

Tipe Koleksi: indeks Artikel jurnal komunikasi

Media Massa dan Kekuasaan sebuah Refleksi etika

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Abstrak

The role of mass media in the society has been progressed from time to time. In such an evolution, mass media has identified itself in different ways. In classical usage, it defines itself as reality's mirror. At this stage, mass media sets its ideal position as the supporter of democratic life. But nowadays, mass media has been the object of conquest between the political interest and market. At this stage, mass media could play role according to interests behind, that are: market and political power. From ethical perspective, it is suggested that mass media promotes itself as critical mass to its masters, both to market and to the power.