

OPINION

“SHOULD MEDIA FORMS BE REGULATED?”

***“DOES DESENSITISATION LEAD TO
DEREGULATION?”***

CHANGING MEDIA REGULATION

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TEACHING REGULATION AS A CONCEPT

- Regulation protects “vulnerable” audiences – WHO ARE THEY?
- Changes in technology, social values and legislation affects the regulation of the media
- 2.0 has changed the face of media and technology e.g. are blogs just private conversations or are should they be regulated as they are ‘in the public domain’: interactivity
- The internet has no borders, most of the world is free from global internet censorship.
- Mode of reception crucial e.g. domestic of public sphere
- Desentisation has led to deregulation

REGULATION AND EXAM BOARDS

- **OCR – G325** Section B topic: Choose two regulatory bodies reflecting two media. Use main case studies in the response, reference plenty of others, throw in a bit of theory
- **WJEC - MS4** Section B topic: *Briefly outline the way in which your chosen industry is regulated. What impact has regulation on your chosen texts?*
- Be aware of recent policy e.g. post Leveson and a contextual past e.g. tighter historical regulatory frameworks
- Link with media theory – audiences and effects debate
- Reference academic writing/research/theory
- Develop an argument

OCR REGULATION QUESTIONS: ALL THE SAME?

- How effectively can contemporary media be regulated?
- How far do changes to the regulation of media reflect broader social changes?
- To what extent is contemporary media regulation more or less effective than in previous times?
- Discuss the need for media regulation.
- Discuss the arguments for and against media regulation, in relation to two specific examples of current regulatory practice from different media.
- How does contemporary media regulation differ from those of the past? Refer to regulatory practice in at least two different media.



BBFC 1

- Independent body. 2012 classified 700 films, 1500 DVD/BluRay, 2100 trailers. Charges film makers (£750 – 90 min film). Est 1912.
- Guidelines published every 5 years reflecting change e.g. ‘Discrimination’ is now studied as an area
- Certification reflects moves towards liberalisation
- Release format now crucial, as in context and time e.g. ‘educational material’ or ‘material in the public interest’ is less like to be regulated e.g. Saving Private Ryan was passed 15
- CGI and 3G animation can blur boundaries (Simpsons)
- Content showing social struggle used to be banned
- The BBFC regulate “by the few, for the masses” – issues?
- Recent online regulation: The Digital Economy Act (2010) intended to reduce illegal downloading (harsh penalties, hard to implement)
- Video game regulation now under the VSC and online via PEGI
- Key BBFC themes – violence, language, sex, sexual references, drugs, imitable techniques (Trainspotting/Pulp Fiction), legal issues

BBFC 2

- LEGISLATION is abided by e.g. Hip Hip Hora! aka The Ketchup Effect (2004) was investigated for child nudity in case it breached Protection of Children Act (Swedish teen movie) but passed with an 18 certificate (controversial, see cultural regulation).
- Human Centipede 2 was banned in 2012 (but eventually re-cut and released, 32 cuts) due to sexual violence breaching the Obscene Publications Act (Tom Six defence - 'Art')
- Problem - hype (Six knew this) led to online availability via sites like PirateBay (they mocked Hollywood with a pre release version of The Dark Knight)
- Dark Knight passed at 12a - 200 complaints but BBFC said violence was "impressionistic and 'bloodless' (much violence was off-screen. Debate - real or imagined harm.
- This is England shown by some authorities as a 12 after Shane Meadows has persuaded them (BBFC classifies for Authorities)

itv NEWS EXCLUSIVE



VIDEO GAMES CAN BE VERY VIOLENT



AND RACIST



<http://www.youtube.com/watch?v=hvoD7ehZPcM>



PEGI 18



PEGI AND THE VSC

- UNTIL JULY 2012 - BBFC REGULATED
- VSC REGULATES USING PEGI RATINGS
- VSC = Video Standards Council (Games Rating Auth.)
- PEGI = PAN EUROPEAN GAMES INFORMATION

