

## Deregulation

- Promotes “free market” approach
- Process where government control is limited/removed over media outlets/industries, allowing them more reign and power
- Ex: companies set their own wages for workers (more competition)
  - Government removes control over newspapers, TV channels... in how they are controlled

## Regulation

- Promotes regulation by the government for “public interest”
- Process where the government enforces and establishes rules/procedures to media activity
- Ex: (increasing) minimum wage
  - TV & radio broadcasters have to obtain license by FCC (public owns airwaves)

# Media, Culture, and Identity

## Importance in the Media:

- public access television, access to airways through deregulation, media companies have been able to form media conglomerates (company that owns numerous mass media enterprises) through deregulation, FCC (EX: regulates how many stations a company can own)

(2:20, 3:30)

