

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

Rosina Ehmann



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