



Is media important
for
national identity?



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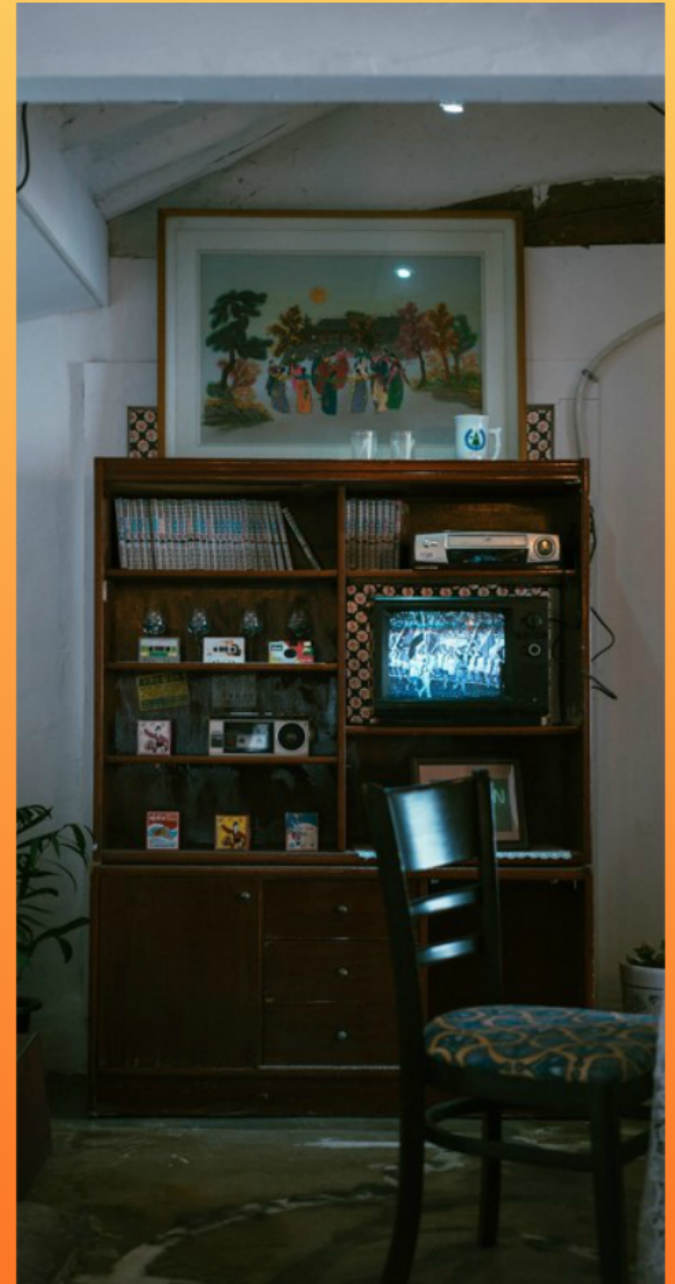
**The Short
answer is YES!**



A huge community like a nation can only come together, have common experiences and share ideas through media.



Every person of a country cannot fit in the same room, but they can all watch the same tv debate or cheer for their football team by watching on screen.





Here are some examples



Journalists facilitate democratic debate – they provide a platform for exchange of ideas and competition between political parties.

For instance, live debates before elections, where representatives of different parties discuss their promises and answer questions of the public.



Another example

In 2018 different live broadcasts of the Song and Dance Festival in Latvia had a combined audience of 1 million – more than half of the population of Latvia.



popular TV event, with the
audience of 3 million (population
of Poland is 3.5 million).

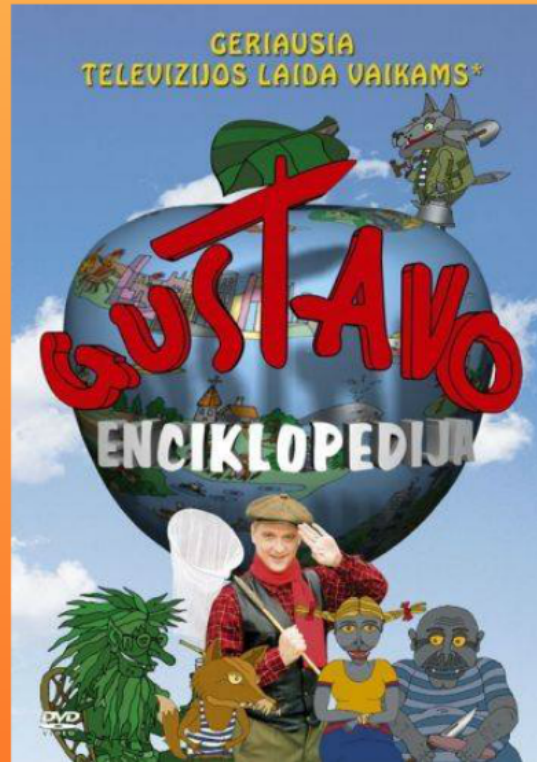


by heads of state on
TV's Day, evening
for children to go to
movie that is shown
specific day.



**Media also create
common rituals,
which people
follow**

Speeches by heads of state on
New Year's Eve, evening
programmes for children to go to
sleep after, a movie that is shown
on a specific day.



For example, media has broadcast the annual Independence Day reception in the President's Palace live since 1957 . It is the most popular TV event, with the audience of 3 million (population of Finland is 5.5 million).



**It could be said that
there is one event,
that unites many in
Europe**

EUROVISION!


In 2018 it had 186
million viewers.



Media can also divide a nation

Divided media can be a symptom
and a
cause of a divided nation.





In Latvia, informational space is divided between Russian- and Latvian-speaking media. This weakens the media market and fragments society.

In the USA Republican and Democrat-leaning cable channels and online media provide very different daily agendas and promote distrust between the two camps.



Role of public media

- In all of the EU countries there are public service media.
- They are supported by taxpayers' money and given certain tasks. Commercial media do not have such obligations.
- Their role is not only to provide information, but also to build a common society.







For instance, one of the tasks of the public television service of Latvia is “to create an informational and visual content based on European and international standards while emphasizing national identity and universal democratic values”.



Declaration on core values of EBU members states: “We want to help build a more inclusive, less fragmented society”.

For instance, in Latvia public media have an obligation to also provide information in the Russian language to make sure that 30% of population has unbiased information about Latvia.

- Was it nice to know that your friends were watching too?
- Sports event with your country's national team? Or maybe a concert? Give more examples!



**Can you think of
the last time you
had a media
experience that
united you with
other people?**



Task/reflection

- Think of the last year – was there something you saw and then discussed with your friends and also with parent/teachers?
- Was it nice to know that your friends were watching too?
- Sports event with your country's national team? Or maybe a concert? Give more examples!



References

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