RATINGS:

- 3 - Mild violence
- 7 - Elements frightening to young children
- 12 - Mild sexual references
- 16 - Explicit violence/sexual and drug references
- 18 - Graphic violence, multiple, **motiveless killing**, extreme sexual references and scenes of drug use

PEGI

- 90% of parents never check ratings
- PEGI – now operates in 30 countries
- Self regulating in that every games publisher is contracted to a set of rules
- Publishers submit a game with supporting documentation and a ‘Content Declaration’
- 46% RATED 3, 6% 18
- Evaluation – independent administrator (with appeals committees)

OTHER REGULATORY BODIES

- Film - BBFC
- Television - OFCOM
- Radio - OFCOM
- Newspapers and newspaper websites - PCC
- Magazines and magazine websites - PCC
- Advertising - ASA

KEY TERMS/MEDIA LANGUAGE

- REGULATION
- CENSORSHIP
- DEREGULATION
- LIBERALISATION/PLURALISM
- EFFECTS DEBATES AND PASSIVE CONSUMPTION V ACTIVE CONSUMPTION
- MORAL PANICS
- DESENSITISATION
- SELF-REGULATION
- CULTURAL REGULATION
- WATERSHED/GATEKEEPING MECHANISMS
- LEVESON REPORT
- PCC
- OFCOM
- BBFC
- VIDEO STANDARDS COUNCIL and PEGI
- ASA
- BBC AND EDITORIAL GUIDELINES
- REALISM V ESCAPISM



LinkedIn

foursquare

YouTube



facebook



twitter

tumblr.



flickr

velp



scribble

THE PCC

PRESS COMPLAINTS COMMISSION

EDITORS' CODE OF PRACTICE



MAKING A COMPLAINT



10p
CHEAPER THAN
THE DAILY MAIL
AND TEN TIMES BETTER!

FREE MEGA BLOKS TOYS
THOMAS & FRIENDS™
BUILDABLE CHARACTERS

FOR EVERY READER at
Toys R Us

OUT BUY THE VOUCHER
ON PAGE 38 AND GET
YOURS TODAY

WORTH £5.99

Mystery death of hacking informer
SEE PAGE 6 & 7

BRITAIN MUST BAN MIGRANTS

It's essential for British workers says new report

By **Macer Hall** Political Editor

BRITAIN should shut the door to more migrants to protect jobs for native workers, a Labour adviser said yesterday. Lord Glasman, Ed Miliband's chief policy guru, wants a temporary halt to immigration to ensure British people are first in the queue for jobs.

The Labour peer also urged the Government to renegotiate EU rules allowing the free movement of migrant workers in a decisive break with the open door policy of Tony Blair and Gordon Brown. "The people who live here are the highest priority. We've got to listen and be with them. They're in the right place - it's us who are not," he said.

His remarks follow a report he has written for the Labour leader and sparked fresh anger last night over the relaxation of border controls by the last Labour government that allowed more than five million immigrants to settle in Britain.

Mr Miliband yesterday tried to distance himself

TURN TO PAGE 4



CURSE: Emma with mother Phyllida Law who says eye disease runs in the family **yourhealth PAGE 31**

Emma Thompson's fears of going blind



LEWIS AND NICOLE HIT THE SKIDS

SEE PAGE 11

GADDAFI KILLED BY BULLET IN HEAD

THAT'S FOR LOCKERBIE

And for Yvonne Fletcher. And IRA Semtex victims.



By VIRGINIA WHEELER, London Editor

RUTHLESS trait Colonel Muammar Gaddafi has died — after the 27th victims of the Lockerbie bombing he orchestrated were finally avenged.

The Libyan Mad Dog, 69, was shot in the head by rebels after being wounded in a fatal air strike on a convoy fleeing his home city Sirte.

