**Journal #9 Canadian Content**

For this journal entry, you will reflect on the media's role in Canadian culture.

One role of the CRTC has been to see that broadcasters include a fair amount of **Canadian content** in their programming. The purpose of Canadian content regulations is to ensure that Canadian culture will not be buried by the vast amount of programming from the US. By requiring that Canadian music, programming, and shows be included in the radio and TV consumed by Canadians, these reulations have supported a healthy Canadian music industry, and have encouraged a Canadian TV and movie industry.

Today though, many Canadians get most of their entertainment and news from media outlets that are not regulated by the CRTC (for example, YouTube, Netflix, and digital radio).

In your journal, reflect on the amount of Canadian programming, music, art, entertainment, and opinions that you encounter from the media. Are you discovering Canadian culture through the media, or does your media consumption reflect more American culture? Or, does your media consumption reflect a global culture, or something else? How do you think our current media habits will affect Canadians and how we see ourselves in the future?