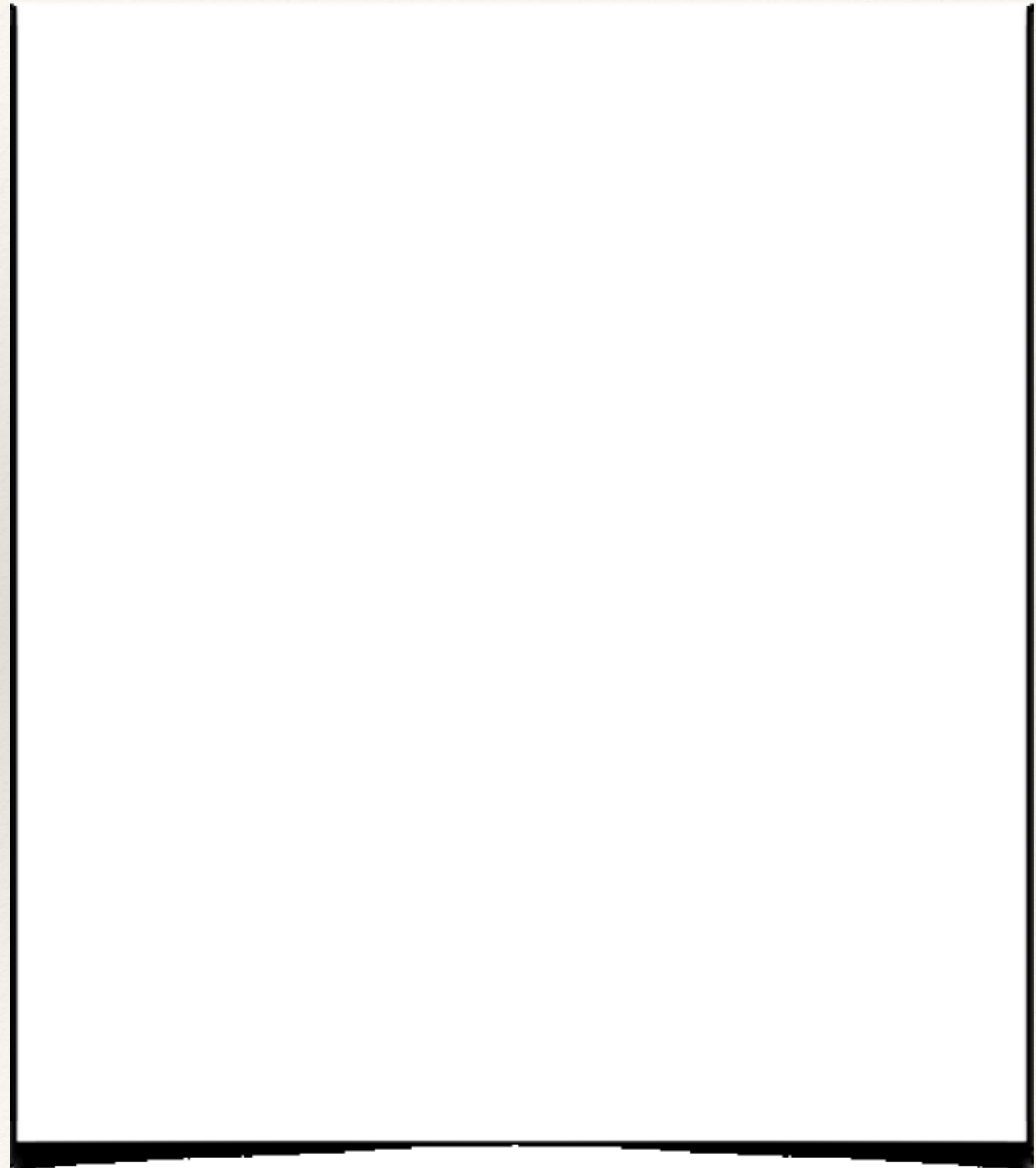
**Praktikum**  
Bei uns lernen Sie vieles, nur nicht Kaffee kochen.

