

# Four Theories of the Press/ Normative Theories

## The Authoritarian theory

- Press is used by the rulers to inform the people only that which the rulers wished the people should know and support.
- The rulers possessed all rights to make / change policy; provide a license or concede it.
- The Press can be censored
- Publishing is "a sort of agreement between the rulers and the publishers.

## The Libertarian Theory

- The right and duty of the press to serve as an extra-legal check on government.
- The press was to keep officers of the state from abusing or exceeding their authority.
- It was to be the watchdog to spot and expose any arbitrary or authoritarian practice. And to fulfil this function adequately, the press had to be completely free from control or domination

## The Soviet Communist theory

- Media are instruments to controlled by the state (on behalf of the people).
- Private ownership of media is not acceptable.
- Media should reflect the Soviet official ideology.
- Media are instruments of social change and social control.
- Media should be instruments of serious purpose.

## The Social Responsibility theory

- Media should be objective, truthful, comprehensive, and accurate.
- Media should separate News from Opinion and verify news sources.
- Media should represent viewpoints of minorities and all other constituent groups of society.
- Radio & television are to enlighten the public; promote public morals and keep advertising only in good proportion thereby maintaining high standards.

by Fred S. Siebert , Theodore Peterson & Wilbur Schramm, (1956)

# Social Theories Of The Press

**R Barnett**



## **Social Theories Of The Press:**

## Whispering the Secrets of Language: An Psychological Quest through **Social Theories Of The Press**

In a digitally-driven world where displays reign supreme and immediate connection drowns out the subtleties of language, the profound strategies and mental nuances hidden within phrases frequently get unheard. However, set within the pages of **Social Theories Of The Press** a fascinating fictional value sporting with raw emotions, lies a fantastic journey waiting to be undertaken. Published by an experienced wordsmith, this wonderful opus invites viewers on an introspective trip, softly unraveling the veiled truths and profound affect resonating within the very cloth of every word. Within the psychological depths with this emotional review, we will embark upon a honest exploration of the book is primary subjects, dissect their fascinating writing design, and fail to the strong resonance it evokes deep within the recesses of readers hearts.

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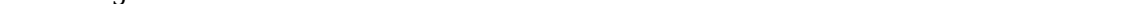
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