

media comm shante

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Thursday

## MEDIA THEORIES

### What is Theory:-

In simplest way theory may be defined as the conclusion or result of research process.

### Media Theories:-

Media theories mean the concepts, results & conclusion of different researches regarding media.

effect of media on our minds.  
Normative Theories of Media:- → especially of Behaviour.

(It means the principles as how the media should function in a particular society.)

The relationship of media to society is determined by certain basic philosophical assumptions about the nature of man, society, the relation of man to the State and the nature of knowledge and truth.

individual power.

### Authoritarian Theory:-

According to authoritarian philosophers, man could attain his full potentialities only as a member of society.

State  
Example

As individual, his sphere of activity was extremely limited, but as member of society or of an organized community his ability to achieve his goals was immeasurably increased.) Under this assumption, the group took on an importance greater than that of the individual since only through the group could an individual accomplish his purposes.

point

group organization

This philosophy inevitably developed the proposition that the State, the highest expression of group organization, superseded the individual in a scale of values since without State the individual was helpless in developing the attributes of a civilized man.

The individual's dependence on the State for achieving an advanced civilization appears to be a common ingredient of all authoritarian systems.

community

In and through the State, man achieves his ends; without the State, man remains a primitive being.

old. / primitive



The State was essential to the full development of man, that assumption resulted in certain basic conclusions concerning the nature of the State.

مطلوب  
Aside from individual constituents, the State became the summation of all desirable attributes.

About knowledge & truth, the authoritarian philosophers say that knowledge was discoverable through mental efforts. Men differed widely in their ability to utilize mental processes and their drive to exert mental effort. Since such differences existed, they should be recognized in the social structure. "Wise men" capable of analyzing and synthesizing should become leaders in organized society, or if not leaders, they should at least become advisors of leaders.

Greek  
Plato (427-347 BC) idealized the aristocratic form of government. He was convinced that the nature of man, including his material interest and selfish passion would tend to degrade government. He thought that the State was safe only in

the hands of wise men, who can keep impulses of heart & greed of stomach under control by their intellect.

Thomas Hobbes (1588-1679 AD) says power to check the individual in the interest of all was essential.

George Hegel (1770-1831) was against the participation of all in the business of the State. Freedom meant freedom of individual to know that he is not free.

Other authoritarian philosophers are: Nicola Machiavelli

(1469-1527) Friedrich Nietzsche (1844-1900) Jean Jacques

Rousseau (1712-1778).

The objective of media in authoritarian system is that media should support and advance the policies of the government in power so that the government can achieve its objectives.

### Methods to Control Media:

1. Declaration / license to publish newspaper

2. Censorship → Filter.

RAM, PEMRA



قوانین و اصول

### 3. Laws

Defame  
↑  
demoralize  
& insult

توهین و ذلالت

کشتن / بگارت

- (i) Defamation (ii) Contempt of Court (iii) Sedition etc

### 4. Prosecution

case

جائزہ دہشت

5. Threats to printers & publishers

views of a channel

6. Special taxes to limit circulation & profits

آزاد خیالی

### ③ :- Libertarian Theory:-

responsibilities

terms & conditions

for media

The principles of libertarian philosophy are also based on depends on questions answers to questions about the nature of man, the nature of society and man's relation to it and nature of knowledge and of truth.

عقلی جانور

- i. Man is a rational animal and is an end in himself.
- ii. The happiness and well being of the individual is the goal of society.
- iii. Man as a thinking organism is capable of organizing the world around him and of making decisions, which will advance his interests.

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iv. Man differs from lower animals in his ability to think, to remember, to utilize his experience, and to arrive at conclusions.

→ culture  
→ customs  
→ communication  
→ Basic unit man

v. Man is prime unit of civilization as well as its mover.

The fulfillment of the individual is the ultimate goal of man, society and of the State.

John Milton (1608-1674):- says that men by exercising reason can distinguish between right and wrong, good & bad.

Milton developed the concepts of "the open market place of ideas" & the self righting process. Let all to express their views, only true & sound will survive.

John Stuart Mill (1806-73). He actively suggests the improvement of the conditions of working people.

- Liberty was the right of mature individual to think and to act as he pleases so long as he harms no one else by doing so.



