



# **Towards a Market in Broadcasting: Communications Policy in the UK and Germany**

*Dr Christian Potschka*

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Christian Potschka provides a comprehensive comparative analysis of the evolution of British and German broadcasting policies with a specific focus on processes of marketization and liberalization as they have affected national policy-making processes, regulatory frameworks and media structures. The study frames the development of communications policy in two ways. First, the book explores tensions in both countries between the public and private sectors; second, it evaluates the differential impact of federalization and centralization. By discussing the various political, economic and cultural factors relevant to the emergence of contemporary broadcasting structures and institutions, Potschka contextualizes the development and impact of policies on media systems. Drawing attention to the dynamics and changing paradigms of communications policy-making and regulatory trends, this book highlights many of the ideas and values that have been brought to bear on processes of policy-making in the UK and Germany.

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