---

# Terrestrial Paradigm

---

- ❖ Public Service
- ❖ Commercial
- ❖ Alternative



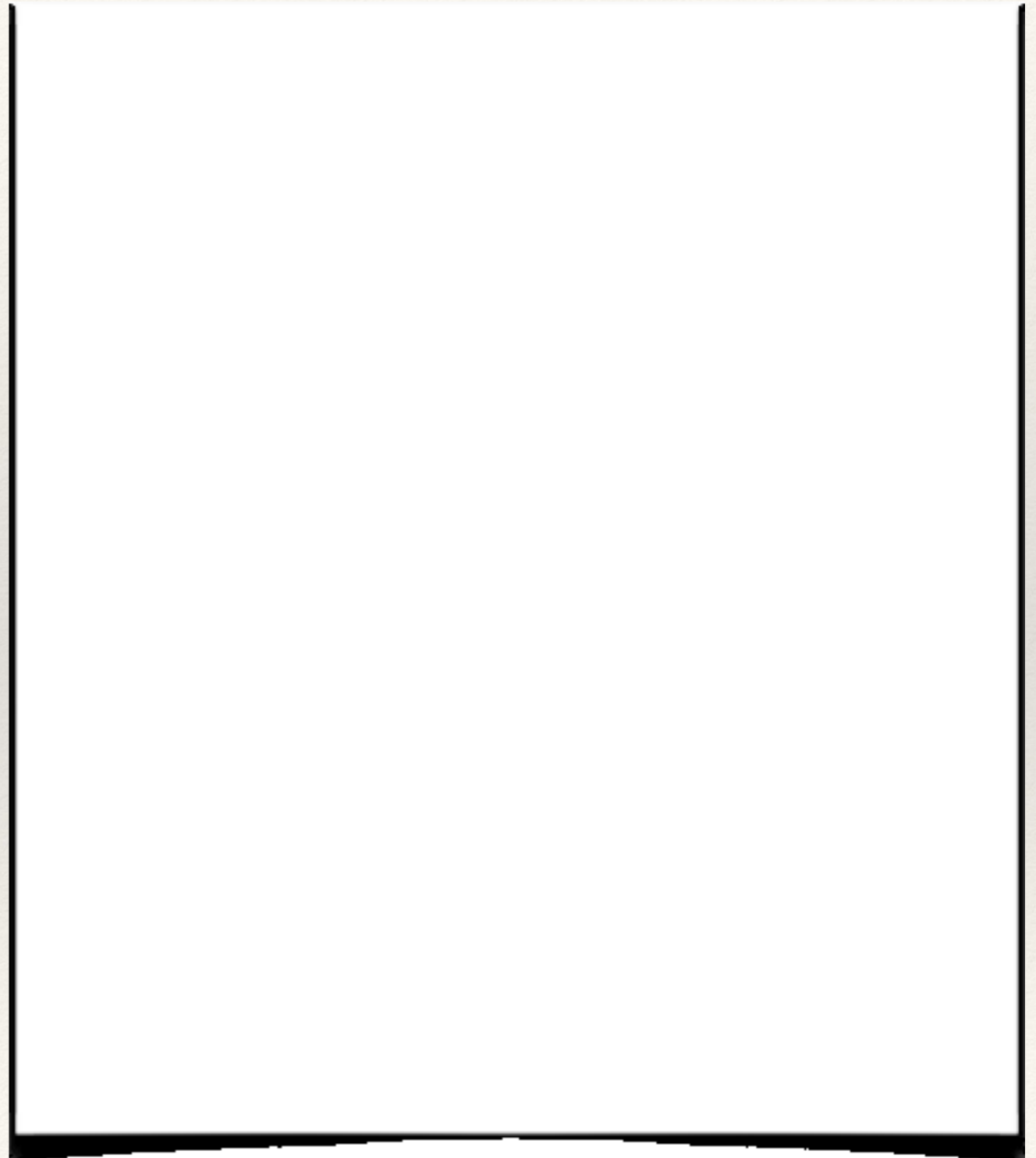


---

