

## **Cultural diversity and recognition in the Brazilian broadcasting policy: challenges and perspectives**

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This paper aims to approach the Brazilian broadcasting policy, mainly the TV policy, considering the principle of cultural diversity and recognition perspective. In the last twenty years, cultural diversity became a crucial concept in the debate about democracy, culture and communication. Cultural diversity is highlighted in both agendas from the government and social movements as a principle that leads public policy for culture, education and communication in order to increase the debate about citizenship. We can say that Unesco Convention 2005 has been focused in regulation and its public debate in Brazil, such as broadcasting and audiovisual policy. It provokes reflections about the interface between government and society and some necessary changes in the regulatory law for Communications, aiming the three key concepts: citizenship, democracy and cultural pluralism. In this sense, we can point out the general (international) concern about adopting the cultural diversity as a key concept for public policy – created by both Estate and civil society. Regards the institutional level, the creation of the Secretary of Citizenship and Cultural Diversity (Dec. 7743/2012), as part of the Ministry of Culture, symbolizes the relevance of public investment in projects and programs related to promote and protect the Brazilian cultural pluralism. Considering the legal level, the creation of Empresa Brasil de Comunicação – EBC – (Lei nº 11.652/2008), defines principles and goals for the broadcasting policy and media services, contemplating the promotion of national culture and stimulating independent production of content for public media.

Yet the sanction of the Law Lei 12.485/2011 brought some positive effects: increase of production and circulation of audiovisual Brazilian contents, directly related to the cultural diversity and recognition notions. It was because telecommunications operators were allowed to use their networks to share some Pay-TV services. It aims to debate how the concept of Cultural Diversity was defined by the Government and Civil Society, considering that this notion was in the very centre of their purposes and agendas. It is necessary to approach the impact of Unesco Convention in the current policies for Brazilian audiovisual and broadcasting and indicating some lines for the legal frame; that is already some criticism about the principle of cultural diversity, highlighting some necessary adaptation to the Brazilian reality. Finally, we purpose to bring for this important debate about challenges and perspectives in using cultural diversity and recognition concepts as a principle that leads not only public policy of communication in Brazil but also projects, programs and effective actions in front of the current political and cultural scene for communication democracy in the country.