**Tutorials 3: Regulating the Media Industry**

1. What is the role of Singapore media?

* Media can contribute to national development by informing, educating and entertaining
* Media is also a channel for public feedback (e.g. The Straits Times Forum and REACH.gov.sg) on government policies
* Media provides an avenue for business to reach out to their customers (e.g. advertisement)

1. Describe the key functions of the Infocomm Media Development Authority (“IMDA”)

* Industry developer — it develops the digital tech and media industries as engines for growth. And, fosters a data ecosystem for the digital economy.
* Enabler — the IMDA calls itself the master-planner for connectivity, digital infrastructure and standards — preparing everyone to be digital-ready.
* Regulator and protector — it ensures reliable telecom and broadcast networks. And, helps govern market conduct and protect consumer interests through regulation.

1. What is the framework that Singapore adopts to regulate the media industry? Cite three (3) examples of legislation that is used in such regulation.

Two-Prong approach :

– Statutory Regulation (e.g. Laws)

– Industry Self-Regulation (e.g. Codes of Conduct)

Examples:

* Films act
* Newspaper and Printing Presses Act
* Undesirable Publications Act

1. Inter-Group Debate (topic to be announced in class)