Media regulation: governance and the interests of citizens and expanded public participation in media governance processes, argues Professor. value of including the audiences interests as citizen-participants and not just as media regulation more responsive to the needs of the audience, individual needs, or as consumers who select the media offers they like and avoid the

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Media regulation is the control or guidance of mass media by governments and other bodies. This regulation, via law, rules or procedures, can have various goals, for example intervention to protect a stated public interest, or encouraging competition and an effective media market, These laws are created by governing bodies to protect consumers from