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In 1956 three professors of communication-Fred S. Siebert, Theodore Peterson and Wilbur Schramm-brought out their Four Theories of the Press which went a long way in establishing a typology in the minds of journalism educators and students.

What are the The Four Theories of the Press?

Of the four theories of the relation of the press to society or to government, the authoritarian has been most pervasive both historically and geographically. It is the theory which was almost automatically adopted by most countries when society and technology became sufficiently developed to produce what today we call the "mass media" of communication. It furnishes the basis for the press ...

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Siebert, Peterson, and Schramm's Four Theories of the Press has been a powerful influence on scholarship on comparative press systems and normative press theories in the years since its publication in 1956. Its appeal comes from the way it combined a history of Western development with a normative schema that is simple and teachable.

Four Theories of the Press - Oxford Research Encyclopedia ...

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Normative theories were first proposed by Fred Siebert, Theodore Peterson and Wilbur Schramm in their book called "Four Theories of the Press". At first the word "Normative Theory" was pronounced in USA during the height of 'cold war' with communism and soviet. Often it called as western theories of mass media.

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The four theories are: the authoritarian theory – in this theory, the function of the press is to support the policies and actions of the state, and its authorities. The press should foster social solidarity and national unity. The state has the right to control the press for the overall public good.

Theories of the Press - Journalism Essay

We will use the Four Theories of Press to explain the different media systems. The four theories are: The Authoritarian Theory, The Libertarian Theory, Soviet-Communist Theory, and Social-Responsibility Theory.

Four Theories of the Press | Mass Communication Theory

Presented here are four major theories behind the functioning of the world's presses: (1) the Authoritarian theory, which developed in the late Renaissance and was based on the idea that truth is the product of a few wise men; (2) the Libertarian theory, which arose from the works of men like Milton, Locke, Mill, and Jefferson and avowed that the search for truth is one of man's natural rights ...

Project MUSE - Four Theories of the Press

Mass communications continues to operate by the theories of the writings of Fred S. Siebert, Theodore Peterson, and Wilbur Schramm in a small but comprehensive book entitled "Four Theories of the Press".

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1-Introduction to Four Theories of the Press | A ...

Nevertheless, the four theories of the press remained influential for a very long time and have prompted various refinements, revisions and follow-up studies (for a good overview see Christians et ...

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Theories of Press - Legal Service India

FOUR THEORIES OF THE PRESS ORIGINS OF THE THEORIES The "Four Theories of the Press" was by three professors, Fred S. Siebert, Theodore Peterson and Wilbur Schramm, and since 1956, has come a long way. Over time, it has established a typology in the minds of journalism educators and students. The four theories are authoritarian, libertarian ...

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