# Re-Feudalization II

---

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



---

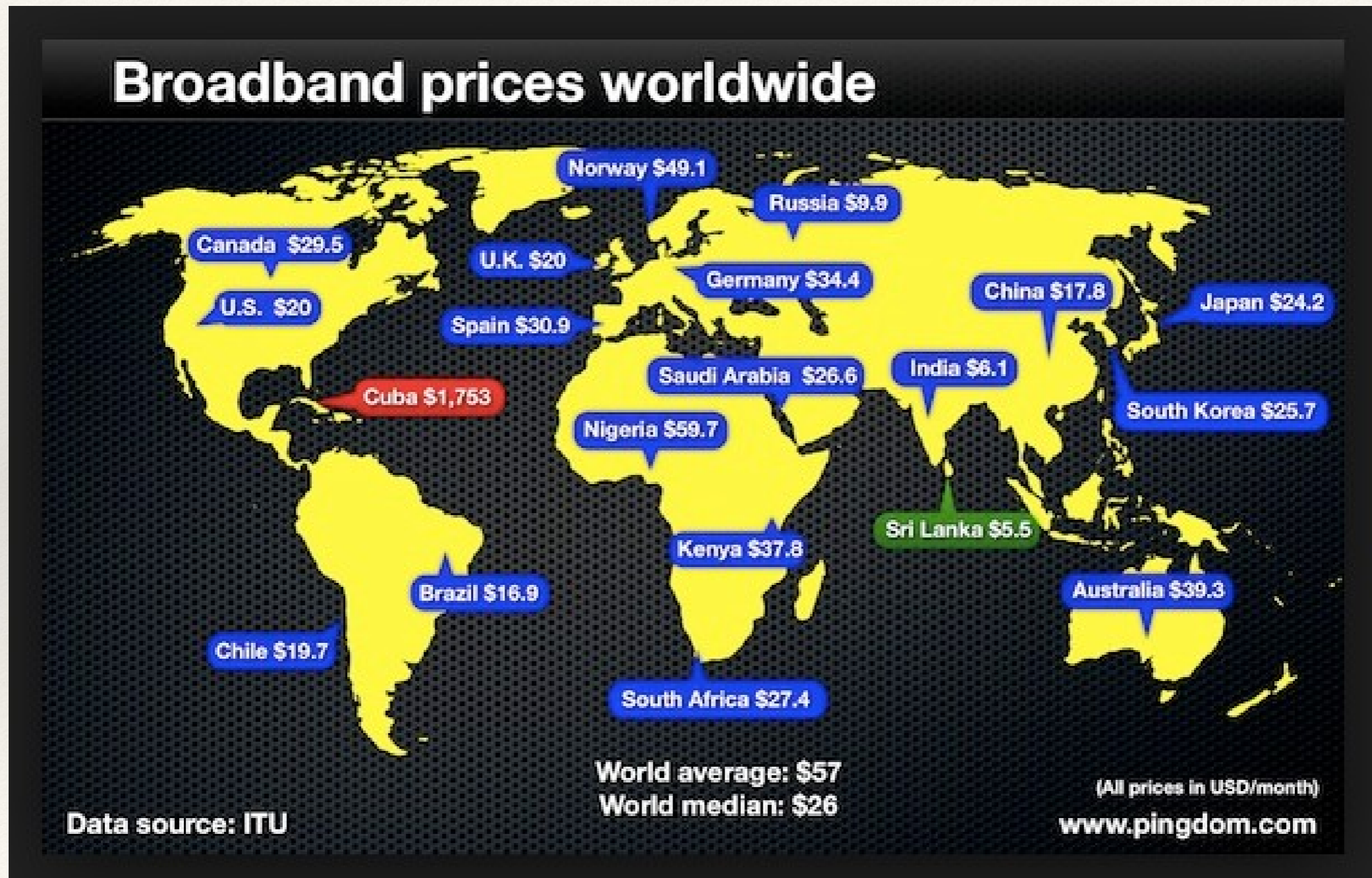
# IP - The Great Liberator?