Gaddafi, who also masterminded the Lockerbie murder of WPC Yvonne Fletcher and supplied the IRA with Semtex, clambered from debris and tried to hide in a drainage pipe.

But rebels seized him and dragged him around while still alive before

Final moments... Gaddafi

Continued on Page Four

QE2 IS SET TO SAIL FOR WAR

NEW WARSHIP
AND BATTLESHIP

We told you first

GOTCHA



SUNK

Our lads sink gunboat and hole cruiser



CRIPPLED

BATTLE FOR THE STRAIT

UNION BOYCOTTS WAR

£50,000 BINGO! Today's lucky numbers are on Page 20



TOTAL FILM SHEET
COLLECTOR'S EDITION
DRESS LIKE YOU MEAN BUSINESS

EBONY
40 YEARS AFTER KING'S DEATH: A DREAM DIVIDED
A DEBT OF HONOR: THE FIGHT FOR DRAMAS TIME

PRIME
TRANSFORMATION ISSUE: MAKING THE MOST OUT OF LOVE AND LIFE
Am you having a second thought?

BLACK HAIR
STYLES AND CARE GUIDE
FOR THE ASIAN WOMAN WHO

ASIANA
FOR THE ASIAN BRIDE WHO WANTS MORE
Wedding
THE WORLD'S BIGGEST BRIDAL MAGAZINE!
£5000
FREE DVD + TIPS BOOK
BRITAIN'S BIGGEST AND BEST INDEPENDENT XBOX 360 MAGAZINE

ASIAN BRIDE
DON'T GET FRAUDS WITH YOU!
ASIAN WOMAN
60 Must Know Beauty Tips
TOP 20 Hairstyles

ASIAN GROOM
FOR THE ASIAN GROOM WHO WANTS MORE
FROM THE EDITORS OF AsianWoman
ASIAN BRIDE SHOW 2008 PREVIEW
THE BIGGEST & BEST BRIDAL SHOW

ASIA
DATING SPECIAL
HELP! I'm over 30 & still single
IN BED WITH DINO

X360
KILLER EXCLUSIVES
NINJA GAIDEN
HANDS-ON WITH TEAM NINJA'S STUNNING SEQUEL
THE HOTTEST GAMES FOR XBOX 360
FREE INSIDE!
MONUMENT MOMENTS
All change at the top stands to dominate

Nut
FREE! BOOK OF BOOBS!
75p
WAHEY! HALF PRICE!
75p
BUMPER BUSTY B
WIN! A CHEEKY PINT WITH

alt.
The Alternative
The Great Fire of Camden 4 months on

COSMOPOLITAN
ALL THE PAGES OF COSMO IN A HAND!
Men confess
WHAT THEY REALLY THINK ABOUT GROOMING MEN!
Get a hot body IN 7 DAYS
318 BAGS, SHOES & MORE - YOUR BODY FASHION BUYS
OUCH!

GLAMOUR
Lily Allen on the toughest month of her life
642 Style Tips
FREE BAG

COMPUTING
PLANET 4x4
PERFORMANCE
WHY CAR?

WIN! £500 QUAIFF ATB DIFF
THE BIGGEST AND BEST SELLING CLASSIC FORD MAGAZINE IN THE WORLD

MEN'S



DAILY EXPRESS
The World's Greatest

Daily

to retire
STEP-BY-STEP GUIDE
IN EXPRESS MONEY

ONLY 20p

DAILY Mirror
Wednesday July 10 2002

DAILY STAR
MONDAY, JULY 8, 2002
GET HOT FOR

THE Sun
TODAY AND EVERY WEEKDAY

THE IN
THE B

PRESIDENT



The price of a washout summer
NEWS PAGE 3



Will savings ever be safe?
BUSINESS



Parkinson meets Nelson
'I love you before we begin that I am deaf'
'I hope that you will be able to hear my questions'
smiles. 'I will hear the ones I want to answer'

THE DAILY TELEGRAPH

Robert Winston Polly Toynbee Richard Lambert
Who is to blame for an IMF mix-up? Page 10
£5 an hour is a poverty wage Page 10
Wall Street's sordid history G2

From the
two for the
See page 30

Daily Telegraph

The Guardian
Blair approves...

