

# Stages of Development of Communication in the Public Sector

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# Big picture of public communication: Paradigms throughout ages

Four normative traditions (Christians et al. 2009)

- |                          |                  |
|--------------------------|------------------|
| 1. Corporatist           | 500 BC – 1500 AD |
| 2. Libertarian           | 1500 – 1800      |
| 3. Social responsibility | 1800 – 1970      |
| 4. Citizen participation | 1970s –          |

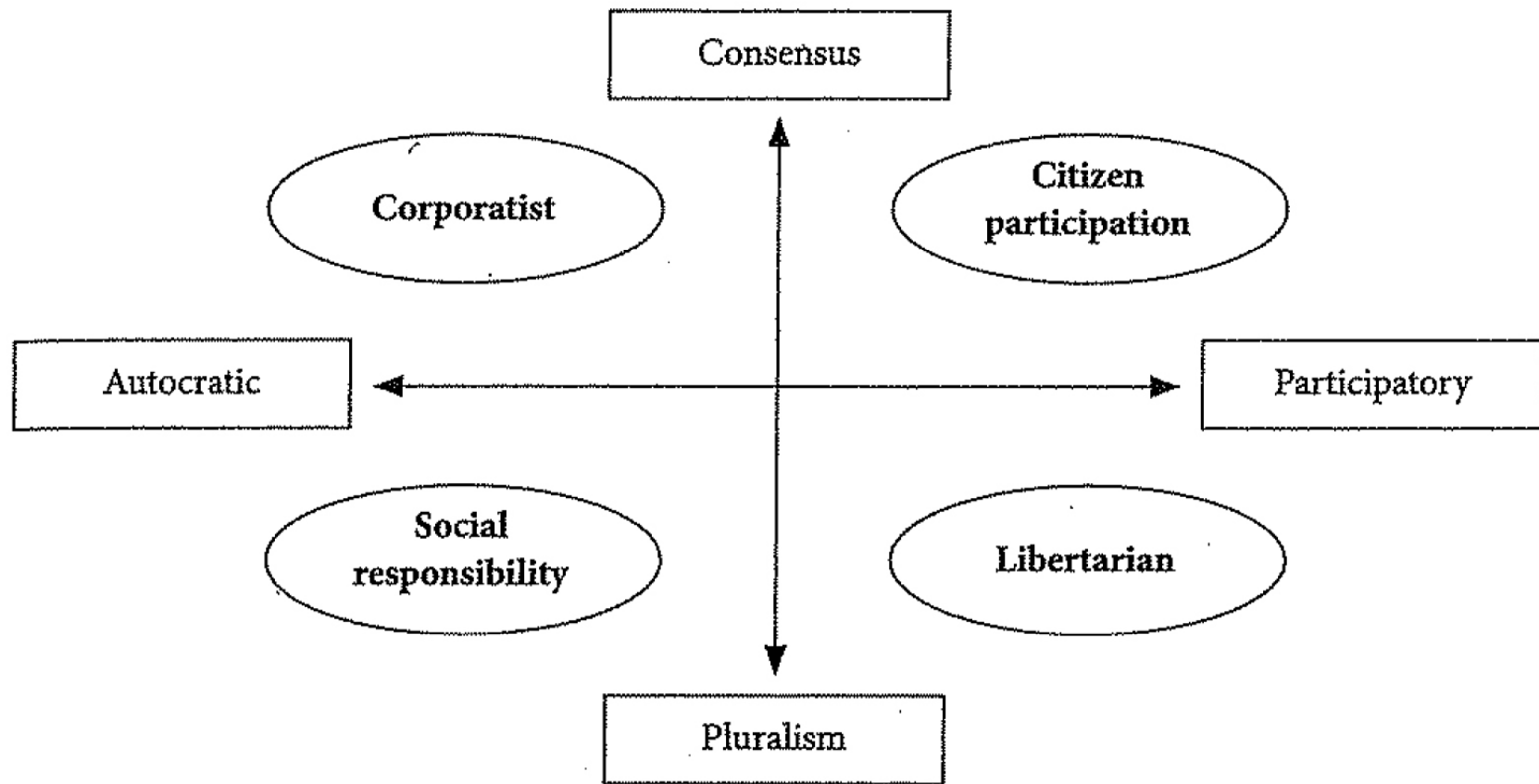


Figure 1. Four Normative Traditions

# Three models of democracy and public sphere

(Hannu Nieminen 1998)

