

Public Media and Multicultural Globe

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ABSTRACT

Public service broadcasting has been an important tool of communication since the early decades of the 20th century. It began with radio which led to the development of television and today we are witnessing various facets of public service broadcasting. The purpose of this paper is to trace the history of the ideal of public service broadcasting and how it is being affected by the multicultural audiences and transnational relations in the face of modern developments. Radio, being the cheapest and easy to carry, is still the most effective source of information for a much large strata of the population and has an edge over TV, especially in rural areas of the world.

KEY WORDS: Public service and Commercial Broadcasting, Multicultural, Trans-national Relation, radio, T.V.

Introduction

Public Service Broadcasting (PSB) serves as a public institution that educates (Graham & Davies, 1997; Tharoor, 2006), informs (Tharoor, 2006) and entertains the public, shapes public consciousness, and acts as a public forum (Garnham, 1986, 1992; Habermas, 1989) through which the public can voice their opinions. These concepts – education, information, and entertainment – are the principles formulated by the first Director-General of the BBC John Reith (Coppens & Saeys, 2006). PSB can be of great value to citizens who are willing to engage in policy making processes and political discussions in a democratic society (McCauley, Peterson, Artz, & Halleck, 2003). The purpose of this paper is to trace the history of the idea of public service broadcasting and how it is being affected by the multicultural audiences and transnational relations in the face of modern developments.

For the aspects of PSB systems which act as democratic institutions, UNESCO (2001) pointed out that PSB systems speak — “to everyone as a citizen. Public broadcasters encourage access to and participation in public life. They develop knowledge, broaden horizons and enable people to better understand

themselves by better understanding the world and others” (p. I). PSB is a meeting place where everyone in a country has an equal chance to gain access and participate. The mandate of public service broadcasters, according to UNESCO (2001), is to inform, educate, entertain, and develop culture. In addition, the Council of the European Union (1997) also acknowledged the importance of socio-cultural factors and recommended that the member states of the European Union relate their PSB systems to the socio-cultural and democratic needs in each society. They even consider the socio-cultural nature of PSB systems as a public service (Raboy, 1998). In this sense, PSB systems carry a social-cultural component, and the question in this context is, how the PSB system is being affected by the multicultural audiences and transnational relations in the face of modern developments.

Research Methodology

The research methodology approach used in the study is the qualitative content analysis method to analyze the history of the ideal of the public service broadcasting (PSB) and in what ways the multicultural audiences and the international relations in the face of the modern development are influencing PSB. Television programs and governmental information are examined to analyze the ideals of the public service broadcasting and impacts of multicultural audiences on PSB (Krippendorff, 2004, p. 33). According to Potter (1996, p. 32), the qualitative content analysis approach is suitable for the analysis of the issues dealing with the formal qualities of the public service broadcasting and its influences as well as significant in investigating the patterns and trends of the public service broadcasting from the past. Moreover, “the qualitative content analysis effectively focuses on capturing the definitions, meanings, types, processes and relies significantly on the text, narratives, and descriptions” (Altheide, 1996, p. 54).

A media content analysis is a research method that helps one define and understand a media profile by evaluating advocates, critics, journalists, messages, issues, and the media (Michaelson, 2006). “The content analyst views data as representations not of physical events but of texts, images and expressions created to be seen, read, interpreted and acted on for their meanings which require an analysis” (Krippendorff, 2004).

The qualitative content analysis approach is employed in the research study to analyze the contents of the public service broadcasting however the conclusions of the analysis is concerning to the issues of the globalization, localization and public service broadcasting developments among multicultural audiences. The research question of the study is that this research seeks to identify the historical background of the ideal of the public service broadcasting and to what extent the multicultural audiences as well as international relations concerning modern advancements are influencing it.

