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# **The Dynamics of Regulation: Global Control, Local Resistance Cultural management and policy: a case study of broadcasting advertising in the United Kingdom**

*George Gantzias*

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The new technologies and the liberalization of the broadcasting and telecommunications market, together with the digitalization and globalization of new services have challenged irrevocably not only the traditional markets and instructional structures but also the legal systems of broadcasting and telecommunication sectors in the 21st century. This text examines and analyzes how regulations have been developed mainly at national level, and in particular the regulation of British broadcasting and television advertising in the deregulation/re-regulation and liberalization era. It takes into account changes in digital broadcasting and telecommunication by pointing out that convergence is the process through which broadcasting, telecommunication, press and information sectors are transformed into new

sectors (info-com arteries, info-com products, info-com services and info-com content) in order to be fully compatible with the emerging new info-communication industry in the digital transformation and info-communication era. It also recommends a new definition and a set of global principals of public interest in info-communication policy, together with the regulatory model process and product regulation as useful analytical tools for future research projects on the dynamics of regulation and the emerging new info-communication policy in the 21st century.