

WHY WE REGULATE THE MEDIA

ONE	TWO	THREE	FOUR	FIVE
<p>Copycat behaviour. Both the Free TV Australia and the Advertising Standards Bureau have guidelines for the advertising of food and beverages to children which state that they should not promote an 'inactive lifestyle'. Free TV Australia and Commercial Radio Australia have guidelines relating to the portrayal of suicide which arises from this concern about copycat behaviour.</p>	<p>Protecting children. In Australia films and publications are classified on a scale from G to R18+. These age recommendations and restrictions aim to protect children from material likely to upset or disturb. Likewise there are restrictions on what can be broadcast on television in the morning and in the early afternoon when children get home from school.</p>	<p>Protecting adults. In addition to protecting children, the classification of media texts helps to protect adults from material that is likely to offend. A classification system with consumer advice – which warns consumers when a program might contain violence or strong language - means that adults can make informed decisions about the material they watch.</p>	<p>Protecting cultural identity. In Australia, minimum requirements for the amount of Australian content on television and radio reflect the belief that overseas content may erode our cultural identity. The Australian Content Standard (2005) mandates a 55% quota of Australian content on television. Commercial radio must broadcast minimum quotas of Australian music.</p>	<p>Media ownership. In Australia, we have laws governing foreign media and cross media ownership to prevent media organisations having too much power. According to cross media ownership laws, there should be no fewer than five independent media groups in metropolitan markets. There are also controls on foreign investment in Australian media organisations.</p>