

**DEMOCRATISATION OF MEDIA AND INCREASING PUBLIC ACCESS: Exploring
A Paradigm For Dialogic Communication and Collective Social Change**

by

Pankaj Kumar Bedi

Media ownership, today, is undergoing profound changes. There are attempts to transform state broadcasters into truly public service entities, and there is also a burgeoning growth of the private media. In this changing media landscape, what measures need to be taken to democratise and reinforce public media? What is the place, the role and the potential of community-based media and what measures need to be taken to ensure their sustainability and independence? This study is an exploration of communication theories and paradigms and attempt to see which of these are closely linked to a community media form like dialogue. My argument is that the current models/paradigms of communication from the mainstream communication literature lack some elements due to which communication itself cannot be sustained. Hence, a paradigm is needed in which communication leading to dialogue and debate, also generates collective action/change on the ground.