



## CCMG PhD Scholar Presentation on

# Broadcasting Regulation Policy in India: A Theoretical Perspective

**Pallavi Majumdar**

### Abstract

De-regulation of broadcasting coupled with satellite technology in the early 1990s spawned a new political economy of television, ending government monopoly over the medium. The period from 1990 to 2010 saw multiple attempts by the government to introduce legislation to rein in the burgeoning television industry, but these efforts were stymied by the growing clout of the emerging interest groups.

The key debates that have informed the Broadcasting Regulation policy engage with various theoretical approaches including the Liberal Democratic Theory and Markey Theory displaying the tension between political and market control as also the implications for democracy. Though both liberal and neo liberal theory supporters agree that regulation of the media hinders democracy, yet political and economic power can be regressive for democracy too. Considering the nature of media products and their impact on everyday life, regulation becomes a democratic necessity.

Drawing from a review of the literature, the paper also explains the emergence of three sets of stakeholders: Political Actors, Business Actors and Public Actors, in the Indian context. Wielding considerable power and influence, these stakeholders have often displayed inter-locked, overlapping and at times opposing concerns on issues concerning broadcasting regulation policy. Drawing on the notions of power & interests, importance & influence, the researcher discusses the identification and method of stakeholder enquiry.

### Scholar's Bio

**Pallavi Majumdar** is a media educator, trainer and former journalist. She is currently pursuing her doctoral research from CCMG, JMI in the area of broadcast regulation.

**Venue:** CCMG Network Governance Lab

**Date:** Wednesday, 19 August, 2015

**Time:** 2:00 pm