

Public Service Broadcasting as Subjects and Objects of Media Study: A Philosophical Examination

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Хураангуй: Public Service Broadcasting (PSB) has long been a subject of study in the media landscape and communication disciplines. This paper aims to summarize PSB research by engaging with philosophical and conceptual issues that consider PSB as both objects and subjects of media study. Why does PSB need to be studied in a dual capacity and explore the implications of this approach? PSB is a subject tool when media characteristics are studied in grounded theory in practice and when studied by the complexities considered as objects inherent in media research. Therefore, I aim to suggest various theoretical frameworks for studying PSB to emphasize the importance of balancing grounded theory with an appreciation for the dynamics of PSB in media research.

Түлхүүр үг: Public Sphere, philosophy of media research, theoretical frameworks, grounded theory, dual perspectives, empirical research

Introduction

Public Service Broadcasters (PSB) are critical to global media landscapes. While it has been the subject of research, this article argues that studying PSB necessitates a dual perspective as both subjects and objects of media study. Researchers published several books about history and development, its principles, and future perspectives. We can find several articles about content research as well as funding models. Instead of competing for numbers, broadcasting can be designed to encourage competition in outstanding programming (Broadcasting Research Unit, 1987). These studies frequently concentrate on the complex interplay of technological, economic, political, and cultural influences that have resulted in new conditions for public service broadcasters. PSB serves as a gathering place where all citizens are welcome and treated equally. It is an information and education tool available to everyone, regardless of social or economic differences. Therefore, PSB must be imaginative and entertaining, with a quality concern that separates it from commercial broadcasting (UNESCO, 2001). This influence extends its role as a mere

content provider. Media is a dynamic and evolving entity, an active participant in shaping societal circumstances (Carroll WK et al, 2006). PSB is an entity shaped by societal, technological, and political forces. Because PSB is not a profit-driven entity, it is the entity that uses public funding or governmental subsidies to generate content with cultural values. Public Broadcasting is distinguished by its fundamental beliefs, unique purposes, funding style, specialized programming, and relationship with the public (UNESCO, 2001). The approach to media studies overlooks the agency and influence of PSB institutions in shaping media landscapes. By adopting a dual perspective, we explore the essence of media study, challenging traditional paradigms and revealing a more complex interplay between agency and influence, challenging the dichotomy between subjects and objects. Therefore, researchers need to navigate the dual roles of PSB entities as active contributors to media content and as passive entities shaped by societal and institutional pressures. This challenges the researcher's positionality and raises questions about maintaining an objective stance when studying an entity that is both a subject and an object.

Moreover, the politics surrounding the study as dual amplify the complexity of this effort. The public service model arguing that neither the market nor the state can adequately fulfill broadcasting's public service objectives and act in the public interest was the preferred solution for concerns about commercial broadcasting limitations (UNESCO, 2001). If we look more deeply into the historical development of PSB, it is often funded and regulated by governments. Therefore, the research area concerned funding allocation, content varieties, and comparison of laws. PSB refers to broadcasting services, such as radio or television, provided by the government or a publicly sponsored entity to serve the public interest. This implies that to comprehend PSB properly; researchers should go deeper into its historical evolution. Governments often financially fund and regulate PSBs. This means that public monies are utilized to support and operate these broadcasting services and that government rules are in place to ensure they achieve their public service mandate. On the financial side, researchers investigate how money is distributed or allocated under the PSB system. Understanding where financial resources come from and how they are used is critical for understanding PSB's sustainability and operation. Quantitative research refers to the wide range of content offered by PSB. Researchers would most likely look into the variety and types of programs, news, and other content available to the public via PSB channels. Researchers intend to compare the laws and regulations that control PSB in various circumstances. This could entail researching legal frameworks in other nations or areas to find similarities and differences, as well as the influence on PSB. These research areas highlight the importance of exploring the historical context of PSB, recognizing the significant role of government funding and regulation, and focusing on specific research areas such as funding allocation, content varieties, and comparing laws governing PSB. Researchers published several articles about political pressures, raising critical questions about the independence and integrity of the research process (Trine Syverstsen et al, 2009).

