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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 media in the country. The four theories of

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the Press/Media.

Authoritarian theory;

Libertarian theory;

Social responsibility

theory; Soviet media

theory; Few questions

will help to

understand the needs

of the normative

theories

Normative Theory – Four Theories of the Press

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Some historically based typologies of normative thinking about the media such as Four Theories are widely recognized as flawed in part because these typologies locate the beginning of contemporary normative theory in the rise of the libertarian ideal and

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ignore or judge negatively the historical origins of 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
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Authoritarian Theory.

This theory evolved in
the sixteenth and

seventeenth
centuries, spreading
throughout Europe...

2. Libertarian Theory.

The libertarian theory

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developed slowly in the sixteenth century being refined in the eighteenth... 3. Social Responsibility ...

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A normative theory describes an ideal way for a media system to be

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controlled and operated by government, authority, leader and the 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

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develop theories.

Theories Of The **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 the relationship between media and

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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 general, the dominant ideas about the obligations of mass media will be consistent with other values and

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arrangements in a
given society.

2.1 Normative media theory

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

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operation of media.

Media must be clean and yellow journalism should be avoided in

all the press theories in practice. Media

must always be credible, truthful and

reliable.

Normative Theory -

Businessstopia

A Normative theory describes an ideal

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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 because normative theories of press are not providing any

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scientific explanations
or prediction.

Normative Theories Four Theories of the Press

This thesis, titled
“Normative Media
Theory and the
Rethinking of the Role
of the Kenyan Media
in a Changing Social
Economic Context,” is
a theoretical study

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that discusses the role of normative media theory in shaping and 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**

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**RETHINKING OF
THE ROLE OF ...**

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

**Normative Theories
of mass
communication -
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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 on scientific explanations and predictions. The four theories of the press according to

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Siebert, Peterson and Schramm are:

Four Theories of the Press: Authoritarian vs. Libertarian

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

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result from the
configuration of a...

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Many works,
however, suggest a
research design and
data interpretation
that stems from the
normative assumption
that a neutral or
objective media
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it's an essential...

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