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establish a global media watch as a "fifth power".<sup>2</sup> Obviously there are different types of media in any society and therefore it is misleading to speak of "media" as a uniform concept. Nevertheless, one can analytically distinguish between the different media systems and models which may operate in a democratic society. Accordingly ...

### **Media and Society<sup>1</sup> Professor Kaarle Nordenstreng**

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William Hoynes is Professor of Sociology and former Director of the Media Studies Program at Vassar College in Poughkeepsie, New York, where he teaches courses on media, culture, and social theory. He is the author of Public Television for Sale: Media, the Market, and the Public Sphere and co-author, with David Croteau, of Experience Sociology.

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