Nevertheless, finding some evidence from the managerial level is hard, especially since some PSBs want to keep their financial results private. However, we need to evaluate how PSB is serving the public.

If we study PSB from a dual perspective, the implications for grounded theory emerge as a significant consideration. Grounded theory, a methodology emphasizing the development of theories based on empirical data (Charmaz K. , 2012), faces unique challenges when applied to the multifaceted nature of PSB. The dual role of PSB as subjects and objects complicates the establishment of clear theoretical frameworks. Researchers must grapple with whether existing theories adequately account for the dynamic interplay between PSB, society, and the broader media landscape.

The Duality of PSB

PSB occupies a unique position in the media landscape. As a content provider, PSB shapes the collective cultural narrative. On the one hand, it is a content provider, producing programs that reach large audiences. On the other hand, it embodies a set of values and principles, often enshrined in law or regulations that dictate its role in society. Various topics allow public broadcasting to respond to the audience's diverse interests and reflect current societal challenges (UNESCO, 2001). To understand PSB fully, analyzing it as a subject shaping the media landscape and an object shaped by societal and technological forces is necessary.

The production of diverse programs profoundly influences information dissemination, cultural conversations, and the shared experiences of a vast and diverse audience. The programs it delivers have the potential to transcend entertainment and serve as powerful tools for education, cultural preservation, and dissemination of news. This differentiates PSB from commercial broadcasters. However, commercial and PSB compete in the same market. PSB should be more diverse regarding programs, target audiences, and topics covered not to be overcome by commercial broadcasters and stick the audiences to get their funding. It must reflect the diversity of public interests by providing various newscasts and edutainment programs. In other words, PSB should be versatile enough to satisfy audiences of all types. In addition, it needs to deal with digitalization because PSB should reach out to everyone, not just through the program, but through all of them and their variety. For example, PSB has adapted to the changing media landscape, and it can now stay engaged with the audience by leveraging new platforms such as Over-The-Top (OTT) services and social media in addition to traditional broadcasting methods. Here are several ways to engage audiences for PSB:

OTT Platforms: PSB can broaden its reach by utilizing OTT platforms such as Netflix, Hulu, and Amazon Prime Video, as well as specialty platforms dedicated to public service

programming. PSB can cater to consumers who choose on-demand streaming services over traditional scheduled broadcasts by making its material available on these platforms.

Social Platforms: Platforms such as Facebook, Twitter, Instagram, and YouTube allow PSB to communicate with its audience directly. PSBs can use social media for various purposes, including news updates, instructional material promotion, and community participation.

Podcasting Services: Podcasts have grown in popularity as a means of providing content. PSB can generate podcasts to discuss critical subjects, distribute instructional content, and provide in-depth analysis.

Online streaming: PSB can set up its internet streaming services, allowing users to access material via specialized websites or apps.

Mobile applications: Creating mobile applications for smartphones and tablets can make PSB material more accessible and convenient for consumers.

Interactive websites: Making PSB websites more interactive and user-friendly can boost online engagement. This may contain community engagement features such as forums, polls, and comment areas.

Virtual reality (VR) and Augmented Reality (AR): Experimenting with VR and AR technology can provide audiences with immersive experiences that allow them to engage with PSB content in novel ways.

