

MUNI ZURb1610



Community Media

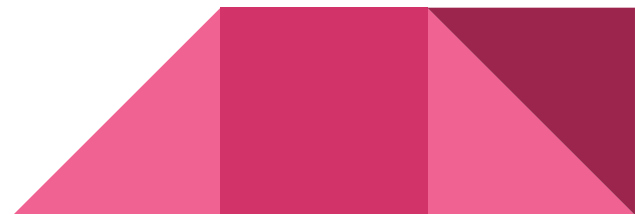
Henry Loeser PhD

Introduction

What: Radio / TV / Theatre / Film / Press / Web / Gaming

Where: Worldwide

Who: Communities



Phenomenon

Definitions, Descriptions and Values

- IAMCR, ECREA, Jankowski, Lewis, Howley
 - AMARC, CBA, NFCB, CMFE, UNESCO, COE, VFRO
 - National policy & regulatory texts / guidelines
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Phenomenon

Definitions, Descriptions and Values

Not for Profit

Alternative

Local

Access & Participation

Diversity

Democracy



raison d'être

Social - personal, professional, and community development

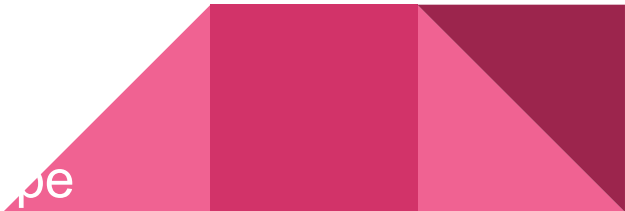
Cultural - support and promote cultural values and traditions

Political - Contribute to political discourse and engagement



History

- The Americas
- Southern Hemisphere & Asia
- Europe



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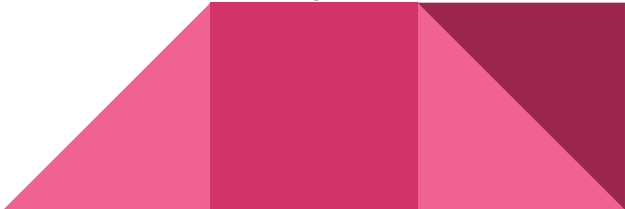
Theory & Literature

Community

- **Toennis:** “gemeinschaft”
- **Williams:** “knowable communities”
- **Deleuze, La Tour:** “rhizome effect”
- **Putnam:** “community networks”


Theory & Literature

Civil Society

- **Aristotle:** “society apart from family & govt”
 - **Hegel:** “burgerliche gessellschaft”
 - **Heller:** “mosaic of identities”
 - **Habermas:** “communicative action in possibility spaces”
 - Bordeau:** “media reproduces culture in civil society”
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Theory & Literature

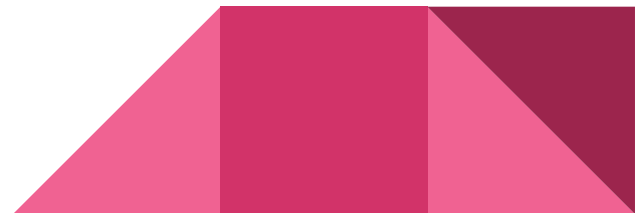
The Public Sphere

- **Habermas:** “forum for culture and politics co-opted”
 - **Edwards:** “multiple public spheres”
 - **Fraser:** “issues of class & gender”
 - **Foucault:** “multidirectional power generation from discourse”
 - **Herbst:** “mobilize political resources”
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Theory & Literature


Publics

- **Ibrahim:** “90% community”
- **Carpentier et al:** “Rhizome effect within/without civil society”
- **Herman & Chomsky:** “vs. dominant media”




Theory & Literature

Participation

- **Melucci:** “as actor and member”
 - **Lewis:** “access”
 - **Carey:** “defines social roles”
 - **Rodriguez:** “promotes democratic ideals”
 - **Carpentier:** “supplement mainstream media content, seek to provide accurate representations, and resist dominant paradigms”
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Theory

Policy

- **Buckley:** “has a profound effect” “should be developed in consultation with civil society”
 - **Hallin & Mancini:** “product of larger political paradigm”
 - **EPRA:** “community media are essential to pluralism”
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Community Media

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Audience

Target?



Value

How does it serve the community?



Ownership / Management

License holder

Leadership



Volunteers

Who?

Why?



Funding

Channels



Programs

Information

Opinion

Entertainment



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