

THE ROMANIAN PUBLIC SERVICE MEDIA SECTOR AND ITS STAKEHOLDERS: AN OVERVIEW

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Abstract: *In this article I undertake a stakeholder-based institutional analysis of a national public service media sector in order to understand its complexity, but also in order to explore the realistic opportunities to become hubs of creative production and citizenship. The time has come to reconsider public options for the media, in the event of failing markets and uneven results of citizen or community journalism projects. One cannot impose quality journalism where there is no market demand for it, and one can hardly invent civil society in areas where there had been none. It is at least thinkable to envision democratic governance, pluralism, a public interest agenda, and fun in a sustainable public service media system. In order to explore the limits and opportunities of a given public service media sector, I undertake a stakeholder analysis of the Romanian public service media sector, starting from the international interested parts, moving to the national ones, up to the internal influential groups. This kind of approach allows for a realistic consideration of the workings and dynamic of a sector, giving space to all parties involved, and bringing a pointed perspective on the object of study.*

Keywords: *public service media sector, stakeholder, public service television, public service radio, Romania*