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**European Social Purpose  
and Public Service  
Communication**

# *The Emergence of PSC*

In response to new communicative challenges, PSC can be seen as an umbrella term for a variety of strands of new and traditional communicative activities.

# *PSC and the EU's Communication Problems*

So how can we rethink Europe's communication problems?

# The values of PSC

- Truthfulness
- Trust
- Independence
- Respect for human dignity and diversity

# The values of PSC

In short these values support the belief that what is communicated can be done so truthfully, can therefore be trusted, is critically independent of officialdom and displays a respect for human dignity, diverse expressions and 'the dignity of difference' (Silverstone, 2007: 187).

# *PSB and PSC*

Following PSB, PSC should deal with:

- Public purpose and public service
- Governance (independence from governmental and commercial interests and internal accountability of producers, consumers and participants)
- Content (diverse range of content and information available to all)

# The Assembly of European Regions' Committee on Social Cohesion, Social Policy and Public Health

- a. Solidarity
- b. Social Justice
- c. Social Cohesion
- d. Equal access to employment, in particular for the young and the disabled
- e. Gender equality
- f. Equal access to health and social protection
- g. Universal access to education
- h. Universal access to health and social services
- i. Equal opportunities for everybody in society, in particular the elderly, the young, the disabled, the socially excluded and minority groups
- j. Universal access to, development of and implementation of knowledge in health and social services.

# European Social Purpose and Public Service Communication

These shared EU goals which build citizens' confidence, improve quality of life, secure prosperity and secure social solidarity are extremely laudable, but currently are not underpinned by a coherent EU communications strategy. They all, I would suggest, require some form of EU-wide mediation. Such mediated transactional benefit services are currently limited only by creativity and barriers (currently diminishing) to the right kind of interactive technology and access initiatives.



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The total media environment is being transformed by the changing habits and desires of audiences and readers and technology and that it is possible that a media plurality (in my case a new EU media plurality) can accommodate our living together where the media 'in their capacity for hospitality and justice ... can be enabling rather than disabling', to which I would also add 'enabling of a European society'.

Silverstone (2007: 81).