

## ***Impact Case Study***

### **UoA 36: Communication, Cultural and Media Studies, Library and Information Management**

#### **Influencing the Media and Youth Policy Agenda**

A key aim of research in Media Studies for many years has been to support the kind of diverse media environment that is necessary for good citizenship and to establish relationships with both producers and end users of the media, such as general audiences and particular community groups.

A major area of our research in Policy has concentrated on children's television and the need to investigate and support programming made for children as a central aspect of PSB. Messenger-Davies has worked with both the BBC, Ofcom, the DCMS and consumer groups such as the Voice of the Listener and Viewer, to research aspects of this programming and audience responses, the better to develop and influence future policy.