



# FUNDAMENTAL APPROCHES TO MASS COMMUNICATION

Gate keeping theory

Submitted to:

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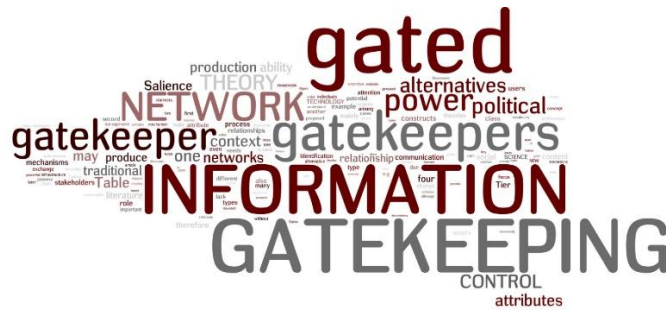
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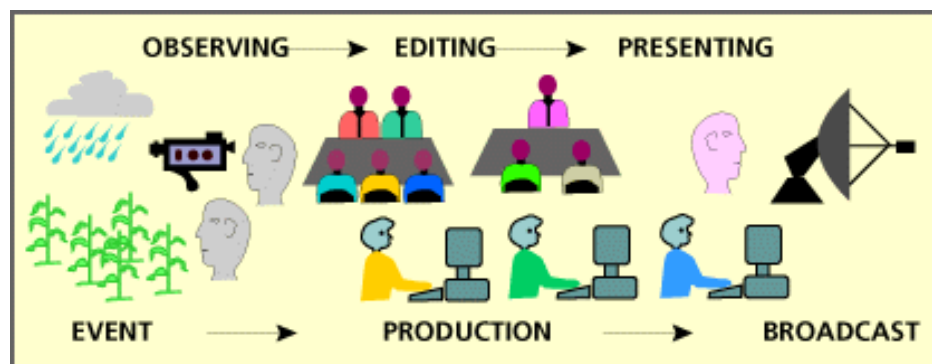
Ayesha Siddiqui, Zainab Khan & Shanza Rafique

# Gate keeping theory

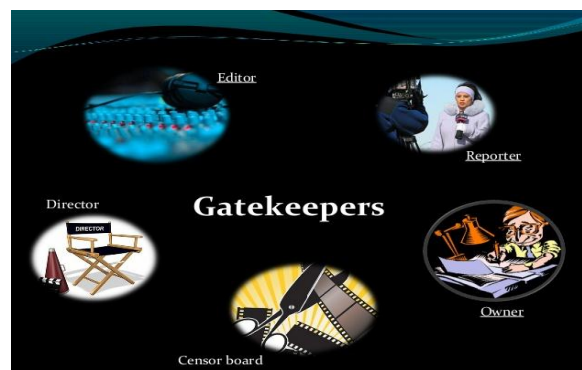


- Kurt Lewin coined the term Gate Keeping in 1943.
- Kurt Zedak Lewin (1890-1947) was born in Germany. He was a great psychologist and developer in psychology.
- Gatekeeping is the process of selection of information according to importance and relevance. The information is also published according to the amount of importance the media wants the information to have.
- It's nothing but to block unwanted or useless things by using a gate. Here the person who make the decision is called "gate keeper."
- The Gatekeeper decides what information should move to group or individual and what information should not.
- The gatekeeper is having its own influence like social, cultural, ethical and political. Based on personal or social influences they let the information to the group.
- The process explains why and how some information are published and some are not.
- Gate is the choosing criteria which is used to select information to be given in the media or blocking unwanted things.

- At first it is widely used in the field of psychology and later it occupies in the field of communication.
- Now it is one of the essential theories in mass communication.
- In home mother plays the vital role and she has to decide what their kid's needs and what should avoid.
- In news medium editor play vital role.
- He has to decide what kind of news items will publish and what should not.
- Every day the news channel receives various news items from all over the world. The channel have its own ethics and policies through this the editor decide news items for publish or aired.
- In somecases few news items are rejected by the editor due to the organizations policy or the news items which are not suitable for publish.



Who is a gatekeeper?



- Gate keeper is a person who controls the access to something.
- Gate keepers take many forms like people, organization policies etc.

- All gate keepers make decisions but they have varying degree of autonomy.....forces influencing decisions.

“in the media studies gatekeepers are those who make the decisions regarding what will appear in media as well as which items are newsworthy (‘opening the gate’) and which are not (‘closing the gate’).

