**Mass Media and Governance**

watchdogs guarantees approach privately criticize principle evolved surrogate combinations historic paradigms anti-colonial leaders contemporary responsibility governed well-informed employers publicly models commercialism

self-regulation overthrow gather non-aligned prevalent violate

Reflecting political diversity around the world, communication scholars refer to systems or …………. of media, as they operate within various political models. Traditionally, textbooks have identified authoritarian, communist, libertarian and social responsibility models, based on the work of American researchers Fred Siebert, Theodore Peterson and Wilbur Schramm.Meanwhile, William Hachten, an American educator, presented five concepts of the media: Western, developmental, revolutionary, authoritarian and communist.

Prior to the collapse of the Soviet Union, media models sometimes paralleled social development –First World media in industrialized democracies of Western Europe, North America and Japan; Second World media in industrialized former socialist countries in Eastern and Central Europe; and Third World media in the developing …………….countries around the world.

Other versions have been proposed, but in practice, many national media systems are …………… of the various models. In analysis, the various models represent just two opposing………………., with some overlap.

Here is an overview of the two major paradigms and the various models associated with them.

Authoritarian paradigm

􀂃 Traditional authoritarian model

􀂃 Communist model

􀂃 Developmental model

Libertarian paradigm

􀂃 Western model

􀂃 Social responsibility model

􀂃 Revolutionary model

The authoritarian paradigm represents the …………..relationship between government and media. Prior to the development of the movable-type print press, civil and/or religious ……………generally controlled the production of books, manuscripts and other messages. This was the model that …………….throughout much of the world with the development of the printed press and later with the technologies of broadcast and digital media. The basic ……………of the authoritarian model is that the media is always subject to the control of the state or the ruler. This is consistent with classical Greek, Roman and Chinese as well as medieval European and Middle Eastern concepts of the proper relationship between government and the ……………..peoples. In this approach, the media function from the top down, and they cannot challenge, ………….or subvert the government. The authoritarian model, with varying types of state controls, is …………….in Latin America, Africa, and parts of Eastern Europe, Central Asia and the Middle East.

In the traditional authoritarian model, the media are …………..owned but they operate with a government charter or license. They are permitted to ………..and disseminate news for the good of the state (or for the good of the people, as interpreted by the state). If the media ………….the relationship, the government imposes censorship or shuts down the media. This is the model operating in most of the states under dictatorships or in pseudo-democracies, with varying amounts of government limits and controls.

The communist model (also called the Soviet model) is a variation of the authoritarian paradigm. No longer operative except in Cuba and North Korea, the communist model is essentially one of party control over publicly (i.e. government) owned media in which reporters, editors, publishers and others are government ……………... Criticism of individuals in government may be permitted, but not criticism of top leadership or communist/socialist ideology. The government enforces its rule by censorship or by shutting down the media.

The developmental model is a ………….variation on the theme that the media, as partners with government, exist for the betterment of society. It is named for its prevalence in so-called developing nations, particularly in Africa. Under this model, media may be either privately or ……………owned, but in either situation, their purpose is to promote national unity and to promote a nation’s social and economic policies. Criticism of government is not allowed, under threat of censorship.

The libertarian paradigm of media evolved from the political philosophy that citizens should be free to obtain, report and consume information as they wish, and that a ……………….citizenry in “the marketplace of ideas” will ultimately make appropriate decisions and responsible choices. This paradigm presumes that the media exist primarily to pursue and disseminate the truth and that they will not be subjected either to political, economic or other social forces. The libertarian…………., with an emphasis on press freedom, is found most often in North America, Western Europe, Australia, and parts of the Middle East and Eastern and Southeastern Asia.

The Western model is associated with European and North American democracies, which have free-press ……………..in their constitutions. This model also is found in newer democracies, such as Japan. In this model, the media are privately owned and relatively free of government control. Censorship is seldom imposed (except, perhaps, during time of war). This model has given rise to the concept of media as protectors of society and ………….against government encroachment into personal freedoms. The Western model extends beyond national borders, with journalists serving as a …………….press for people living in countries with less-free media systems. Additionally, the major international news services (Associated Press, Agence France-Press, Reuters, United Press International) operate from the Western perspective. The Western media model is not without problems, which include……………….., concentration of ownership, sensationalism, and a growing orientation toward entertainment.

The social ……………..model is related to the classic libertarian approach, but it incorporates a self-assumed obligation to address social needs and interest. In the model, the media operate with a minimum of government controls, with ………………growing from ethical standards and a commitment to the public interest.

An extension of the libertarian paradigm is the revolutionary model of the media, which sees the media as an agent of political subversion and the …………………of governments. Pure examples of this model are difficult to find, but some cited examples include the resistance media in France during the Nazi occupation of the Second World War and the underground press in some countries in the former Soviet Union or in some African countries during …………………. movements. The newspaper *Zamindar* played a significant role in the Pakistan movement, and Iranian underground newspapers were instrumental in overthrowing of Shah of Iran in 1979.