

# Keeping up Appearances. Regulating Media Diversity in Portugal

Although there is no specific gender dimension, the article points out the main fragility of media regulation in Portugal both in terms of ownership and content. The article argues that although the recognition of pluralism as a vital societal dimension, it has always been expressed in vague, ineffectual terms as no government has ever had a real interest in preventing concentration of media ownership or in guaranteeing broadcasting content diversity.

**Format:** Article

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## Weblinks

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## Metadata

**TYPE:** Publication

**CREATOR/AUTHOR:** Sousa, H.; Costa Silva, E.

**CONTRIBUTOR:** International Communication Gazette, 71(1-2)

**IDENTIFIER:** DOI: 10.1177/1748048508097933

**LANGUAGE:** English

**COVERAGE:** Portugal

**KEYWORDS:** [participation of women](#), [freedom of the press](#)