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It seems to be important to me,

that the media system of countries which are already members of the European Union and of countries which are moving to become members of the European Union (community) - that the media systems understand themselves as responsible partners to the standard of democracy with all the other agencies of public life: public institutions, systems of economy, systems of education, systems of welfare, of health or of personal or public security.

The level of effort for democratic quality of each one country influences the ethical standard of the conception of political and social living together in the mind of people.

The media system of a country is not only an indispensable factor in the process of the development of democracy in the country itself-

,but also in the development of democracy, of culture and of society in the entire Europe. If Europe is one, the quality of democracy is also one and is to be given as an indivisible chance to each ones personal and public life.

For that the media should run the discourse on all the topics which are necessary to construct a responsible understanding of solidarity, personal freedom, and social neighbourhood - and of all the other values of democratic life.

For that the media systems -structures themselves have to be or to become democratic by rules which guarantee freedom of information (freedom of experience and knowledge) and communication, equally of opportunities and of challenges, and free competition of ideas, of potentials and of resources.

I am sure,, those conditions are not only the requirement of a democratic climate in Europe, they are also the requirement of a multi- and intercultural Europe as a model of an open society.

I admire Europe as a continent which lives out of its diversity, out of variability of systems of cultures, of perspectives. For that we need to develop ONE common understanding of how to rule a multidimensional market of information, of opinions and of circulations of communications.

That's, why it is important to know the risks, also the opportunities in the media landscapes of the old and the new coming countries:

What about the

- Diversity of information and of opinions in the circulation of media realities?

-A transparent market, of monopolies or oligopolies or concentration tendencies?

-An open access to the market, to the media and communication professions, to information and to control systems of information

-The conditions of quality development of public discourse.

These are the aspects we should consider in the following discussion.

Thank you

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