

## GOVERNING SYSTEMS OF BROADCASTING IN DEVELOPING COUNTRIES

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While discussing the nature of broadcasting systems I am actually making an effort to furnish answers to the questions (these answers are directly derived from the practical experiences of the existing global broadcasting systems): Where these systems are drawing their sustenance from, Who operate them and control their broadcasting activities?

A widely applied dichotomous classification, underlying organizational control and financial consideration, is suggested by Fred Siebert, Theodore Petersen and Wilbur Schramm which reduces the world mass communication systems into four major categories, e.g. Soviet model, libertarian model, social responsibility model and authoritarian model /1/.

This mode of classification is better suited to the print media rather than the broadcast media and is not free from fallacies. The authors of these theories are, it is claimed, preoccupied with the considerations of "freedom from" rather than "freedom for" /2/.

Because of some peculiar characteristics, which are not present in the case of printed media, broadcasting demands special treatment from the government. Following arguments are forwarded by governments for greater control over the broadcasting media:

- i. International Telecommunication Union (ITU) spells out that "no transmitting station may be established or operated by a private person or by any enterprise, without a license issued by the government of the country to which the station in question is subject" /3/. It is to avoid unchecked use of radio frequencies