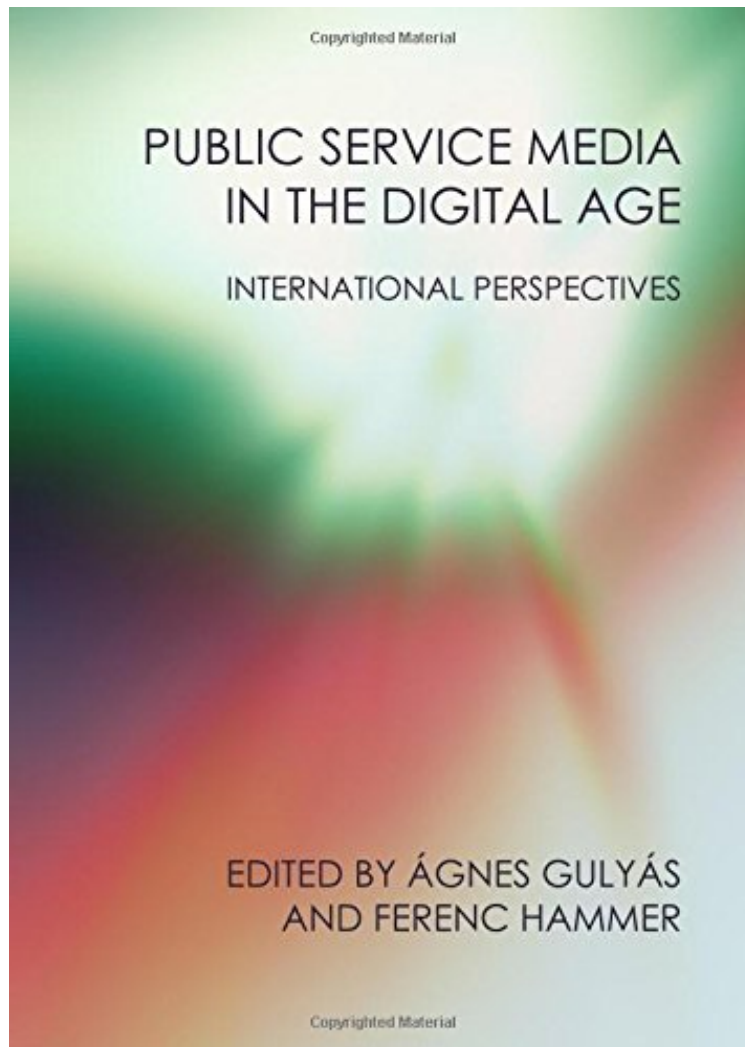


Public Service Media in the Digital Age: International Perspectives

Agnes Gulyas

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Agnes Gulyas : Public Service Media in the Digital Age: International Perspectives before purchasing it in order to gauge whether or not it would be worth my time, and all praised Public Service Media in the Digital Age: International Perspectives:

Public service media are going through dramatic transformations as a result of technological developments, policy changes, market pressures and changes in media consumption. A significant part of this transformation is connected to the enhanced and novel roles of audience initiative to use and generate content. The scale and significance of the changes are still contested and the future of the provisions remains unclear. This book synthesises current debates on

public service media and provides analysis of the key issues from an international perspective. It brings together leading researchers in the field and offers case studies from different countries. The book explores two main areas: legacy public service broadcasters in the digital age and new forms of public service media. Chapters in this collection address such fundamental questions about the future of public service media as: are the public ready to take on genuinely participatory roles? Do public service media organisations and professionals seriously consider shifting to a radically more demand-oriented production? How would changes in public service media impact political discourses and landscapes?

About the Author Dr Agnes Gulyas is a Reader at the Department of Media, Art and Design at Canterbury Christ Church University, Canterbury, UK. Her research interests include local media and communities, public service media, social media and media organisations. Her recent publications include 'The influence of professional variables on social media use and views about the tools among UK journalists' in *Digital Journalism*, 2013, and 'Changing Business Models and Adaptation Strategies of Local Newspapers' in John Mair, Neil Fowler and Ian Reeves (eds. by) *What is Local 2012*. Dr Ferenc Hammer is an Assistant Professor at the Media and Communication Department at Eotvos Lorand University (ELTE) in Budapest, Hungary. He teaches and conducts research in the fields of media representations of inequalities and conflict, on cultural history areas such as everyday life in Communism, on content use modalities in the digital environment and the history of television in the Cold War period. His recent publications include "Coy Utopia: Politics in the First Hungarian TV Soap" in *Popular Television in Eastern Europe During and Since Socialism* edited by Aniko Imre, Timothy Havens, Kati Lustyik; and a book in Hungarian, *Jeans Don't Need Ironing: Everyday Life Under Socialism*.