- All human actions should aim at creating, maintaining and increasing the greatest happiness for the greatest number of persons.
- A good society is one in which the greatest possible number of persons enjoy the greatest possible amount of happiness.
- One of the main ways for society to insure that its members will contribute most to this end is giving them the right to think and act for themselves.
- If all mankind minus one, were of one opinion, and only one person were of contrary opinion, mankind would be no more justified in silencing that one person, than he, if he had the power, would be justified in silencing mankind.

Thomas Jefferson (1743-1826):- says although individual

citizens may err in exercising their reason, the majority as a group would inevitably make sound decisions. To facilitate this

process, the individuals in society should be educated and informed.

### Media under Libertarian Theory:-

1. To inform, Educate & Entertain
2. Discover Truth
3. Assist in the process of solving political & social problems.
4. Media is free
5. Perform watch dog role
6. Protect human rights
7. Promote development etc |

### Social Responsibility Theory of Media. (SRT):-

1. This theory developed in 20<sup>th</sup> century. Its theme is that media should be free but responsible.
2. The functions of media under SRT are the same as those under libertarian theory. Such as servicing the political



system, enlightening the public, safeguarding the liberties of individuals.

3. SRT says that media could not properly achieve these functions.

i. It serves vested interest.

ii. News are not objective.

iii. Promote immorality in the name of entertainment.

4. In 1942, Henry Luce (1898-1967) who was co-founder of the magazine Time, suggested that there was a need to study the freedom of the press in the United States. He talked to Robert Maynard Hutchins (1899-1977), the president (1929-1945) and Chancellor (1945-51) of the University of Chicago.

5. Hutchins selected 12 scholars to serve on a Commission with him, of these; nine were associated with a college or university. Luce donated \$200,000 (2 million) for the study. The Commission worked from 1944 to 1946 and its final

report titled Free & Responsible Press was published in 1947.

6. SRT was an Anglo-American concept. A Royal Commission on the Press was formed in 1947 at the instigation of the National Union of Journalists, started to study concentration in the press in Britain.

7. General Council of the press was formed on the recommendation of Royal commission to encourage a sense of public responsibility & public service in the press. Its main purpose was to investigate complaints & redress them.

8. SRT was born of many factors:

a) Growth of media in size & importance.

b) Development of professional spirit among educated Journalists.

c) Growing volume of advertising due to industrialization became the major support for the media.

d) Urbanization made possible to publish newspapers of large circulation.

/s



What is P  
prac  
Pro  
W

c) Increasing criticism on the performance of media.

9. The philosophical foundation of SRT is intermingling of individualistic theory (in which individual takes precedence over society) and the Collectivistic theory (which supposes the society takes precedence over the individual).

10. Three sources can improve the performance of media.

**a) Media Itself**

- i. By adopting professional spirit.
- ii. Accepting responsibility of public service
- iii. Improving caliber of its personnel.

**b) Public:**

- i. By making the public aware about importance of media.
- ii. By making them aware about the functions of media.
- iii. By making them aware about the misuse of media by its owners & government

### c) Government

- i. Government should encourage free & responsible media.
- ii. Encourage media industry.
- iii. Encourage media education.

### The Soviet Communist Theory of the Press or Marxist Media Theory

Karl Marx was born on May 5, 1818 in Germany.

1. • Das Capital
2. • Manifesto of Communist Party
3. • Lenin applied it in Russia in 1917
4. • Media was instrument of State and the party.
5. • Attacks on leadership were equivalent to treason against State.
6. • Communist party controlled media.
7. • Media was state owned.
8. • Media was used for propaganda.
8. • Its approach was revolutionary.
10. • Media was like a soldier, not like a slave as in authoritarian system.
11. • Marxist media was ideology based.



### What is Reformation:-

16<sup>th</sup> century Movement for reform of doctrines & practices of Roman Church ending in establishment of Protestant Churches.

### What is Enlightenment:-

Or Age of Reason was 18<sup>th</sup> century philosophical movement that sought to replace orthodox authoritarian beliefs with rational scientific inquiry. / During 17<sup>th</sup> century, as scientific knowledge increased, such scholars as Isaac Newton (1643-1727), John Locke (1632-1704) questioned accepted beliefs & criticized established society & its religion.

### What is Fifth Columnist:-

In 1937 General Franco (1892-1975) attacked on Madrid (Spain).