Public Service Broadcasting Defined

The concept of Public Service Broadcasting (PSB) is now more than 80 years old (Coppens & Saeys, 2006, p. 261) and it has been an issue for debate among media, scholars and social activists for the last few decades. The major concern is the uncertain future of PSB. Scholars have expressed their concerns in research papers, reports, conference papers, books, and other publications. Most previous studies on PSB systems have focused on Western European PSB systems; in particular, the British Broadcasting Corporation (BBC) has often been seen as a model for PSB systems around the globe.

“There is no standard definition of what public broadcasting exactly is, although a number of official bodies have attempted to pick out the key characteristics. Public service broadcasters generally transmit programming that aims to improve society by informing viewers” (Herman & Chomsky, 1988, p. 66). “In contrast, the aim of the commercial outlet is to provide popular shows that attract an audience therefore leading to higher process when advertising is sold. For this reason, the ideals of public broadcasting are often incompatible with commercial goals. Of course, Public broadcasters also strive to entertain their viewers, but they can still come across as being overly paternalistic in nature” (Wikipedia, the free Encyclopedia).

“Public service broadcasting is based on the principles of universality of service, diversity of programming, provision for minority audiences including the disadvantaged, sustaining an informed electorate, and cultural and educational enrichment. The concept was conceived and fostered within an overarching ideal of cultural and intellectual enlightenment of society. The roots of public service broadcasting are generally traced to documents prepared in support of the establishment of the British Broadcasting Corporation (BBC)” (Royal Charter on 1 January 1927). Included in those recommendations was the creation of a public corporation which would serve as a trustee for the national interest in broadcasting. It was expected that as public trustee, the corporation would emphasize serious, educational, and cultural programming that would elevate the level of intellectual and aesthetic tastes of the audience. The conception of the BBC was that it would be insulated from both political and commercial influence. Therefore, the corporation was a creation of the crown rather than parliament, and funding to support the venture was determined to be derived from license fees on radio (and later television) receivers rather than advertising.

The interesting debate is whether what is meant by public. “The idea of the public is a particularly useful construct when it comes to legitimating policy intervention with respect to media and communication. What are the news discourses of the media in an age of global politics and instantaneous communication” (Graham and Davies, 1997, p. 34). “Can we translate pre-globalization notions of the public, confined within the borders of national states to anything approaching a transnational or global sphere” (Sparks, 1998, p. 123).

“National peculiarities, aside, question concerning media structures are increasingly global ones. In the new broadcasting environment, the issue of public service broadcasting can be reduced to this” (Venturelli, 1993, p. 169). “What social and cultural goals attributed to broadcasting require a specially mandated, non-commercially driven organization, publicly owned, publicly funded to the extent necessary, and publicly accountable?” (For details see: World radio and television council 2000; Tongue 1996; Atkinson 1997)

“There are three basic types of national systems namely Public Service Core system, Private Enterprise Core System and State Core System” (Raboy, 1996). Most of “the countries have established public service core systems. These are the system in which companies like BBC (UK), CBC (Canada), ABC (Australia) and so forth have flourished over the years. These are the countries in which the question of financing has been most difficult recently. For obvious reasons, we have all been anxiously watching the evolution of these broadcasters and their efforts to adapt to the challenges of new environment. Public service broadcasting has been relatively underdeveloped in those countries with private enterprise core systems, such as the USA, where public broadcasting was never intended to be the central component of the system. In Private enterprise core system, public broadcasting has been positioned as a marginal alternative to commercial broadcasting” (Gitlin, 1980, p. 56). The public service broadcasting organizations speaks to everyone as the citizen and public broadcaster support access to and contribute in the life of the public. Moreover, they develop knowledge, widen the horizons, as well as enable individuals to understand themselves by better understanding the world and others (Banerjee & Seneviratne, 2006, p. 2).

