

Features of Print and Electronic Media

By Shafqat Munir

Talking points

- Media serves as an agent of information and opinion leader
- Media is now gained interactivity due to the latest information technology
- Media mirrors truth, objectivity, balance, accountability
- Media plays a role of watchdog
- Media is socially responsible: **Authoritarian Theory** dates from 16th Century. The press had to advance government policy and serve the state. **Libertarian Theory** (19th Century) People were seen as distinguishing between truth and untruth. Press was declared “Fourth Estate”. It was declared as free of government influence and control. MNCs influenced and took the role of government and used advertisement in media as tool to influence media. **Soviet communist Theory and Social responsibility Theory**
- Media Protects Right to Know of the People
- Media through activism promotes rights based approach in place of a Need/Interest based approach
- Media promotes public relations practices
- Media is a vital mode of expression and communications
- Media is the important source of entertainment and education
- Media contextualizes conflicts (Positive and Negative Connotations): ethnic, communal, sectarian and religious
- Media influences cross-borders- cultural invasions: Satellite Television/Radio Channels
- Print Media is text/pictorials/graphics; electronic media is broadcast voice and visuals
- Free media develops functional democracy and protects national interest