Diversity as a structural issue

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- **Policy requires**
  - A framework
  - Long-term objectives
  - Public interest

- Media policy
  - Debated in a limited context
  - Fourth estate in democracy
  - Instrumental information
  - Popular culture
- Diversity is seen as more companies/people owning more media entities

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Why diversity

Mouffe

- the aggregate model of democracy (Schumpeter, Downs) reduced the 'people' to a plurality of interests and values;

- deliberative democracy model (Rawls, Habermas) eliminated all opacity from the representation process by seeing it in either justice as fairness or in dialogical procedures.

Claude Lefort

- the locus of power in a democracy (unlike the feudal princely rule) becomes an empty space. Democracy, institutionalises conflict as the exercise of power is subject to the procedures of periodic redistributions.

TRAI consultation paper on media ownership (Feb 2013)

"media pluralism is a cornerstone of democracy and this fact should be reflected in the plurality of independent and autonomous media and in diversity of content."

Diversity has not been really defined by TRAI and when policy initiatives are taken, it is unclear, how those will result in diversity

- The current regulatory regime leaves no other options to the channels. All of them have to register as companies

- The regulatory bodies
  - to mould the entire TV market into the advertising dependent market or
  - create spaces for alternative structures that are insulated from the market imperatives?

- **Alternatives**
  - Public provision of infrastructure
  - Community-based public access television
  - Possibility of diverse kind of civil society entities registering channels
  - Need to modify regulatory frameworks to accommodate public interest/diversity requirements

- The regulatory framework is working to strengthen the capitalist mode of production and consolidate its social and intellectual base

- Other possibilities have been defined out of national regulatory discourse