Comparison of the Public Service Broadcasting Ideals

Various public service broadcasting organizations have established certain objectives for themselves. The comparison of the ideals of public service broadcasting in India, Pakistan and the United Kingdom is given below:

India

The public service broadcasting has been emerging in India at the swift speed since 1936, at the time when the name of All India Radio was implemented, the national television service of India Doordarshan was initiated during 1959, and since then the public service broadcasting is climbing the steps of accomplishments among the Indian multicultural audience (Chhetri, 2011, p. 2).

To “provide information, education and wholesome entertainment, keeping in view the motto, "Bahujan Hitaya; Bahujan Sukhaya", i.e., the benefit and happiness of large sections of the people;

- Uphold the unity of the country and the democratic values enshrined in the Constitution;
- Present a fair and balanced flow of information of national, regional, local and international interest, including contrasting views, without advocating any opinion or ideology of its own;
- Promote the interests and concerns of the entire nation, being mindful of the need for harmony and understanding within the country and ensuring that the programmes reflect the varied elements which make up the composite culture of India;
- Produce and transmit varied programmes designed to awaken, inform, enlighten, educate, entertain and enrich all sections of the people, with due regard to the fact that the national broadcast audience consists of a whole series of public;
- Produce and transmit programs relating to developmental activities in all their facets including, extension work in agriculture, education, health and family welfare, science and technology;
- Serve the rural, illiterate and underprivileged population, keeping in mind the special needs and interests of the young, social and cultural minorities, the tribal population, and of those residing in border regions, backward or remote areas;
- Promote social justice and combat exploitation, inequality, and such evils as un-touchability and parochial loyalties; and Promote national integration.
- Fulfill the needs of the public by broadcasting ranges of effective programs concerning to socio-economic values, culture, ethnicity and language” (Chhetri, 2011, p. 3).

United Kingdom

In United Kingdom, BBC has a long history of being associated with public service broadcasting. The BBC has set up the following ideals for 2006-07:

- “To ensure that BBC management continues to develop and begins to implement the five year editorial strategy for BBC programs and services by translating the findings of Creative Future into service strategies and pan BBC proposals;
- To ensure that BBC management prepares for digital switchover and drives the market for free-to-air digital television, digital radio and new media whilst continuing to serve the needs of the analogue-only audience;
- To ensure that BBC management delivers value for money savings whilst retaining quality output;
- To ensure that the BBC meets the highest standards of accuracy, fairness and impartiality expected by audiences. In particular, respond to the Governors' independent reviews of impartiality to ensure strong editorial processes and training that deliver high quality, trusted journalism

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- Focus on improving the BBC's accountability to audiences". (<http://www.bbcgovernors.co.uk/docs/objectives07.html>);
- To simulate interest of public towards the knowledge of arts, science, history, and other fields by means of quality content that is easily accessible as well as encourage informal learning (Krippendorff, 2004, p. 34);
- To inform public to enhance the understanding of the world by means of news information and evaluation of the recent events and ideas (Ofcom, 2007, p. 1);
- To reflect and strengthen the cultural identity by means of creative programming at the United Kingdom , national and regional level as well as on occasion bringing audience together for shared personal experiences
- To make the individuals aware of the distinct cultures and unconventional point of views by means of programs that reflects the lives of the other communities both within the United Kingdom and to other places (Ofcom, 2007, p. 1).

Pakistan

The Pakistan Broadcasting Corporation was set up in 1972 and the “PBC act 1972 assigns the following main objectives to be followed by PBC along with its other public service activities. It includes in economic, agricultural, social, political, religious and cultural fields in the format of discussion programs, plays, features, documentaries, audience participated talk shows, general talks on social themes, music and news programs:

- To provide broadcasting services in the fields of information, education and entertainment through programs which maintain a proper balance in their subject matter and a high general standard of quality and morality;
- To broadcast programs to promote Islamic Ideology, national unity and principles of democracy, freedom, equality, tolerance and social justice as enunciated by Islam.
- To reflect the urges and aspiration of the people of Pakistan and promote principles of democracy and culture of freedom and tolerance.
- To present news of events in as factual, accurate and impartial manner as possible and to carry out instructions of Federal Government with regard to general pattern of policies in respect of programs.
- To broadcast programs in the External Services to foreign countries with a view to promote friendship and project Pakistan's view point on international issues in true perceptive” (<http://www.radio.gov.pk>).
- To contribute through the diversifying content sources and giving the voice to the point of views of other cultures as well in order to promote tolerance and cultural understanding among individuals (Zia, 2006, p. 5).

