

**The Institute for European Studies and  
The School of Journalism Present:**



**François Heinderyckx**

**“European Media Audience  
Fragmentation: Implications for  
the European Public Sphere”**

**Friday, November 9th 12:00-1:30pm**

**Room 129, C.K. Choi Building, 1855 West Mall**

Many originally thought that trans-European media would give rise to the beginnings of a European media audience which, in turn, might constitute the basis for a Europe-wide public sphere. Heinderyckx will discuss how, apart from traces of such trans-border communities in very limited segments, the contemporary media landscape in Europe has evolved instead towards multi-layered fragmentation, including that of regional and local media.