

Discuss the history
and evolution,
justifications for, and
ultimate impact(s)
of ...

[Literature](#), [Russian Literature](#)



**ASSIGN
BUSTER**

Essay Proposal on Media Content Regulation in Canada Affiliation Topic:

Discuss the history and evolution, justifications for, and ultimate impact(s) of 'Canadian content' regulations in Canadian radio and television broadcasting from the industry's inception to the present.

Essay Proposal:

Over the years, the Canadian government has been (and still is) concerned with regards to 'Canadian' content in radio and television broadcasting. The push is with regards to content that is made in Canada by citizens in the country for the viewing and promotion of Canadian talent. Due to its close proximity with the neighboring United States, the region's largest media producer, Canadian broadcasting systems have found it cheaper and more convenient to buy popular American music and programs packages as opposed to creating original Canadian content. In response to this, the Canadian Broadcasting Act created regulations and specifications that Canadian programming broadcasters had to meet and fulfill. The aim with this was to raise viewership of Canadian content with the intent to promote national identity and increase support for Canadian talent. The final essay will have a deeper analysis of the Broadcasting Act, Section 3(1) that sets out the general requirements for the broadcast of Canadian content.

The Canadian Radio-television and Telecommunication Commission is a key player in terms of broadcasting policy, ensuring that private and public broadcasting systems follow the requirements of the Broadcasting Act for Canadian programming. The essay will also explain the way in which the MAPL system is used to categorize which music is Canadian as well as the

detailed airtime requirement for radio and television and what a program must do to get classified as a Canadian program. The Canadian Broadcasting Corporation will be presented as an example of Canada's national public broadcaster, which follows the requirements set for 'Canadian content' on radio and television. According to Armstrong (2010), in 2007-2008 the CBC aired 81 per cent Canadian programming during its primetime (p. 116).

The Broadcasting Policy in Canada and other readings in the course kit will provide a general idea about creation of radio and television broadcasting as well as serving as a guide to the changes that Canadian broadcasting went through. They will also help in taking a look at the different commissions that were established in order to make recommendations on Canadian broadcasting system. The use of outside sources such as journal articles by Johansen, Boardman and Vipond will allow an in-depth look into the regulations on 'Canadian content'. Some sources such as the CRTC and CBC websites will give a detailed description of the regulations that were imposed on Canadian broadcasting. This is in addition to providing information on current regulations that limit the exposure that Canadian viewers get to American programs and music.

In conclusion, the following essay will discuss the history and development of radio and television broadcasting in Canada. It will describe the different players (such as the Fowler Commission and the Broadcasting Board of Governors) and their contribution to Canadian radio and television broadcasting. Using Armstrong's book and the CRTC website, my essay will provide a definition of what 'Canadian content' entails and the requirements

that music and/or programs have to meet in order to be considered as Canadian programming. My essay will also demonstrate what current requirements for 'Canadian content' are and the challenges it is facing.

References

Armstrong, R. (2010). Broadcasting policy in Canada. Toronto: University of Toronto Press.

Broadcasting Act (S. C. 1991, c. 11). (2012, March 16). Retrieved October 29, 2014, From <http://laws-lois.justice.gc.ca/PDF/B-9.01.pdf>

Boardman, A., & Vining, A. (1996). Public Service Broadcasting in Canada. The Journal of Media Economics, 9(1), 47-61.

CBC Revenue Group. (2014, March 5). Retrieved October 29, 2014, from <http://www.cbc.ca/revenuegroup/mobile/touch/cbc-brings-home-12-canadian-screen-awards-on-night-one-cbc-music-presents-the-beetle-roadtrip-session.html#>

Johansen, P. (2009). The CRTC and Canadian content regulation. Journal of Broadcasting, 17(4).

Lee, I. (2014, January 1). Where is the CBC heading? Media, 9-10.

Our Mandate for Canadian Content. (2014, March 21). Retrieved October 29, 2014, From <http://www.crtc.gc.ca/eng/cancon/mandate.htm>

Vipond, M. (2013). What's a new public broadcaster to do? The Canadian broadcasting commissions programs in transnational context, 1932 -1936. Journal of Radio and Audio Media, 20(2), 295-310.