PSB can adapt to shifting audience tastes and guarantee that its content remains accessible and relevant in today's digital age by embracing these new channels. PSB can reach a varied audience and establish a strong connection with the public thanks to its multi-platform approach. PSB acts as a cultural catalyst by creating content that resonates with large audiences, shaping perceptions, fostering a sense of shared identity, and contributing to forming societal values. PSB is more than just a disseminator of content; it is an embodied entity with values and principles that extend beyond the immediate scope of its programming. It needs to follow legal mandates and regulatory frameworks; these principles underscore the significance of PSB as a guardian of public interests. Ensuring that Public Service Broadcasting (PSB) protects the public interest while adhering to government-imposed legal requirements necessitates a challenging balance between a clear and independent regulatory framework and editorial independence; public consultation and participation; regular audits and assessments; advisory boards and ombudsman; diverse representation; transparency in funding; legal safeguards for independence; educational initiatives; legal advocacy. Following these tactics, PSB can negotiate the government's legal rules while remaining committed to serving the public interest. The goal is to develop a strong and independent public service broadcasting system that is accountable and

responsive to public needs. Those regulatory frameworks not only define the scope of its responsibilities but also safeguard its independence from political and economic influences, ensuring that it remains a reliable source of information for citizens (Trine Syverstsen et al, 2010). However, some countries' PSB laws still cannot be robust, and influences still appear. Moreover, societal expectations, changing demography, technological advancements, and political pressures sometimes force it to shape its policies, priorities, and identity. Those difficulties make shrinking the funding for PSB. When we view PSBs as subjects of media, we need to know their active role in shaping the discourse and cultural context within which they operate. Researchers must consider how the institutions influence public opinions, cultural narratives, and political agendas. Understanding this subjectivity is crucial for assessing the social impact of PSB. Stuart Hall emphasizes (Stuart, 2012) the media's role in shaping cultural identities, while media study examines PSB's contribution to cultural diversity, highlighting challenges and successes in achieving cultural pluralism.

Some researchers argue to identify how PSB shapes and influences public discourse. Through the content they produce and broadcast, PSB entities have the potential impact to shape the perspectives and attitudes of their audiences (Pavarala, 2020). Whether through news programs, documentaries, or other forms of content, the choices made by PSB in selecting, framing, and presenting information contribute to the construction of public opinion on various issues. As PSB has such an influence on framing public opinion, the Government will always try to control it. Annika Sehl (Sehl, 2016) finds that PSB has a net positive impact on complex news production, political knowledge, and political participation. However, there is less research on the social impact of PSB, with 11 academic studies and five stakeholder studies pointing towards a net positive impact (Hutchinson, 2017). Only a little research has taken place about the market impact of PSB, except in a few publications, but most of them are of limited relevance. The report concludes that PSB has a positive political impact, some positive social impact, and little negative market impact.

Research on the social impact of PSB is less well-developed than research on political impact. The EBU identified a range of possible indicators of PSB's social impact, including investment in cultural programming, diversity and inclusivity, heritage, and coverage of science, history, and technology (Rasmus et al, 2016). Most PSBs are committed to such social services, and regulators or others frequently track their output volume and audience for such services. Moreover, the political dimension of PSB as active subjects requires thorough investigation. PSB institutions are not neutral observers but are embedded within political contexts that can influence their editorial decisions and priorities. This also involves exploring media ownership issues, regulatory frameworks, and the potential for political influence on editorial decisions. On the other hand, examining PSBs as media objects requires scrutinizing how they are portrayed and analyzed by scholars and

policymakers (Christopher Ali Christian Herzog, 2019). This perspective encourages researchers to critically assess the stereotypes, biases, and assumptions that may influence the perception and treatment of PSB entities. It raises questions about the objectivity of research in the context of media studies (Hanretty, 2011). Researchers' studies play a significant role in shaping the narrative surrounding PSB entities. Thus, policymakers play a crucial role in the regulatory environment and funding structures that influence PSB operations; analyzing how PSB is positioned within policy frameworks necessitates an exploration of the assumptions and biases that may guide decision-making processes. Moreover, critical examination of PSB as objects raises broader questions about the objectivity of research within media studies. As an academic discipline, media studies grapple with its theoretical frameworks, methodological approaches, and disciplinary biases (Couldry, 2004). When researching PSBs as objects, researchers are prompted to reflect on how much their perspectives and biases may influence data interpretation and conclusions formulation. This is essential for maintaining a high standard of objectivity in media research.

