



Media Diversity and Localism: Meaning and Metrics (Routledge Communication Series)

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Questions concerning the quality of media performance and the effectiveness of media policymaking often revolve around the extent to which the media system fulfills the values inherent in diversity and localism principles. This edited volume addresses challenges and issues relating to diversity in local media markets from a media law and policy perspective. Editor Philip M. Napoli provides a conceptual and empirical framework for assessing the success/failure of media markets and media outlets in fulfilling diversity and localism objectives.

Featuring well-known contributors from a variety of disciplines, including media, law, political science, and economics, *Media Diversity and Localism* explores the following topics:

- *media ownership and media diversity and localism;
- *conceptual and methodological issues in assessing media diversity and localism;
- *minorities, media, and diversity; and
- *contextualizing media diversity and localism: audience behavior and new technologies.

This substantive and timely volume speaks to scholars and researchers in the areas of media law and policy, political science, and all others interested in media regulation. It can also be used in a graduate seminar on media policy topics.

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