Example of Propaganda Communication

Filter 6: Buying Out

Deliberate concealment of collusive power relations and the routine use of 'off-the-record' sourcing to avoid investigative journalism

Filter 1: Size, Ownership & Profit Orientation

Wealthy elites control major media conglomerates & new entrants face huge costs

Six News Filters

Five structural control mechanisms and one instrumental control mechanism to censor the news by unofficial means

Filter 5: Ideology

A framework that defines boundaries for acceptable ideas & creates 'unity' through a common enemy

Filter 4: Flak

& Enforcers

Elites produce costly flak to discipline news outlets & 'left wing' groups

Filter 2: Advertising

Revenue dependency on advertisers biases news towards consumer culture & wealth idolization

Filter 3: Sourcing

Elite institutions & experts subsidize the news with 'objective' information presumed to be accurate