

Comm 1307

Department of Journalism-Photography

Theories of the Press — Chapter 12, "Ethics"

From Four Theories of the Press, p. 7 by Siebert, Peterson and Schramm

	AUTHORITARIAN	LIBERTARIAN	SOCIAL RESPONSIBILITY	SOVIET-TOTALITARIAN
Developed	in 16th and 17th century England; widely adopted and still practiced in many places.	adopted by England after 1688 and in the United States; influential elsewhere	in the United States in the 20th century	in Soviet Union, although some of the same things were done by Nazis and Italians
Out of	philosophy of absolute power of monarch, his government or both.	writings of Milton, Locke, Mill, and general philosophy of rationalism and natural rights.	writing of W. E. Hocking, Commission on Freedom of Press and practitioners; media codes.	Marxist-Leninist-Stalinist thought, with mixture of Hegel and 19th century Russian thinking.
Chief purpose	to support and advance the policies of the government in power; and to service the state.	to inform, entertain, sell—but chiefly to help discover truth, and to check on government.	to inform, entertain, sell but chiefly raise conflict to the plane of discussion.	to contribute to the success and continuance of the Soviet socialist system and especially to the dictatorship of the party.
Who has the right to use the media?	whoever gets a royal patent or similar permission.	anyone with economic means to do so.	everyone who has something to say.	loyal and orthodox party members.
How are media controlled?	government patents, guilds, licensing, sometimes censor-	by "self-righting process of truth" in "free marketplace of ideas," and by the courts.	<u>community opinion, consumer action, professional ethics.</u>	surveillance and economic or political action of government.
What is forbidden?	Criticism of political machinery and officials in power.	Defamation, obscenity, indecency, wartime sedition.	serious invasion of recognized private rights and vital social interests.	criticism of party objectives as distinguished from tactics..
Ownership	private or public	chiefly private	private unless government has to take over to ensure public service.	public
Essential differences from others	instrument for effecting government policy, though not necessarily government-owned.	instrument for checking on government and meeting other needs of society.	media must assume obligation of social responsibility; and if they do not, someone must see that they do.	state-owned and closely controlled media existing solely as arm of the state.