

Globalisasi, pertelevisian, dan redefinisi konsep ruang publik:
Implementasi kebijakan direktif television without frontiers 1989 dan
implikasinya di negara Prancis = Globalisation, television, and
redetinition of public sphere: implementation of television without
frontiers directive 1989 and its implication in French

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Abstrak

Kebijakan Direktif Television Without Frontiers merupakan fondasi kebijakan audiovisual Komunitas Eropa, terkait skema subsidi, distribusi produk, dan perlindungan terhadap anak di bawah umur. Globalisasi telah mengubah arah dan visi kebijakan sektoral. Sisi lain, dinamika politik dan budaya muncul pada tingkat Negara Nasional, terkait tahap implementasi kebijakan tersebut. Upaya perlindungan terhadap sektor pertelevisian kemudian dilakukan oleh pemerintah Prancis, dengan mengatur tatapenyiaran dan kuota acara televisi. Hal ini merepresentasikan peran Negara dalam perlindungan konten kultural terhadap kebijakan pada tingkat supranasional. Sebagai hasilnya, konsep ruang publik dalam pertelevisian berubah, terkait fungsinya dalam konteks globalisasi dan sebagai salah satu pilihan kebijakan Komunitas Eropa yang berdimensi sistem ekonomi neoliberalisme.

.....Television Without Frontiers Directive is a cornerstone of the European Community audiovisual policy, related to the subsidy schemes, the European product distribution, the advertising and the protection of minors. Globalization and the development of satellite had altered the direction and vision of the European Community sectoral policies. Inversely, political and cultural dynamics occurred at the National level, related to the implementation of the Directive. Efforts to protect television sector were carried out by the French government by setting up rules of broadcasting. It represents the government's role in the protection of cultural content or cultural exception vis à vis policy imposed by the European Community. As a result, the concept of public space in European television had shifted, related to its functions in the context of globalization and as policy choices of a neoliberalism dimension.