1. *Direct* democracy – *Popular* public sphere  
personal participation – single & specific sphere
2. *Representative* democracy – *Elite* public sphere  
indirect representatives – single & general sphere
3. *Deliberative* democracy – *Pluralistic* public sphere  
open debate – various spheres & levels

# Public sphere and press freedom

(Sami Manninen 1996)

- Sweden's diet of estates from principles of secrecy and silence & obedience (tystnad och lydnad) to freedom for writing and printing (skrif- och tryckfrihet; frihet i pennor och tryck)
- Idea by Peter Forsskål in 1759 in *Tankar om borgerliga friheten*
- Elaboration in the diet committees in 1760-1766 by A Nordencrantz (burghers) and A Chydenius (clergy)
- Act in 1766 (245 years ago – 250 years in 2016)

# Models of media and power

(Raymond Williams 1961, Hannu Nieminen 2000)

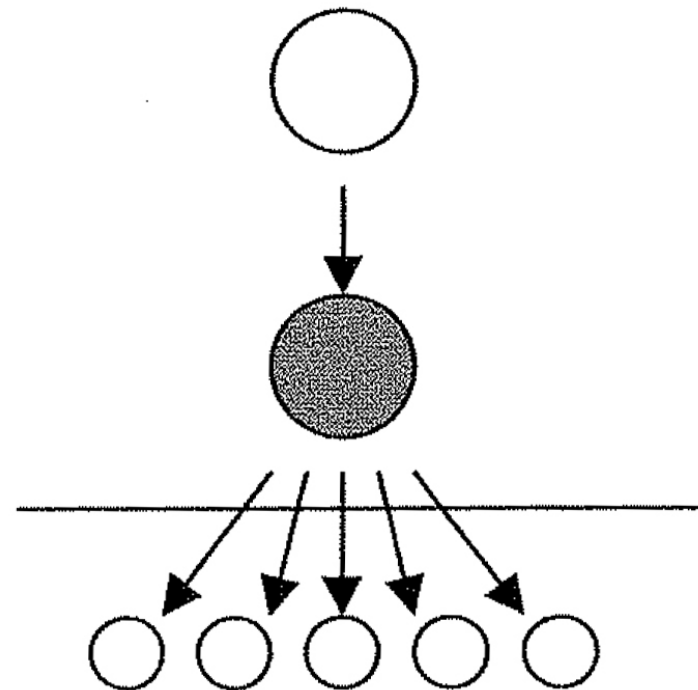
1. Authoritarian
2. Commercial
3. Paternal
4. Democratic
5. Postmodernist