PCC

- Independent, self regulating body (run by the n/paper industry)
- PRINT MAGS/NEWSPAPERS AND THEIR WEBSITES
- Leveson wants statutory press regulation, heavy fines, Editors facing prison sentences = New Royal Charter (2013/14)
- <http://www.youtube.com/watch?v=jG-1YQ1qC8w> (Hislop, 2013)
- <http://www.youtube.com/watch?v=bmq5HEuAz4c> (New Charter)
- PPC claim *“In a democracy, the press should not be subject to stringent controls by law of government. The PCC, being an independent voluntary organisation, protects against this policy simply by its existence”*
- 71% Complaints – Accuracy although “intrusion into grief or shock” increasing – Millie Dowler and The McCanns
- What do you think about McCann’s press coverage?
- Key point with many complaints – what is “in the public interest”

PCC

- 'Independent', funded and run by the Newspaper industry (Editors on the board), est. post 1990 'Diana' intrusion (was Press Council)
- Seen as a 'toothless body' (criticised for lack of action over NOTW phone hacking) see fall out next slide
- Code of Conduct available online (but drawn up by industry)
- Post publication regulator – 'Publish and be damned' philosophy (circulation and advertising revenue crucial)
- News values encodes/dictates political ideology
- 2.0 and Social Networking e.g. Twitter is another subjective source (not regulated) – citizen journalism is only regulated by legal constraints, not a media regulatory body (should blogs be regulated?)
- Declining circulation – print media needs to be referenced

PCC

- Many loopholes, most complaints about ‘accuracy’
- DA Notices can be issued by the government (state censorship)
- PCC loophole in 2009 - Doc exposed the successful request of UK Tabloids to obtain celebrity medical records of Amy Winehouse
- McCanns, Dowlers both victims of intrusion and complaints that were not upheld by the PCC
- Leveson has suggested strengthening the PCC and imposing harsher fines within a legislative framework
- Radical alternative = complete freedom of the press
- Dan Gillmor – promotes citizen Journalism and challenges notions of press regulation and censorship: online
- ‘We Media’ issues – immediacy; news footage circulated online in minutes e.g. Boston Marathon

PHONE HACKING CASUALTIES SO FAR....

NEWS OF THE WORLD
July 16, 2011 Edition number 8,674

The world's greatest newspaper
1843 - 2011

THANK YOU & GOODBYE

After 168 years, we finally say a sad but very proud farewell to our 7.5m loyal readers

It is Sunday afternoon, preferably before the war. The wife is already asleep in the armchair and the children have been sent out for a nice long walk. You put your feet up on the sofa, settle your spectacles on your nose and open the News of the World.
GEORGE ORWELL
1944

I have read this paper since I was old enough to read newspapers. I'm 68 now. I cannot imagine Sundays without you. I will always remember the News of the World for the good things you have brought to light. I'm sad to say goodbye to my Sunday favourite.
JANE HOBSON LYNEZIOCAL HANTS
2011

Other visible headlines include: 'DRY BOSS ARCHER PAYS OFF VICE GIRL', 'RICKY COKE SHAME', 'GIGGS BYR AFFAIR WITH BRO'S WIFE', 'IN SEX AND SECURITY SCANDAL', 'DUNKED EDIE SEA RESCUE', 'ANDREW AND THE PLAYGIRL', 'NAMED SHAM...', 'FRANK BO...', 'DUKE AN THE HOOKER', 'HARRY'S RACIST VIDEO', 'BECKH...', 'SECRET...', 'HURLEY CHEATS WITH...', 'FERN FAT LIE', 'INSIDE...', 'MISSELLS', 'SOCIAL CONFESSION', 'HUNTERLY IN HIS CELL', 'FERGIE SELLS ANDY FOR £500k', 'FREE INSIDE', 'DEAD', 'QUE...', 'BIG...', 'MAD...', 'M...', 'H...', 'G...', 'I...', 'N...', 'S...', 'T...', 'U...', 'V...', 'W...', 'X...', 'Y...', 'Z...'.