## Gate Keeping roles:

Gatekeepers serve in various roles including academic admissions, financial advising, and news editing. An academic admissions officer might review students' qualifications based on criteria like test scores, race, social class, grades, family connections, and even athletic ability. Where this internal gatekeeping role is unwanted, open admissions can externalize it.

Various gatekeeping organizations administer professional certifications to protect clients from fraud and unqualified advice, for example for financial advisers.

A news selects stories for publication based on his or her organization's specific criteria, e.g., importance and relevance to their readership. For example, a presidential resignation would be on the front page of a newspaper but likely not a celebrity break-up (unless the paper was of the gossip variety).

Other people gatekeeping roles are in mental health service, clergy, police, hairdressers, and bartenders because of their extensive contact with the public.

Gatekeeper is also a term used in business to identify the person who is responsible for controlling passwords and access rights or permissions for software that the company uses.



## Type of Gate keeping (Intentional)

### In Newspaper

- Reporter
- Editors
- Owners
- Government
- Pressure Group

## Example of Gatekeeping Theory

An international news channel receives numbers of news items within day like international terror issues, UN discussions, Texas bull fighting and religious abuse on international community.

A news channel can't show all those news items to audience because it may affect the channel reputation in public and organizations policy. Here, editor decides the news items especially he can't show the Texas bull fighting because it is not internationally popular story. But the same time the news channel can't show the religious abuses also because it may hurt audience directly and it may affect organizations policy also. But international terror issues and UN discussions are universal common news that won't affect the channel reputation in public and organizations policy.

For instance,

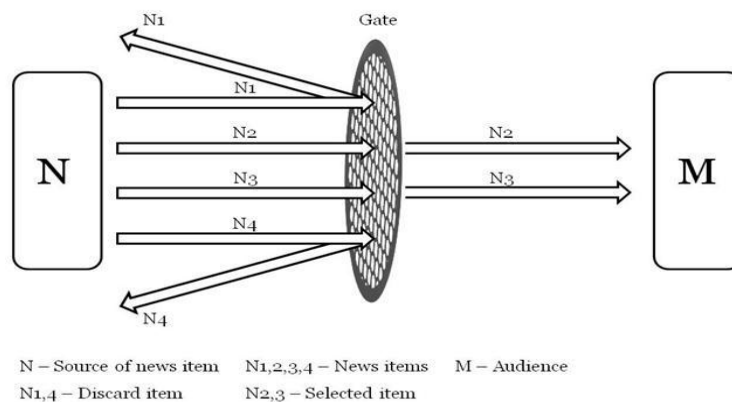
N is the source of the news

N 1,2,3,4 are news items

N 1, 4 are not selected news items

N 2, 3 are selected news items that passes through gate

M is the audience



### Gate Keeping Theory

Here,

N is a journalist

#### News items:

N1: Texas bull fighting, N2: International terror issues, N3: UN discussions, N4: religious abuse on international community

#### Gatekeeper:

Chief Editor

#### Selected News Items:

N2: International terror issues, N3: UN discussions,

#### Discarded News Items: (on popularity)

N1: Texas bull fighting

#### Discarded News Items: (on policy)

N4: Religious abuse on International community

N2 and N3 are selected news as N2 is an important international issue. The audience only gets to listen to N2 and N3 as the other two is not selected by the editor.

Burma can be taken as a perfect example of gatekeeping in media. Media is controlled by government and censor all international news that can affect the Burmese government. Government acts as a single and most powerful gate.

## Functions of gate keeping:

- To limit the information
  - the boundary of a specific area
  - restrict in quantity
  - extent or access
- To expand the information
  - extend in one or more direction
  - exaggerate and make bigger
  - add details
- To reinterpret the information
  - different viewpoints
  - assign new or different meaning
  - new angles
- Setting agenda
  - individual objectives
  - a temporally organized plan for matters to be attended to
  - a list of matters to be taken up

## Elements of gatekeeping:

- Messages
- Channels
  - sources, media, audience
- Gates
  - occurs at various location of channels
- Gated
  - experience the results of gatekeeping
- Gate keepers
  - individuals, people, organization
- Forces
  - forces influencing the gate keepers' decisions
- Feedback
  - including gatewatching



## The gatekeeping model:

Lewin identified several parts of gatekeeping process in his article in 1943:

1. Information moves step by step through channels. The number of channels varies and the amount of time in each channel can vary.
2. Information must pass a "gate" to move from one channel to the next, such that...
3. Forces govern channels. There may be opposing psychological forces causing conflict which creates resistance to movement through the channel. Further...
4. There may be several channels that lead to the same end result.
5. Different actors may control the channels and act as gatekeepers at different times.