The Politics of Studying PSB as a Tool

Studying Public Service Broadcasting (PSB) from subjects and objects introduces a political dimension to research involving researchers, institutions, and governmental bodies. The intertwining interests of these stakeholders add complexity to how PSB is portrayed and understood within the broader societal context (Hanretty, 2011). Ideological leanings or institutional affiliations can influence researchers' perspectives, theoretical frameworks, and methodological choices. Whether academic or media-related, institutions are pivotal in defining the discourse around PSB, influencing research agendas and funding priorities. As regulators and funders, governments wield substantial influence in shaping the narrative surrounding PSB, directing the research focus, and determining what qualifies as PSB. The political nature of studying PSB as subjects and objects has far-reaching implications for the broader societal understanding of these entities.

Public Service Broadcasting (PSB) entities often embody specific ideological values, making them susceptible to varied interpretations. Researchers with libertarian perspectives may view PSB as a government-controlled tool, highlighting concerns about state influence. At the same time, proponents of public ownership may emphasize its democratic and cultural importance (Hutchinson, 2017). These ideological underpinnings can significantly shape researchers' approach to studying PSB, as their worldview, political beliefs, and underlying assumptions can influence the framing of research questions, methodology selection, and interpretation of findings. In the case of PSB, the delicate balance between government control and public service can manifest in divergent analyses. Researchers must commit to methodological rigor, transparency, and reflexivity to navigate these biases. Acknowledging one's ideological predispositions is the first step towards mitigating their

impact on the research process. Acknowledging these ideological perspectives contributes to a richer understanding of the complexities inherent in PSB, inviting a dialogue that goes beyond a binary debate. Philosophers like John Stuart Mill (Doyle, 2015) scrutinize media's responsibility in free speech, content choices, and editorial decisions, balancing public interest and individual rights in a democratic society.

Studying Public Service Broadcasting (PSB) as a tool in academic research presents ethical dilemmas, including access, representation, and accountability. Researchers must navigate these issues to ensure the integrity and independence of PSB entities. Access to internal processes, data, and decision-making mechanisms may pose challenges, as PSB entities may be cautious about sharing sensitive information. To navigate this, researchers must foster transparent and collaborative relationships with PSB institutions, respecting their boundaries while advocating for their work. Representation is another ethical challenge, as researchers must ensure diverse and inclusive perspectives to avoid reinforcing biases (Anne Rasmussen et al, 2014). Accountability is a central ethical concern, as PSB entities often operate within public trust and regulatory oversight frameworks (Eberwein T et al, 2017). Researchers must accurately represent PSB institutions' actions and impact, avoiding sensationalism or distortion. Excessive scrutiny can compromise PSB's independence and integrity, potentially undermining their creative and innovative endeavors. Ethical research practices uphold academic integrity and contribute to broader societal discourse on PSB's role in contemporary media.

Theoretical Framework for PSB Studies Suggestion

Public sphere theory is designed to study public service television (Ramsey, 2010). It emphasizes the importance of providing diverse programming to inform, educate, and entertain the public while maintaining independence from commercial and political interests. If we conduct research, PSB as a subject can be analyzed using various theories, including cultural studies, media effects theories, the political economy of media, audience reception theory, cultural and media policy analysis, media framing theory, cultural production and reception, social identity theories, and communication and media studies. These theories help us understand how television shapes culture, identity, and social values, influence public opinion, and examines the funding and regulation of the industry. Additionally, they can be applied to understand how viewers interpret and engage with content and the role and impact of public service television in the broader cultural and societal context.

