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Normative Theories Of The Media

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Normative theories are more focused in the relationship between Press and the Government than press and the audience. These theories are more concern about the ownership of the media and who controls the press or

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media in the country. The
four theories of the
Press/Media. Authoritarian
theory; Libertarian theory;
Social responsibility
theory; Soviet media theory;
Few questions will help to
understand the needs of the

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**Normative Theory – Four
Theories of the Press**

Some historically based
typologies of normative
thinking about the media
such as Four Theories are

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widely recognized as flawed in part because these typologies locate the beginning of contemporary normative theory in the rise of the libertarian ideal and ignore or judge negatively the historical origins of

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Western normative theory in classical thinkers such as Plato and Aristotle (Nerone 1995, 21–28). The founders of the libertarian and social responsibility traditions themselves recognized ...

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**Normative Theories of the
Media: Journalism in
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Normative Theories of Mass
Media 1. Authoritarian
Theory. This theory evolved
in the sixteenth and

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seventeenth centuries,
spreading throughout
Europe... 2. Libertarian
Theory. The libertarian
theory developed slowly in
the sixteenth century being
refined in the eighteenth...
3. Social Responsibility ...

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**Normative Theories of Mass
Media - MBA Knowledge Base**

A normative theory describes an ideal way for a media system to be controlled and operated by government, authority, leader and the

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public. These theories are different from other communication theories as they don't give scientific explanations. Often media practitioners, critics and academics are also involved to develop theories.

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**Normative Theories of Press
– Knowledge World**

2.1 Normative media theory.
Media theory refers to the
complex of social-political-
philosophical principles
which organize ideas about

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the relationship between media and society. Within this is a type of theory called 'normative theory', which is concerned with what the media ought to be doing in society rather than what they actually do. In

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general, the dominant ideas about the obligations of mass media will be consistent with other values and arrangements in a given society.

2.1 Normative media theory

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Normative theory of press describes what role media takes in which kinds of government. It shows the ideal path to be taken by media, structures that media can adopt and operation of media. Media must be clean

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and yellow journalism should be avoided in all the press theories in practice. Media must always be credible, truthful and reliable.

Normative Theory - Businessstopia

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A Normative theory describes an ideal way for a media system to be controlled and operated by the government, authority, leader and public. These theories are basically different from other communication theories

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because normative theories of press are not providing any scientific explanations or prediction.

Normative Theories Four Theories of the Press

This thesis, titled

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“Normative Media Theory and the Rethinking of the Role of the Kenyan Media in a Changing Social Economic Context,” is a theoretical study that discusses the role of normative media theory in shaping and

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guiding debate on the role of the media and attendant policy making processes in a changing Kenyan social economic context.

NORMATIVE MEDIA THEORY AND THE RETHINKING OF THE ROLE

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OF Journalism In Democratic

Normative theory: The type of theory that describes an ideal way for media systems to be structured and operated.

Normative Theories of mass

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Journalism In Democratic

These normative theories are also known as western theories of mass media.

Normative theories are different from other communication theories because they are not based

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on scientific explanations and predictions. The four theories of the press according to Siebert, Peterson and Schramm are:

**Four Theories of the Press:
Authoritarian vs.**

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Libertarian In Democratic

Research on comparative role conceptions has tended to assume the perspective that roles are connected to journalistic cultures that, in turn, reflect or result from the configuration of

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mass media and modern
democracy. In this book, five
leading scholars of media

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and communication take on the difficult but important task of explicating the role of journalism in democratic societies. Using Fred S. Siebert, Theodore Peterson, and Wilbur Schramm's classic Four Theories of the Press

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as their point of departure, the authors explore the philosophical ...

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Many works, however, suggest

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a research design and data interpretation that stems from the normative assumption that a neutral or objective media performance in elections coverage it's an essential...

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Theodore Peterson, and
Wilbur Schramm's classic
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as their point of departure,
the authors consider what
the role of journalism ought

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Demonstrating the value of a
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foundation for subsequent discussions of the changing media landscape and what it portends for democratic ideals.

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