Thus, a comparison of the public service ideals of these organizations reveals that their objectives are more or less similar. Excepting a few differences due to

different cultural ethos, these organizations aim at providing healthy information, education, and entertainment to their respective audience.

Cambodia

Cambodia has been a laboratory for ideologies and a variety of political structures. It is a country that has experienced feudalism, absolute monarchy, colonialism, populism, republicanism, Maoist and Leninist socialism, and constitutional monarchy. Cambodia's modern history has also been scarred by almost 30 years of civil war that not only hindered its development, but also caused the destruction of all sectors of its society, including the media.

According to Clarke (2000), under French colonial rule, the first Cambodian radio station, called Radio Cambodge (Cambodia Radio) was established in 1946 using leftover Japanese equipment, replaced by a new and more powerful American transmitter in 1951. The total number of radio sets in Cambodia in 1951 was about 3,500, increasing to about 7,000 by 1958 (Clarke, 2000, p. 249). In 1955, under the Ministry of Information, four AM radio stations came into existence, two with 1 KW transmitters and the other two with 10 KW transmitters. By 1958, only one national radio with a 10 KW transmitter survived, and its transmitter was replaced by a 20 KW transmitter donated by China in 1959 (Clarke, 2000, p. 249).

Although Cambodian broadcasting was growing remarkably in the transitional period, Khieu Kanharith, the Minister of Information, said Cambodian broadcasting has not yet reached a satisfactory standard due to a lack of professionalism, administration mismanagement, and financial problems (personal communication, May 3, 2008).

Because of the gradual development of media professionalism, broadcast programming is obviously better than in the past, which is something, pro-government individuals argued Cambodia should be proud of. For instance, Kem Gunawadh, Director General of TVK said TVK has been working with UNDP to produce "Equity Weekly," an on-going current affairs TV show, broadcast every Sunday since May 2007 (personal communication July 18, 2007). He said TVK aired more than 100 shows on a variety of topics, including politics, economy, culture, society, environment and healthcare. Gunawadh said such shows were good models for other broadcasters to follow, and they showed that Cambodian broadcast programming had been improved.

Difference between Public Service and Commercial Broadcasting

There are three major types prototypes of broadcasting system in the world: the communists state-owned controlled system as represented by the former Soviet

Union, the American commercialized private-enterprise system, and the British public-authority system. The chief function of a communist state's television, roughly put is to educate to inform, and occasionally to entertain. The American system is designed to entertain and to inform. The British (BBC), in contrast is intended to inform, to entertain and to educate (Hoggart, p. 65).

The former Soviet state-controlled television has been rationalized by regimes in power as a true representation and guarantees of collective popular power. American broadcasting, in contrast is a private enterprise rationalized by individualism and freedom from political interference by the government. Compared with the American System, the historical evolution of the British Broadcasting Corporation has been deliberately designed to be market-insulated by means of parliamentary mandated monopoly. It depends on and responds to a rather paternalistic definition of public service rather than the wishes of a state apparatus to media barons.

In theory, nevertheless, since its financial viability is almost assured by the commission of public funds in the form of annual license fees, the BBC model ought to be more responsive to some preconceived social goals such as national culture or the needs of ethnic or cultural minorities. Where there is privatized commercial system, as in the United States, it has to comply with the economic imperatives of advertising support. It is likely to be medium that will cater to the culture of the majority audience and minority needs, women and racial minorities had been safely ignored by the television in US until there was an outbreak of what Gans (1974, p. 45) calls the equality revolution of the 1960.