BUT ALSO.....

- Journalistic integrity
- The Media itself
- James Murdoch
- Rupert Murdoch (both fought fiercely at parliamentary committees to retain their integrity – multi million pay offs. BSKY B, FOX TV AND 20TH CENTURY FOX/AMERICAN MARKETS as more important businesses than News International)
- PCC
- REBECCA BROOKS
- ANDY COULSON
- THE HACKERS
- THE POLICE.....
- MET COMMISSSIONER SIR PAUL STEPHENSON....

Tycoon Adnan thrown in jail

DI GRIEVES FOR LEE, AGED 14: Pages 2 and 3



THE TRUTH

- **Some fans picked pockets of victims**
- **Some fans urinated on the brave cops**
- **Some fans beat up PC giving kiss of life**



DI GRIEVES FOR LEE, AGED 14: Pages 2 and 3



WILLS: Two kids with Kate would be great
 SEE PAGE 7

23 YEARS AFTER HILLSBOROUGH..

THE REAL TRUTH

By RICHARD MORIARTY
 THE real truth behind the Hillsborough disaster was finally revealed yesterday — 23 years after the tragedy claimed 96 innocent lives. An independent report showed police tried to cover up catastrophic failings by disgracefully smearing Liverpool football fans, pinning the blame on them and falsifying reports. It also disclosed FORTY-ONE victims of the 1989 FA Cup semi-final horror could have been saved if emergency services had acted faster. The Sun last night said the paper was "deeply ashamed and profoundly sorry" for our notorious front page headline The Truth — published in the aftermath of the tragedy above a story reporting the police's version of events. Furious families of the dead called for criminal charges to be brought against cops involved in the "depraved" deception.
 Full Story — Pages 2, 3, 4 and 5

- **Cops smeared Liverpool fans to deflect blame**
- **41 lives could have been saved, says new probe**
- **Families of 96 victims call for prosecutions**
- ***The Sun*: We are profoundly sorry for false reports**



REGULATING ADVERTISING

ASA

HARD TO REGULATE? YOU BET.

- THE INDUSTRY BODY/REGULATOR IS THE ASA (ADVERTISING STANDARDS AUTHORITY)
- THEIR MANTRA WAS AND IS - “ALL ADVERTS MUST BE LEGAL, HONEST AND TRUTHFUL” (EXAMPLES)
- <http://www.youtube.com/watch?v=5JTsFzk0x0A> (BANNED PROTEIN SHAKE VIRAL ADV) - SHOULD IT BE BANNED? ARGUMENTS FOR AND AGAINST
- INDEPENDENT REGULATORY BODY (ALL MEDIA ADV.)
- ASA APPLY ADVERTISING CODES WRITTEN BY THE COMMITTEE OF ADVERTISING PRACTICE.

ASA STRUCTURE AND ROLES

- TO PREVENT MISLEADING, HARMFUL OR OFFENSIVE ADVERTISING
- CAP CODE (COMMITTEE OF ADVERTISING PRACTICE) APPLIES TO NON BROADCAST ADV, BCAP – BROADCAST (WORKS WITH OFCOM)
- <http://www.cap.org.uk/Advertising-Codes/Non-broadcast-HTML.aspx> (CLICK ON PDF) - RIDICULOUSLY LONG/HARD TO IMPLEMENT
- 13 COUNCIL MEMBERS – BROADCAST AND NON BROADCAST
- TWO THIRDS NON ADVERTISING INDUSTRY MEMBERS

