**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIII (CC-401)  
  
 Topic : THEORIES OF MEDIA OWNERSHIP AND CONTROL   
  
Date : 12-01-2020, TIME : 1.00 P.M.-2.00 P.M.**

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**THEORIES OF MEDIA OWNERSHIP AND CONTROL**

Examination of ownership and control pattern is important for two reasons. It helps to understand all points of view need to be heard if society is to be truly democratic. And free media will thrive as it will keep the abuses of power and influence by elites under check.

FACTORS THAT AFFECT THE NATURE OF MEDIA OWNERSHIP To acknowledge the factors that affect the nature of media ownership, let us first understand about the normative theories of mass media (1956). Each theory is connected with the kind of political system in which the society has to conduct its socio-economic political affairs. In 1980s, Denis McQuail added two more theories to the existing set of four theories by Siebert et.al. a) Authoritarian Theory b) Free press theory c) Social responsibility theory d) Communist media theory e) Development communication theory f) Democratic participant media theory MEDIA MANAGEMENT Odisha State Open University ess: Now, we will understand the theories in details, these will help us understand what affects the ownership patterns of media conglomerates in different countries in a better way.

**a) Authoritarian Theory:** Here the press is under the state power or ruling class. The chief function is to propagate what the owner wants to establish and sustain his rule. The message disseminated to the audience is suitable according to the owner; other opinions can barely reach the people at large.

**b) Free press theory:** Otherwise known as the “Libertarian theory,” here the press is owned by both private and public organisation. The major function is to let many voices and views find their ways for public consumption. The fundamental rights of each and every citizen are safeguarded.

**c) Social responsibility theory:** Social Responsibility theory of mass media is relatively a new concept. It started around the mid-20th century and is used mostly by developing and least developed countries. The theory started from Europe and took a shape with the Commission on the Freedom of Press that happened in United States in 1949. The model was designed formally by Siebert, Peterson and Schramm in 1956 in their book. It encourages total freedom to press and no censorship, but it should be regulated according to social responsibilities and external controls. Content is also filtered through public interference.

Press is supposed to be owned privately. The government does not own the press. The private owners should publish within the ethical guidelines and in a responsible way. It helps democracy prosper as this media helps in maintaining democracy and does not encourage authoritarianism or communism. The chief function is to be pluralist and all national voices, views and interests find ways for accurate expression. People find out alternative views and thus society as a whole benefits. d) The Communist media theory: This is also known as Soviet media theory. Russian media was reorganised around this theory. This theory is derived from the basic tenets of Marx and Engels. The media as per this theory are not subject to arbitrary interferences as in case of authoritarian theory.