The American however adopted a wholly different approach. The government regulatory agency was created only as result of chaotic technological consequences-in terms of transmission interference of radio frequencies. The major task of the agency seemed to be maintaining to an open market completion, and the vigorous action were taken occasionally to frustrate or prevent the attempts of markets monopoly. Thus, Commercial broadcasting is intrinsically different from the public service as the ideals and motives are not in line with each other. One seeks profit while the other aims at binding the society together by acting as a positive force in the community (Chin-Chaun, 1980, p. 65).

The public service broadcasting varies from the commercial broadcasting majorly due to the political reasons and particular responsibilities with different agendas. The public service broadcasting is funded by the government and hence the plans and objectives of the government is supported by the public broadcasters while the commercial service broadcasting is usually done for profit making and hence the main plans of the owners and advertisers is encouraged in it (Banerjee & Seneviratne, 2006, p. 2).

The main aim of the public broadcasting is to encourage public service, as it provides entire society with knowledge concerning culture, education as well as entertainment; it also enhances the social, political and cultural nationality as well as promotes social unity. However, the commercial broadcasting does not fulfill all

the needs of public by informing, educating, and entertaining the huge number of population in any nation particularly those living in the remote corners of towns and villages in several countries (Krippendorff, 2004, p. 45).

Moreover, television rated the points and sale-ability of the commercial programs play a significant role in deciding the content of the programs in the commercial broadcasting channels. In the same way, the private FM radio stations do not work as the medium for delivering the new ideas, information and education to its viewers and listeners (Chhetri, 2011, p. 5). However, public of the country are required to be informed and educated about the aspects such as opportunities in several vocations , enhancement in local technologies as well as availability and development in different sectors of the nation which is provided by the public service broadcasting in different nations (Chhetri, 2011, p. 6).

However, in the recent years, the public service broadcasting around the world has experienced strong opposition and pressures from the commercial broadcasters and entire series of new media channels. It can be said that public service broadcasting has been under the cordon from new breed of the commercial oriented and profit seeking broadcasters due to changing trends of viewership (Banerjee & Seneviratne, 2006, p. 2).

Impact of Multicultural Audiences on Public Service Broadcasting

The ideals of PSB have been affected by multicultural audience living in different parts of the world. The PSB had to deal with immigrant communities living in other countries and public opinion of the societies located at a distance. In fact PSB has played an important role in creating a new space among multicultural audience and has been successful in building imagined communities (Scholte, 2000, p. 77). However, the class structure of the public sphere represents the totality of society as an equal, if not homogenous community cannot be sustained precisely because of its own mechanisms of exclusion. The problem with attempting to integrate a multicultural society through a single public sphere is that “the idea of the public as universal and the concomitant identification of particularity with privacy make homogeneity a requirement of public participation” (Gamble & Gamble, 1989, p. 77). As Young (2007) puts it, “we must develop participatory democratic theory not on the assumption of an undifferentiated humanity, but rather on the assumption that there are group differences and that some groups are actually or potentially oppressed or disadvantaged”. Thus, PSB’s ideals stand challenged by the presence of multicultural audience having different needs, however, it has taken the bull by the horn and is striving to maintain its position in an increasingly competition-oriented world. The inclusion of a European Protocol in favor of Public service broadcasting in the 1997 Amsterdam Treaty was an important step in this

direction. This was one of the first concrete transnational agreements to support non-commercial practices in the sphere of culture. It made the point that despite the emphasis on markets and trade in international agreements, national governments could still legitimately make policies and promote cultural institutions that would foster values and objectives outside the sphere of commerce. "The EU protocol considers that the system of public broadcasting in the member states is directly related to the democratic social and cultural needs of each society and to the need to preserve media pluralism" (Carey, 1975, p. 20).

