

Regulacija medijev

Predmet je vsebinsko razdeljen na štiri sklope. V prvem delu se ukvarjamo z zgodovinskim razvojem regulacije medijev. Drugi del je namenjen analizi koncepta svobode izražanja, svobode tiska, omejitev v komuniciranju in analizi sodobnih načinov omejevanja javnega izražanja. V tem delu se osredotočamo tudi na študije primerov reguliranja komunikacijske dejavnosti ter analiziramo najnovejše prakse deregulacije. V tretjem delu predstavimo način regulacije na področju avdiovizualnih medijev in predvsem (ne)zmožnosti regulacije Interneta. V zadnjem, četrtem delu analiziramo temeljna vprašanja vsebinske regulacije: nasilje, sovražni govor, pornografija, oglaševanje in sistema »kvot« posebej v primeru evropske avdiovizualne industrije.

1. Zgodovinski razvoj regulacije medijev: zgodovinski razvoj koncepta medijske regulacije (svoboda tiska, svoboda izražanja), spremenjena pojmovanje medijske regulacije v 80. - vzpon medijskega neoliberalizma, različni načini regulacije komunikacijske sfere, nove oblike cenzure, mediji in demokracija - od kritične do manipulativne publicitete;
2. Regulacija – deregulacija: Regulacija med interesom državljanov (javnosti) in interesi korporacij, položaj javnega servisa, deregulacija v interesu trga in kapitala, ali so različni načini medijske samoregulacije (Kodeks, Medijski ombudsman, Tiskovni svet, Castno razsodišče, Sistem medijske odgovornosti /MAS/) dovolj? Razlika med regulacijo, samoregulacijo in koregulacijo.
3. Regulacija avdiovizualnih medijev - Regulacija (?) Interneta
Deregulacija in reregulacija radiodifuzije, Evropska Konvencija in Direktiva o čezmejni televiziji (oglaševanje, zaščita mladoletnikov, pravica do odgovora in popravka, 'kvotni sistem'); varovanje javnega interesa v konvergentnem okolju - mediji kot storitev informacijske družbe;

Media regulation

The course consists of four divisions. The first division is devoted to the historical development of the regulation of media. The second one is devoted to the analysis of concepts of the freedom of speech, the freedom of press, limitations of communication and to the contemporary modes of the limitations of public expression. This division also includes the study of cases of regulation of communication activities and the analysis of the most recent practices of deregulation. In the third part the regulation of audio-visual media and the (im)possibility of the regulation of the Internet is presented. The last, fourth division, is devoted to the analysis of basic question of content regulation: violence, hate speech, pornography, advertising and the system of "quotas", especially in European audio-visual industry.

1. Historical development of the regulation of media: historical development of the concept of media regulation (the freedom of speech, the freedom of press), changed conceptualization of media regulation in 80's – the rise of media neoliberalism, various modes of the regulation of communication sphere, new forms of censorship, media and democracy – from the critical to the manipulative publicity;
2. Regulation – deregulation: Regulation between the interests of citizens (the public) and the interests of corporations, the condition of the public media, deregulation in the interest of the market and capital, are various modes of media self-regulation (Kode, Media ombudsman, Press council, Court of honor, The system of media responsibility /MAS/) enough?
3. Regulation of audio-visual media – regulation (?) of the Internet:
Deregulation and reregulation of radiobroadcasting, European Convention and Directive of cross-border TV (advertising, protection of youngsters, the right to the answer and correction, "Quota system");

Nove tehnologije - poskusi regulacije vsebine, argumenti zagovornikov in nasprotnikov regulacije Interneta, vprašanje informacijske zasebnosti (zasebnost kot osebni podatek), nove oblike nadzovanja, nove oblike komuniciranja - nove oblike demokracije (?) /koncept »multitude«/

4. Regulacija vsebine:

- nasilje v medijih
- »reality show« - najbolj zrežirana realnost
- pornografija
- sovražni govor (hate speech)
- komunikacijske pravice in oglaševanje

protection of the public interest in the context of convergence – media as the service of information society; new technologies – attempts to regulate the content, arguments of the advocates and the opponents of the regulation of the Internet, the question of the information privacy (privacy as personal data), new forms of control, new forms of communication – new forms of democracy (?) /the concept of the “multitude”/

4. Regulation of content:

- violence in media
- “reality show” as the most regulated reality
- pornography
- hate speech
- communication rights and the advertising