

Abstract

The master's thesis "The Social Responsibility of Media in the Example of Edward R. Murrow" describes the development of social responsibility of media in the American radio and television broadcasting in the 20's - 50's of the 20th century and it demonstrates that in the examples of a CBS's reporter and anchorman, Edward R. Murrow. The thesis inquires the historical context in which the responsibilities of broadcasters came about describing the key events, regulatory authorities and the inception of the socially responsible media concept and its development trends. Firstly, the text focuses on the development of radio broadcasting, new demand for some level of control, and on the gaining dominance of commercial broadcasting media on the broadcasting market of the late 30's. Furthermore, the thesis analyzes the origins of television broadcasting of the late 40's and its progress in the 50's. The instances of social responsibility are demonstrated in the examples of Murrow's London radio broadcasts during the WWII and his latter TV show 'See It Now' in the McCarthyism era of the early 50's. Moreover, the thesis scrutinizes some of Murrow's TV and radio shows and looks at his activities in CBS from the late 30's up to his retirement in the early 60's.