All the ideals embodied by the public service broadcasting in different countries is due to the fact of representing the image of constituent groups in the society that has arguably been the major challenge to the public service broadcasting due to the emergence of multicultural audiences (Ngomba, 2010, p. 1). Due to "technological developments and comparatively faster movement and settling of individuals across borders and hence the composition of the multicultural audiences within the national territories served by the public service broadcasting is changing" (McClellan, 2011, p. 1650). However, the multicultural audiences around the world growingly inclined "to include the variety of migrant and mobile populations for whom the public service broadcasting of the host nation in which they geographically reside are far from being the only way interpretation and identifications" (Debrett, 2010, p. 29).

Therefore, the public service broadcasting now has more major responsibility to the public composed of several individuals with wider similarities and broader range of differences (Great Britain, 2007, p. 45). The public service broadcasting is required to provide services that promote social diversity but also make possible the social unity since minorities in the nation are as significant as majorities in shaping the social life. For instance in Australia, the national broadcasting organizations have been transformed to help maintain impression of social cohesion in the nations of immigrants (Nikolinakos, 2006, p. 44). Moreover, the BBC also observed the harsh reality of growing multicultural audiences and hence trying to hold the middle position on the territories that are unstable and treacherous (Banerjee & Seneviratne, 2006, p. 67). Hence, BBC no longer speaks to one great national audience of the community however it has adopted a new way of addressing the audience that is sectionalized, fragmented and multicultural in nature (Debrett, 2010, p. 45).

Transnational Relations and Public Service Broadcasting

The world has become interconnected and interdependent due to the forces of modern mass media and economic globalization. With the prevailing concept of transnational relations and public service broadcasting, many regions in the world identified effects on their own distinct media culture and to deal with the issue of transnational relation, they establish unique system of public service broadcasting, which helps them to be distinguishable (Lowe & Jauert, 2005, p.154). It is found

that European nations had incorporated the provision of combination of programs while maintaining the strict control on the amount of foreign materials shown on the national channel. However, the principle that governed the regulation of the broadcasting was based on the national public interest (Outhwaite, 2006, p.754). It is found that public service broadcasting in different regions is aimed at contributing to the political as well as cultural life of the nations and it further aims to help in building unique sense of national integrity among people (Harrison & Wessels, 2009, p.842).

Therefore, during the earliest days of BBC after its initiation, the medium of radio was intentionally built to form connection between the dispersed as well as different listeners. In addition, in the postwar period, being the media historian and writer of 'Social History of British Broadcasting, 1922-193', Paddy Scannell has shown the radio and television as a culture in common to entire populations and a common public life of a unique kind (Livingstone, 2005, p.356). From the historical point of view, public service broadcasting has served for both public spheres, state, and has mainly focused on the identification of national culture. Moreover, public service broadcasting has also emerged as key institutions through which population consider themselves as member of national community (Youngs, 2007, p.658).

Over previous two decades, the change has been observed in the ways nations now operate and consider the public service broadcasting (Papathanassopoulos, 2011, p.108). Since the mid 1980, significant changes occurred in the media industry, putting the fundamentals for what is observed as a new media order (Chalaby, 2005, p.85). In this view, two elements are considered as being specifically important in the transformation. At first, there is decisive shift in the regulatory principle of media, which changed from national public interest to a new command and also known as deregulations driven by global, economic and entrepreneurial imperatives (Chalaby, 2005). Similarly, creation of new and alternative distribution technology, which allows the media for trans-border broadcasting system, establishes new transnational and global audiovisual markets (Livingstone, 2005). The driving force behind the development was to create new commercial and market orientation in the media. The considerably important element was the strong and expansionist trend, approaching all the time for the establishment of distended audiovisual spaces and markets. The main objective and aim of this idea is to get the free flow of media. Thus, the primary essential is to break down the national and frontiers boundaries among international communities, which appears as restricting the free flow of communication among nations in international market (Outhwaite, 2006). Thus, there has been a concept in which new transnational broadcasting turned out to be disconnected from the figurative spaces of national communities and cultures.