# Diagram 1. THE AUTHORITARIAN MODE

Power holders

Media professionals

Audiences

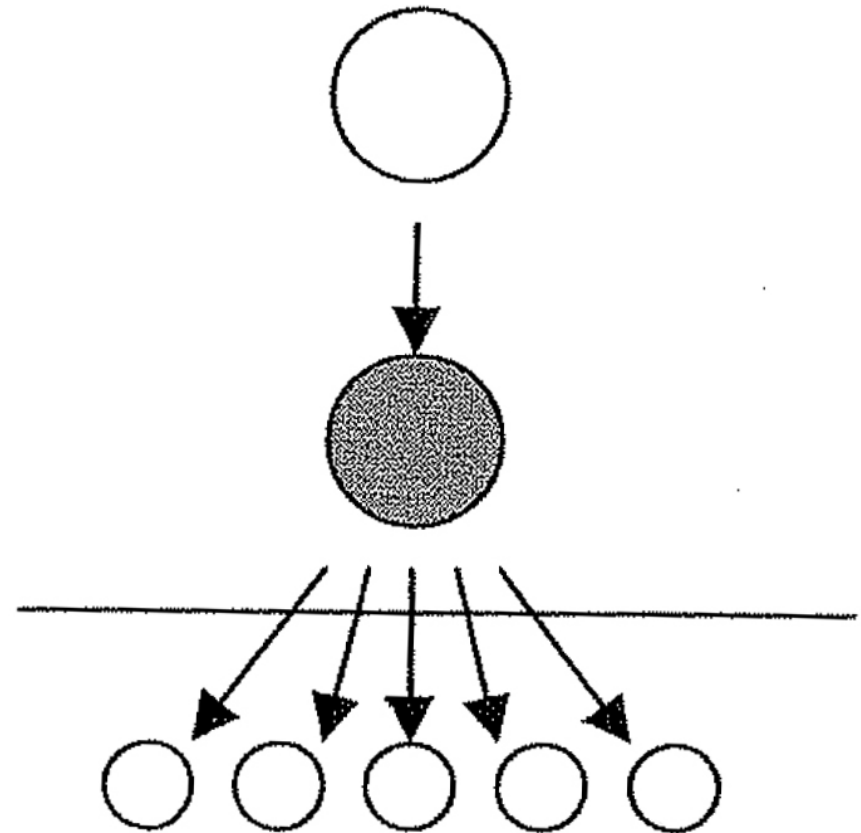


## Diagram 2. THE COMMERCIAL MODE

Shareholders

Media professionals

Consumers





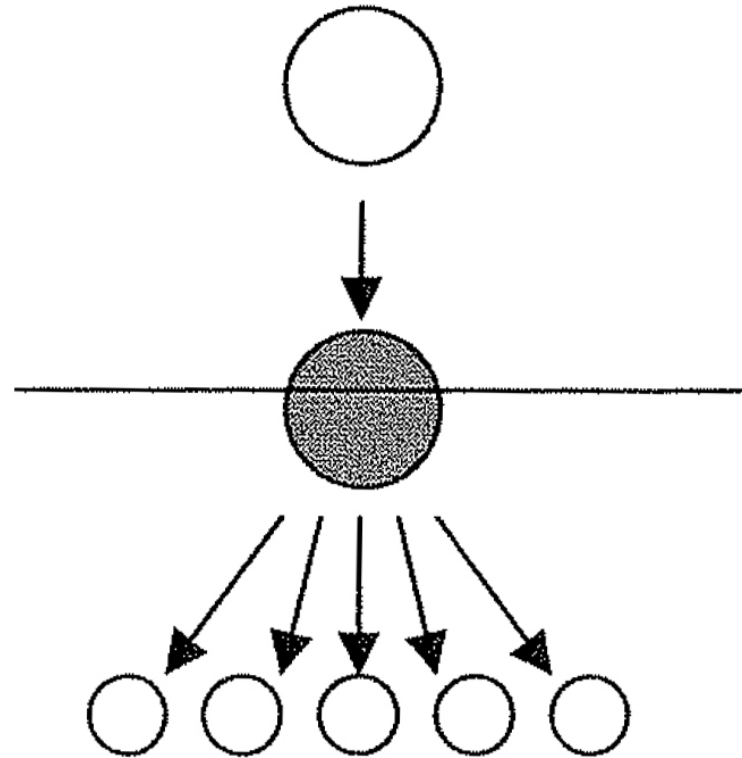
### Diagram 3. THE PATERNAL MODE

#### a) Informative-administrative type

Power holders

Media professionals

Audiences

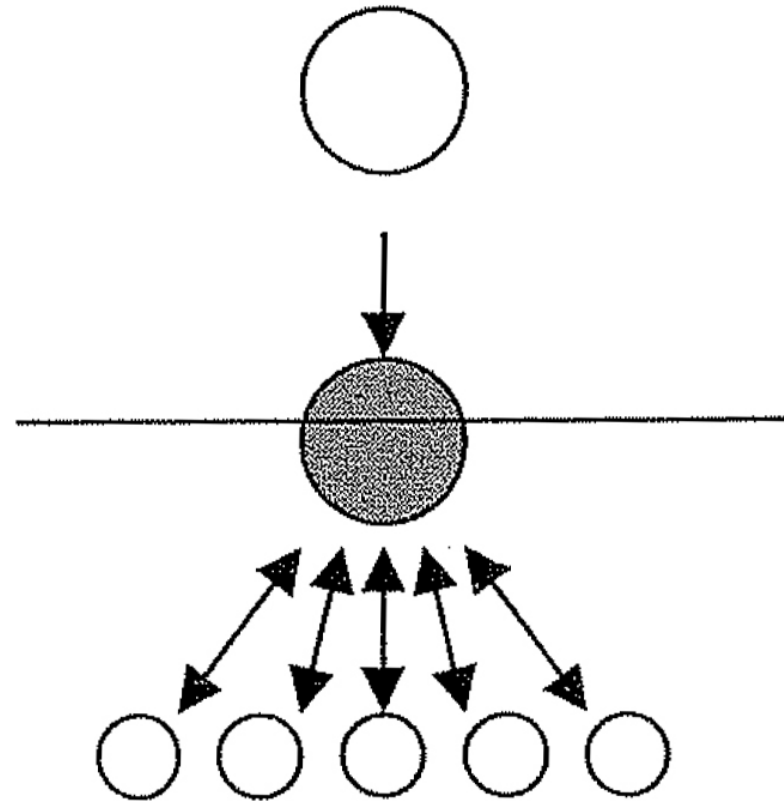


**b) Social responsibility type**

Power holders

Media professionals

Audiences



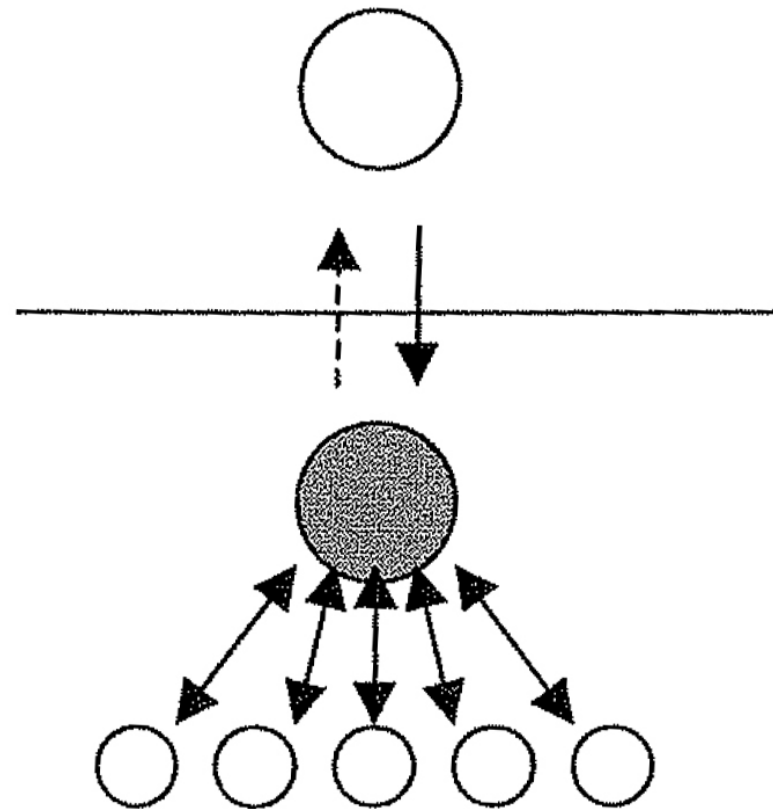
## Diagram 4. DEMOCRATIC MODE

### a) The representative type

Power holders

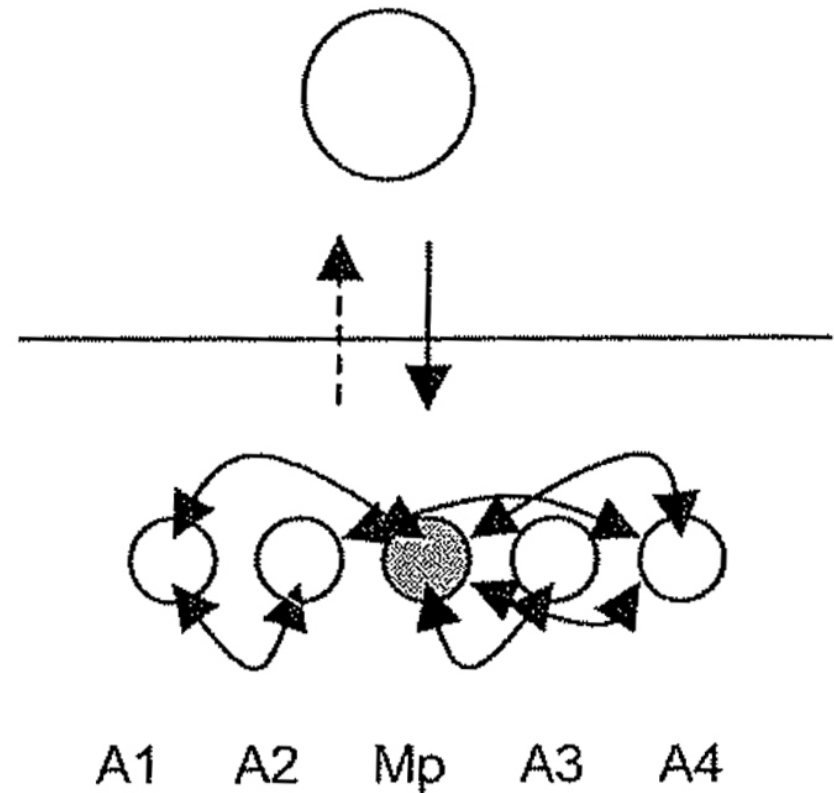
Media professionals

Audiences



**b) The participatory type (media professionals as articulators)**

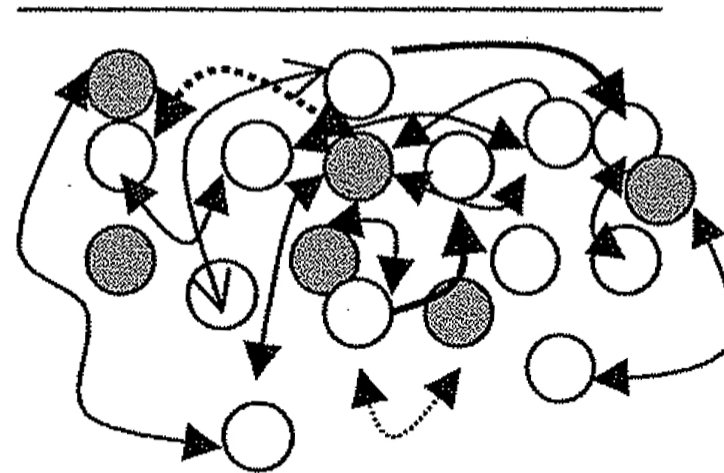
Power holders



Mp = Media professionals  