When researching public service television as the object of the study, we can use the following theories depending on the research focus and objectives. Media and Communication Studies and the Political Economy of Media (Wasko, 2005) are essential for studying public service television. These theories examine the service's structure, functioning, and impact within the larger media landscape. Media Policy Analysis,

Institutional Analysis, Media Ownership and Control, Cultural and Societal Impact Assessment, Media Accountability and Transparency, Reception Studies, and International Comparative Analysis are also essential for understanding the role of public service television in promoting democratic values and citizenship. Also, grounded theory is a popular research method that emphasizes the organic development of theories based on empirical data (Charmaz K, 2012). However, when applied to Public Service Broadcasting (PSB) research, the dual perspective of studying PSB as subjects and objects complicates the establishment of clear theoretical frameworks. Researchers must grapple with whether existing theories adequately capture the multifaceted nature of PSB. The essence of grounded theory lies in its commitment to remaining open to the nuances of data, allowing theory to emerge organically through constant comparison and theoretical sampling. However, when confronted with PSB, researchers must balance this openness with the need for conceptual clarity. To address this, researchers may need to synthesize multiple theoretical perspectives, such as cultural studies, political economy, and communication theories, to construct a comprehensive framework that accommodates the dual nature of PSB. This interdisciplinary approach allows a more holistic understanding of PSB's roles and influences within the broader media landscape.

Public Service Broadcasting (PSB) is a complex phenomenon that requires a multifaceted approach to study its impact, audience perceptions, and societal contributions. Data collection involves navigating various variables, such as viewership metrics, content analysis, and cultural influence. Quantifying PSB's impact requires carefully selecting methodologies that capture both quantitative and qualitative dimensions (Cotter, 2001). Understanding audience perceptions is complex and influenced by cultural, socio-economic, and political factors. Qualitative methods like focus groups or in-depth interviews can help capture the richness of these perceptions (Kvale S et al, 2015). PSB's societal contributions, including education, democratic discourse, and cultural preservation, require many qualitative and quantitative indicators. Analyzing PSB's dynamic interplay with external societal and technological dynamics is crucial. Interdisciplinary approaches, drawing insights from media studies, sociology, political science, and cultural studies, enable a comprehensive analysis (Calhoun, 2011) that accounts for the factors shaping and shaping PSB. In conclusion, studying PSB requires a diverse and dynamic methodological toolkit. Grounded theory, a methodological approach in media studies, can sometimes lead to oversimplification when dealing with complex subjects like Public Service Broadcasting (PSB). The pressure to construct a coherent theory from diverse data sources (Charmaz, 2008) may overlook the nuanced nature of PSB's influence on society. The method's emphasis on constant comparison and categorization of data may overlook the intricate layers of PSB's influence. The method's reliance on identifying patterns may overlook the dynamic interplay of agency and responsiveness to external influences. Balancing PSB's dual roles as subjects and objects shaped by societal and technological forces may also lead

to oversimplification. Researchers must exercise caution in interpreting data, embracing ambiguity, and recognizing that certain phenomena may resist easy categorization. Adopting a more flexible and iterative approach can help mitigate the risk of oversimplification. Balancing grounded theory's strengths with an appreciation for PSB's dynamics requires a thoughtful navigation of the complexities inherent in studying this vital component of the media landscape. With research objectives and design in place, attention turns to the data collection methods. This examines various data collection methods, including surveys, interviews, and content analysis. It explores the strengths and weaknesses of each method in the context of public service television, offering insights into choosing the most appropriate approach based on the nature of the content and the target audience. The research journey culminates in interpreting and communicating findings to the audience. This section explores practical ways to translate complex research results into accessible and engaging content. It highlights the importance of straightforward storytelling, visual aids, and audience engagement strategies in delivering research findings to diverse viewers. In conclusion, theory choice depends on research questions, often combining multiple approaches for comprehensive analysis. Cultural, political, and economic contexts are crucial for a well-rounded study.