To attend to the divisions and complexities within the public sphere of any one (imagined) national community is nowadays in itself quite insufficient. Societies all over the world increasingly tend to include a variety of migrant and mobile

population, for whom the public spheres of the host nation in which they geographically resides are far from being the only source of interpretations and identifications. As Dayan (1999, p. 65) puts it, in many places the local has become cosmopolitan and the masses are no longer confined to the local.

To make these points is not necessarily to fall into some historically naive or uncritical vision in which mediated processes of globalization are assumed to have entirely swept away national cultures. In this respect, James Curran (2002, p. 45) makes cogent criticism of the presumption that global television is undermining national cohesion and political participation in some unstoppable process.

Indeed, television, radio and the press are in most places, still (and despite globalizing tendencies) in many respects national media, based on nationally generated content and , where such material is available, majority audiences often prefer it to imported products. However, the difficulty as we have seen is that alongside the majority community in many nations, there exist a variety of minorities who often do not feel themselves to be effectively addressed by the discourses of the national media. The members of these Diaspora communities are often spread over the geographical territories of various different nation-states, and are typically exposed to a wide range of potential discourses of identity-between which they must choose- or alternate, in different circumstances and on different occasions. As McCauley, Peterson, Artz , Haaleck (2003, p. 78), say despite vital signs that are stable for now, many observers feel the prospects for the continued survival of PSB could well lessen with each passing year, unless something is done to better mediate the pressure of the market place.

Public Service Broadcasting and Globalization

The term globalization in relation to media has been defined as growing nature of industrial production occurring worldwide caused by the increased development of the new information as well as communication technology system. With respect to the definition of globalization and its relevancy with the new and advanced information technology, digitalization has emerged as another term in defining the relationship between public service broadcasting and globalization (Banerjee & Seneviratne, 2006). However, using the term globalization and digitalization in terms of media and specifically public service broadcasting, the term has more particular and complicated meaning, as the development of new digital communication technology is utilizing more prevailing computational resources for creating the information age. In addition, it is found that globalization together with the digitalization is contributing in devolution of power to the people and freedom from the centralized power (Price & Raboy, Public service broadcasting in transition: a documentary reader, 2003, p. 183).

Similarly, globalization appears to influence the public service broadcasting in the same way. Immense use of digital technology has changed the nature of media

and public service broadcasting in terms of creating relationship with the public (Banerjee & Seneviratne, 2006, p. 85). The most significant change observed in the public service broadcasting is the development of new format of media such as use of World Wide Web on internet. Moreover, now, the public service broadcasting seems to take the advantage from this greater information opportunity supported by the new technologies. Another change is that government along with the high levels of powers does not intend to operate the public service broadcasting directly to promote the ideological orientation (Price & Raboy, 2003, p. 185).

“Great national institutions in the heartland of public service broadcasting—western Europe, Canada, Japan, and Australia—continue to occupy significant space in the media landscape. In the new democracies of Africa, Asia and central and Eastern Europe, the public broadcasting model is seriously examined as an alternative to its strictly commercial counterpart. Public broadcasting no longer enjoys monopoly status, is no longer clearly distinguishable from the rest, but it remains an important reminder of the social and cultural possibilities of the media, in an age when the dominant thrust is overwhelmingly oriented towards consumerism (Raboy”, 1996). In “this new, increasingly seamless global communication environment, public broadcasting is more than an outmoded utopian cream. It can be seen as a model for public policy development with respect to media in the context of globalization, new technologies and shifting terrains of audience demographic, loyalties and behaviors patterns” (Hall S. , 1993, p. 76).