A1...n = Audiences

**Diagram 5. THE POSTMODERNIST MODE: The end of journalism**

Power holders



Individuals (media professionals, media consumers, customers, audience members)

# Freedom of speech vs. press freedom

- Subject of freedom in the Universal Declaration of Human Rights (1948) as well as in respective conventions in Europe (1950) and the UN (1966) is *Everyone* – individual, citizen  
*“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.” (UDHR, Article 19)*
- Press/media is a *means* of implementing this civil freedom – not a target of the right at issue

# Stages of development after 1766...

- Parliamentary democracy in early 20th century  
In Czarist Finland 1906 bill on freedom of speech, publication, meeting and association
- Constitutional guarantees in late 20th century  
The Constitution of Finland 1999, Section 12:  
*“Freedom of expression and right of access to information.”*
- United Nations Millennium Declaration 2000:  
*“To ensure the freedom of the media to perform their essential role and the right of the public to have access to information.”*

## Sources

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Manninen, S. (1996) Freedom to write and publicity in the diet of estates (in Finnish). In Nordenstreng (ed), *Sananvapaus*, Helsinki: WSOY, pp. 90–126.

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## Links

<http://www.uta.fi/cmt/en/contact/staff/kaarlenordenstreng/index.html>

[http://www.uta.fi/laitokset/tiedotus/laitos/myths\\_about\\_press\\_freedom.pdf](http://www.uta.fi/laitokset/tiedotus/laitos/myths_about_press_freedom.pdf)

<http://www.finlex.fi/en/laki/kaannokset/1999/en19990731.pdf>

<http://www.un.org/millennium/declaration/ares552e.htm>