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
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
A1   A2   Mp   A3   A4
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


**Links**

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


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