---

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

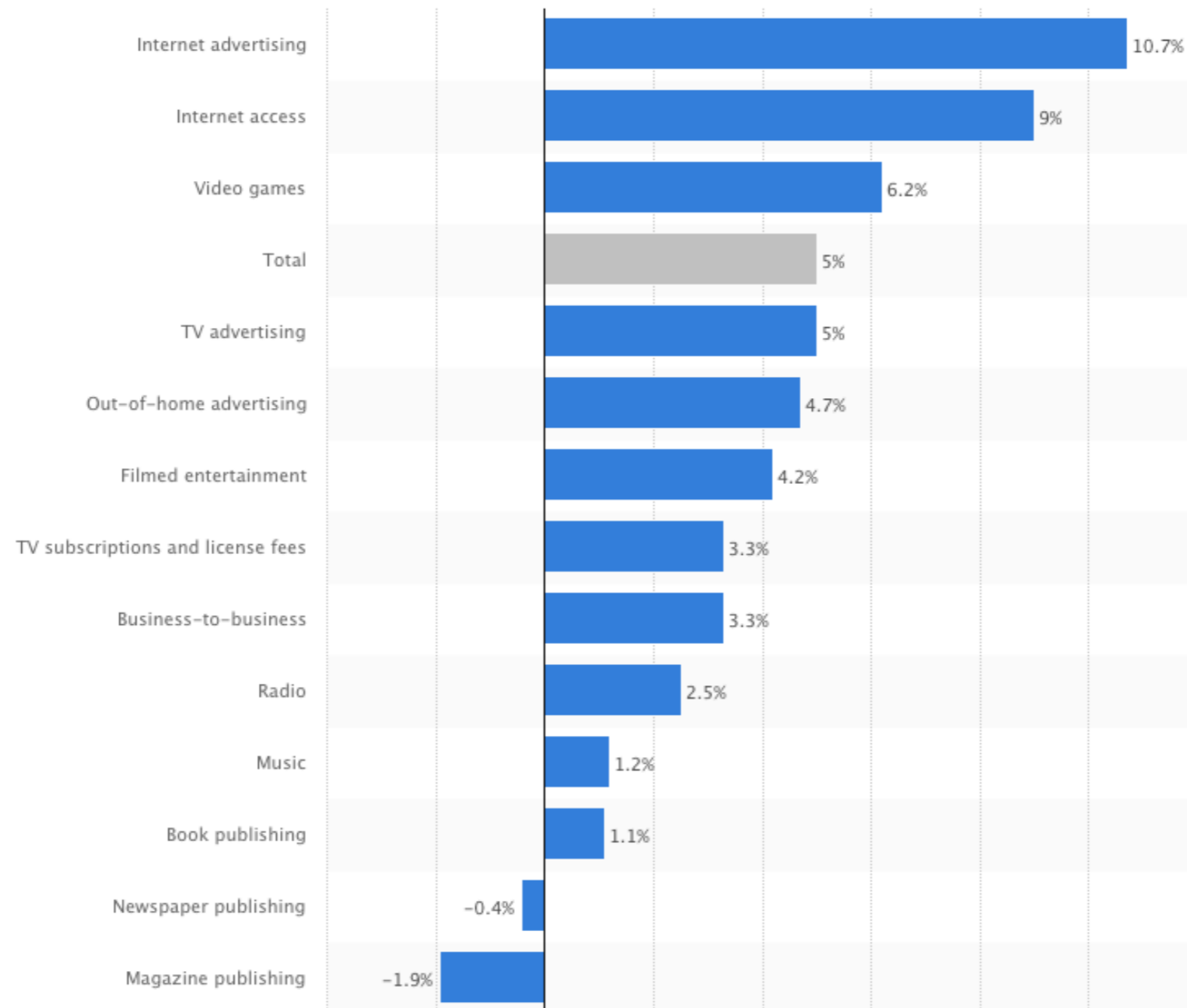


# Q1 - The Pipes



# Q2 - The Revenue

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



---

# Q3 - The Content

---

- ❖ Information
- ❖ Opinion
- ❖ Entertainment



---

# Q4 - Your Data

---



---

# Re-Feudalization III?

---



# ICT4D



[ABOUT US](#) ▶ [REGIONAL NETWORKS](#) ▶ [GLOBAL COMMUNITY](#) ▶ [PROGRAMS](#) ▶ [RESOURCES](#) [NEWS](#)

SEARCH

Spanish



DONATE NOW

Better lives, smarter communities through ICT.



Unlock the power of individuals through technology, innovation and entrepreneurship

Telecentre Foundation is a global program and a unique global platform for inclusion, change, and development for millions of people around the world.



