

Which Public, Whose Service? Social Media and the Role of Public Service

Broadcasting

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Like all forms of private and public communication, and all kinds of media institutions, public service broadcasting has become entangled with social media. But how is social media contributing to the transformation of the public space constituted by public service broadcasting? And how should we think of a public media institution for today and tomorrow? This talk will address such questions. Taking stock of recent debates about public service broadcasting institutions' adventures into new media across Europe, the downsides and upsides of social media entanglement is discussed. Focusing on the core task of bringing together a public, it is argued that we need to fundamentally reconsider the organisation of public media and communications.