

PUBLIC SERVICE MEDIA BETWEEN THE STATE AND THE PUBLIC: RE-CENTRING PUBLIC SERVICE MEDIA OPTIONS FOR THE NEW DEMOCRACIES

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Abstract: *The premise of this paper is that the potential of public media has been underused in the projects of democratizing states and democratizing media. We would like to see what the realistic options are for the public media sector to develop as a hub of creative production and citizenship for domestic content producers and beneficiaries. It might be high time to reconsider public options, in the event of failing markets and uneven results of citizen or community journalism projects. I believe that one cannot impose quality journalism where there is no market demand for it, and one can hardly invent civil society in areas where there has been none. At the same time, it might be at least thinkable to envision democratic governance, pluralism, a public interest agenda, and fun in a public media system. I still remember the dull television offer of the Romanian State Television (TVR) before the fall of communism in 1989. At the same time, I remember as well the interesting and culturally aimed magazines that were widely available and widely read.*

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