**Lecture # 2**

**Updating the Theories**

As we updated the libertarian theory, so did we recognize the need for yet another theory of

the press to address those nations in states of change that do not fit into any of our previous

categories. Times change, as we know, the Soviet Union has not existed for over 20 years now

and we have so many new media platforms today that we didn’t even conceive of when the

original *Four Theories of the Press* was published. Traditionally, in cultural change, 50 years

may or may not be that significant; in fact, throughout history, **our civilizations remained**

**constant for hundreds of years with no real changes. But to say societies have changed, world**

**views have changed and the way we disseminate information has changed** over the past 50

years, is quite the understatement.

With this is mind, we now look at the 1995 publication *Last Rights: Revisiting the Four Theories*

*of the Press* by John Nerone. Nerone and his colleagues suggested several things about the way

we should now view these theories. They believed that we should not view them as a timeless

set of categories but instead a critique set that was reflective of the politics and economics of

its day. With this in mind, further critics have suggested that we must deal emerging nations

that are in the process of building modern economies.

**Development Theory**

These critics believe that a fifth theory should be added, development theory. Development

theory addresses the special needs of the aforementioned emerging nations. **Development**

**Theory** says, “developing nations may need to use temporary controls in order to establish

identity as well as interactions with other nations for commerce and good will.” Dennis

McQuail writes that less-developed societies undergoing the transition from colonial rule to

independence have different needs because they lack the money, infrastructure, skills, and

audiences to sustain a free market media system.

So we can conclude that whether an established democracy, dictatorship, or monarchy or

developing nation, systems, or theories of how to best operate mass media outlets under each

of these types of governments have been well documented and are historically well followed.

Whether or not you agree or disagree with any or all of these theories is not at question here.

What is at the center of the discussion is that mass media is as varied(wide ranging , diverse) as the nations in which the media outlets do business.