Telecentre  
**WOMEN**



Telecentre  
**ACADEMY**



## NEWS



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



---

# The Future

---

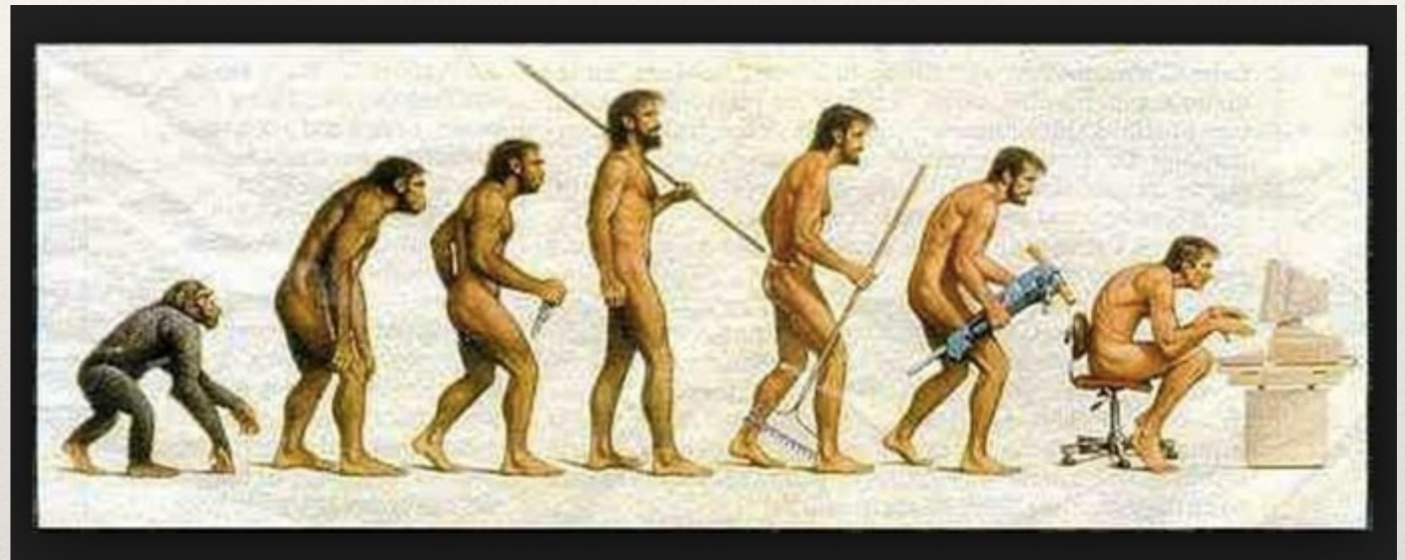
- ❖ Beyond RF
- ❖ Beyond streaming
- ❖ Neutrality
- ❖ Creative Commons
- ❖ Policy reform
- ❖ Funding solutions

---

# Human Evolution

---

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



# Thank You!

MU > About the university > People Search at MU > Personal page

appearance

**MASARYK UNIVERSITY**  
Czech Republic

Search >>

web pages employees

About the university | Research and development | Applicants | Students | Alumni | Information sources | News | Partners

Masaryk University

### Mgr. Henry G. Loeser

Basic CV Supervisor Qualifications Publications Projects Teaching



**Department**

Faculty/Institute	<b>Faculty of Social Studies</b>
Department/Division	<b>Department of Media Studies and Journalism</b>
Job classification	lecturer
Office number	5.33 (Joštova 218/10, Brno-město, Brno)
Phone	+420 549 49 5272
E-mail	loeser@fss.muni.cz

**RadioExpert.org**  
Support for Community Media Worldwide

Home Activities Projects Wiki Map Resources About Us Donate Contact

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

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



**Austria**

*"Do not protect yourself by a fence, but rather by your friends."*  
- Czech proverb

RadioExpert is a 100% volunteer organization with minimal overhead, so small donations have a big impact. Your support is appreciated.

**Donate**

VISA MasterCard

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

### Find us on Facebook

RadioExpert  
Like You like this.

RadioExpert  
June 15 at 10:19am  
Want to go to war? Use the media.

Buying the War: How Big Media Failed Us - BillMovers.com

### Follow us on Twitter

Follow @RadioExpertorg