**OBJECTIVE**

The purpose of this assignment is to assess you ability to critically reflect on a current issue/question within today's communication and media sector. Your ability to succinctly and persuasively present your arguments with evidence (from the textbook, lectures and outside sources) will be essential to successfully completing this assignment.

**INSTRUCTIONS**

On October 22, 2020, a new Canadian lobbying group, [News Media Canada](https://nmc-mic.ca/), challenged the federal government to enact "strong new measures to save the industry." [This new initiative by News Media Canada](https://nmc-mic.ca/2020/10/21/canadian-publishers-call-for-canadian-government-to-tackle-google-facebook-monopoly/) complements the [federal government's announcement in September](https://www.canada.ca/en/privy-council/campaigns/speech-throne/2020/speech-from-the-throne.html)that it would enact new legislation to ensure that big tech companies like Google and Facebook pay for Canadian content that they post online.

In the federal government's September Speech from the Throne, the Trudeau government stated "Web giants are taking Canadians' money while imposing their own priorities. Things must change and they will change...The government will act to ensure their revenue is shared more fairly with our creators and media, and will also require them to contribute to the creation, production and distribution of our stories, onscreen, in lyrics, in music and in writing."

According to News Canada, Google and Facebook currently collect around 80 per cent of digital advertising revenues in Canada.

[In 2018, the Trudeau government](https://www.cbc.ca/news/politics/news-industry-economic-update-1.4915113)announced a targeted tax and incentive plan worth $600 million to help Canada's struggling media sector.

Traditionally, the federal government plays a hands-off role in financially supporting Canada's private-sector media industry. Historically this is due in some part to the previous financial successes of Canada's media companies and the potential for the perception of a conflict of interest -- media companies did not want government funding for fear of potential or perceived conflicts of interest.

**In an editorial blog of no more than 300 words, please take a position on whether or not a more activist federal government involvement in Canada's media sector is good or bad for Canadian news consumers and the overall media industry. Please support your position with evidence from the attached sources or other credible sources.**

See also: [Canadian media outlets challenge the government to save the industry with new measures to rein in big tech](https://www.thestar.com/politics/federal/2020/10/22/canadian-media-outlets-challenge-the-government-to-save-the-industry-with-new-measures-to-rein-in-big-tech.html)

**RUBRIC**