Conclusion

Public Service Broadcasting's role in society is multifaceted, encompassing its subjective impact on media discourse and its objective existence as an institution. To fully comprehend its significance, media researchers must engage with PSB as both subjects and objects of study, acknowledging the philosophical and conceptual challenges this approach entails. The politics of studying PSB as a tool highlight the power dynamics, ideological perspectives, and ethical considerations that influence research in this field. While a valuable methodology, Grounded theory poses challenges when applied to PSB, requiring researchers to navigate theoretical complexity, data collection, and the risk of simplification. In conclusion, understanding Public Service Broadcasting as both subjects and objects of media study is essential for a comprehensive grasp of its role in contemporary media landscapes. This dual perspective forces us to confront philosophical and practical issues, revealing the complex interplay of power, ideology, ethics, and theory in the study of PSB. Ultimately, it encourages scholars to approach PSB research with a more holistic and critical mindset, enriching our understanding of this vital component of media society.

Public Service Broadcasters (PSB) are vital components of the global media landscape, serving as subjects and objects of scholarly investigation. They are bound by legal and regulatory frameworks that reflect society's ideals as disseminators of information and education. To fully appreciate PSB's impact, academics must examine it not only as a shaper of the media environment but also as a product shaped by the dynamic interaction of societal and technological forces. Recognizing changing audience preferences, PSB has

embraced new channels such as Over-The-Top (OTT) services and social media to maintain ongoing involvement. The rise of podcasts emphasizes the importance of being adaptable to changing consumer tastes in the digital era. While PSB considerably impacts public discourse and views, further research on its broader social impact is needed. Limited studies indicate a net positive effect, but more research is required. PSB is studied through public sphere theory, which delves into its diversified programming, cultural influence, and contributions to democratic values. An interdisciplinary approach incorporating ideas from media studies, sociology, political science, and cultural studies is required to thoroughly understand PSB's diverse roles and influences within the larger media landscape. Researchers can contribute to a more nuanced understanding of PSB's significance in influencing public opinion, cultural identity, and the democratic fabric of communities worldwide by navigating the complexities of its dynamics.

Finally, this in-depth assessment of Public Service Broadcasters elucidates their complex position within the global media ecosystem. Researchers acquire insight into PSB's formative influence on societal narratives while being changed by the ever-evolving forces of technology and public preferences by acknowledging its dual status as a subject and object of scholarly investigation. This investigation highlights the importance of a comprehensive understanding, moving beyond PSB's role as a media influencer to explore its broader societal implications. Scholars who investigate the complexity of PSB contribute to academic debate and provide a road map for navigating the complicated interplay of media, society, and technology.

Олон нийтийн Өргөн Нэвтрүүлгийн байгууллага нь мэдээллийн хэрэгслэлийн судалгааны объект, субъект болох нь: Философийн ажиглалт

Abstract: Олон нийтийн радио телевиз нь хэвлэл мэдээллийн болон харилцаа холбооны салбарт судлагдсаар ирсэн сэдвийн нэг билээ. Энэхүү судалгааны өгүүлэлдээ олон нийтийн радио телевизийг хэвлэл мэдээллийн судалгааны объект, харилцаа холбооны салбарын субъект хэмээн үзэх философи, үзэл баримтлалын асуудлыг хөндөж, энэ чиглэлийн судалгааг нэгтгэх зорилгыг дэвшүүлээ. Судалгааны томоохон энэхүү нэгжийг 2 талаас нь судлах шаардлага нь олон нийтийн радио телевизийг хэвлэл мэдээллийн шинж чанараар нь практикт үндэслэн онолоор судлах, хэвлэл мэдээллийн судалгаанд хамаарах объект гэж үзэх үндэслэлтэй холбоотой юм. Тиймээс хэвлэл мэдээллийн судалгаанд мэдээллийн энэ байгууллагын динамик үнэлгээ, онол хоорондын тэнцвэрт байдлын ач холбогдлыг тодорхойлохын тулд онолын олон талт хүрээг ашиглахыг энэхүү судалгааны өгүүллээрээ санал болгож байна.

Keywords: Олон нийт, мэдээллийн хэрэгслийн судалгааны философи, онолын хүрээ, учир шалтгааны онол, хосолсон төлөв, эмперик судалгаа

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