ASA PROCESS

- BROADCAST ADS HAVE TO PASS A PRE CLEARANCE (CLEARCAST) BUT THE ASA IS STILL A POST BROADCASTING REGULATOR
- NON BROADCAST ADS SIMPLY CANNOT BE PRE CLEARED – ANY POST PUBLICATION COMPLAINTS ARE MADE VIA THE ASA.
- ASA NOW ALSO REGULATE SALES PROMOTION AND DIRECT MAIL, ONLINE AND SOCIAL MEDIA ADVERTISING
- ONE COMPLAINT TRIGGERS INVESTIGATION (MUST BREAK CODE – TIME CONSUMING), ADS CAN BE AMENDED OR WITHDRAWN
- ASA NOW WORKING WITH GOOGLE TO INVESTIGATE SEO PRACTICES (SEARCH ENGINE OPTIMISATION)

ASA DATA

- 2012 – 31,298 COMPLAINTS ABOUT 18,990 ADVERTS
- 3,700 ADS CHANGED OR WITHDRAWN
- FUNDING = A 'FORM OF SELF REGULATION' IN THAT VOLUNTARY CONTRIBUTIONS FROM ADVERTISERS KEEP THE ASA GOING (0.1% LEVY BUYING ADV. SPACE, 0.2% DIRECT MAIL)
- CAP AND BCAP CODE WRITTEN BY ADVERTISERS, MEDIA SPACE OWNERS AND ADVERTISING AGENCIES AND REFLECTS UK LEGISLATION

ASA EXAMPLES CHANGED/BANNED ADVERTISING + RECENT DEVELOPMENTS

- ASA NOW LOOKING MORE CLOSELY AT CHARITY AND PUBLIC SERVICE ADVERTS THAT USE SHOCK AND GRAPHIC REPRESENTATIONS TO TARGET AUDIENCES:
- SHOULD THE FOLLOWING ADVERTS BE BANNED OR NOT? WHY?
- <http://www.youtube.com/watch?v=J2-eYFBxi2A>
- <http://www.youtube.com/watch?v=woqFenpL97c> (litter tray)
- http://www.youtube.com/watch?v=_FwkDK1qxn4 (Smoking tumor)
- <http://www.youtube.com/watch?v=yFOcrZeMRUU> (Barnardos)

ASA RECENT (CONT.)

- FINANCIAL ADVERTISING ALSO BEING INVESTIGATED
- MASSIVE GROWTH IN PAY DAY LOANS ADS E.G. WONGA (UP 17,000 IN 2009)
- STILL OUT OF TOUCH? SPOTIFY HAV RECENTLY HAD AN E MAIL PROMOTING A LILY ALLEN SONG BANNED BECAUSE IT HAD ‘FUCK YOU’ IN THE TITLE...
- FUTURE IS UNCERTAIN FOR THIS REGULATORY BODY AS AUDIENCES BECOME DESENSITIED AND THE SHEER AMOUNT OR ADVERTISING BECOMES IMPOSSIBLE TO REGULATE.

GENERIC REGULATION THEORISTS

- Dan Gillmor – Citizen Journalism
- David Gauntlett – opposes the vulnerability stereotype, youth as active and literate (see ‘Moving Experiences’)
- Mary Whitehouse – against liberalism
- Henry Jenkins – video game effects research
- Don Tapscott and Anthony D. Williams – 5 points on media and the internet
- Professor Julian Petley – censorship is a class based issue
- Richard Berger – Ofcom will subsume the BBFC, future regulation = video games
- Stephen Abell (ex PCC Chairman) – online proliferation against statutory regulation
- Collins – against statutory press regulation
- Stokes and Reading – newspapers use freedom of the press to legitimize intrusion
- Soleyay and Reed – self regulation means no regulation
- Robertson and Nichol – the PCC is an ineffective regulator
- Stuart Hall – newspapers as the fourth estate, Marxist readings