In the light of “the growing commercialization of all media, public broadcasting continues to designate a strong value of social worth, the last best hope for socially purposeful media acting in the public interest. Competition for revenues meanwhile both public and commercial is more intense than ever” (Mckinsey, 1999, p. 65). It is now apparent that in order to survive every broadcaster needs to find a place for itself within overall broadcasting systems that are simultaneously both local and global. “At the systematic level there is an important shift underway. Increasingly, public authorities are looking towards the capacity of a national broadcasting system as a whole to meet public interest goals and objectives” (Graham, 1999, p. 45)

The “action plan for cultural policies for Development adopted at the 1998 UNESCO-sponsored intergovernmental conference in cultural policies for development in Stockholm provided some important examples that can serve as starting point for discussion on such matters” (Price & Raboy, 2003, p. 78).The “conference endorsed a dozen principles including the fundamental right of access to and participation in cultural life, and the cultural policy objective of establishing structures and securing adequate resources necessary to create an environment conducive to human fulfillment. Among the relevant policy recommendation, the conference asked UNESCO members states to:

1. Promote communication networks that serve the cultural and educational needs of the public;

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2. Considers providing public radio and television;
3. Promote space for community, linguistic and minority services;
4. Adopt or reinforce national efforts that foster media pluralism and freedom of expression; and
5. Promote the development and use of new technologies and news communication and information services at affordable prices.

The new context of technological convergence between the established communication forms demands that we develop a new conception of access.

Critically realizing the social and cultural potential of the new media requires ensuring maximum access for the people to the means of communication both in their capacity as receivers and consumers of services and as producers and senders of messages” (Handa, 1999, p. 40). “Something akin to a global civil society may well be emerging, but for the moment its links to power and influence are tenuous. At this point the only actor that has been managing to pursue an agenda with anything approaching consistency is the transnational private sector and concrete policy developments at every level are still being driven essentially by economic concerns” (Anderson, 1991, p. 56).

New “media has opened the possibility of unprecedented freedom of expression and information flow but if we are not careful freedom from state control will be replaced by an even more insidious form of corporate control that is now taking place. Unlike state control, corporate control is first of all structural. It is built in to the architecture of information systems by designs intended to maximize the possibilities for efficient profit-taking rather than effective uses” (Lessig, 1999, p. 76).

Conclusion

The core rationale for public service media are within the commitment to provide the cultural base needed for citizens. From the very beginning, the key jargons in this equation, citizenship and culture have been debated and discussed at a stretch. In future, the public broadcasting needs to move to digital technologies since governments are intent on assigning more spectrum space to other purposes. This evolutionary change has the potential of altering the media relation with the operational paraphernalia according to the audience.

Three current limitations are particularly important: First, access to internet information by computer is multi layered according to level of income, age group and literacy. Second, the divisions of interest into more and more specialized parts reflects the increase of individualization of television viewers produced by the flood of cable and satellite channels . Third, the internet, along with other domains has become a major area of business activity.

In the beginning the public media/ broadcasting was also thought as a public commodity in a general and philosophical sense as an activity that targeted at

contributing to the quality of community life and the prosperity of democratic way of life. Many of the internet sites established on commercial basis are having core purpose as breaking and sensation news, list of programs, promotional of particular shows and message boards where audience can send their feedback. The main aim is to integrate client loyalty/belongingness by incorporating audiences more fully into the channels' targeted community. In an ever increasing competition of the market this produces real business spirit/purpose, for which public broadcasting has to compete for audience also.

Thus, Public Service Broadcasting is grappling with mammoth challenges of globalization and audience demand. It has to play a positive role by being a cementing force in the communities by binding them together and by adhering to the ideals. The public service broadcasting is transforming as its role in the societies is changing fast and it is adapting to the requirements of the modern age by using sophisticated technology familiar with the modern listeners. Multicultural audience have varying demands, however, PSB is trying to be more pluralistic in character to meet these demands. Similarly, it is effective in building transnational relations by creating imagined communities in which relationship among human beings become increasingly important. Even the commercial broadcasting concerns are changing their posture by associating themselves with the ideals of PSB and becoming more aware of the cultural diversity (Vivian, 2006, p. 54)

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