I. Mass Media

A. Definition

1. television, film, radio, newspapers/magazines, books,

internet, billboards

2. 11 hours a day in the average home

3. 7+ hours a day for tv

4. 75% get most or all of their information from television

5. 90% time: corporate owned advertising sponsored

a. television 100% revenue/ 1/3 of time

b. radio 100% revenue/ 1/4 to 1/3 of time

c. newspapers 80% revenue/ 1/2 to 2/3 space

d. magazines 75% revenue/ 1/2 to 2/3 space

B. Function corporate owned advertising sponsored media:

1. profit

a. means: selling audience to advertisers

b. CEO Clear Channel: Who will buy advertising?

2. socialization:

a. social role: consumer

b. norm: high level of continuous consumption

c. value: materialism

d. value: success(ful) high level consumption

C. Concentration of ownership

1. Areas:

a. Television

i. Viacom

ii. Disney

iii. General Electric

iv. Newscorp

v. Time-Turner-Warner AOL

b. Film

c. Book publishing

d. Radio, magazines, newspapers, music

2. Trend +

a. Telecommunications Act of 1996

b. FCC ruling 6/03, 12/07

c. interlocking directorates

d. shared ownership

e. global

3. Example: Time/Turner/Warner

D. Media and democracy

1. News in democracy (First Amendment)

a. inform

b. separate truth from falsehood

c. advocate for people

d. public interest

2. Commercial news: profit

a. advertisers

i. viewers

ii. content

b. expansion

i. domestic (vertical and horizontal integration)

ii. international

c. cost reduction

i. close bureaus

ii. cut staff, including reporters

iii. limit investigative reports

iv. hire studio personalities “talking heads”

v. 24hr “studio new channels”

3. Consequences

a. dependent upon:

i. press releases

ii. press conferences/briefings

iii. experts: knowledgeable, objective professionals

experts and the war in Iraq

experts and health care

iv. public relations firms

function: sell an idea, a company, a policy, a country

public can be manipulated

appeal to emotions

“truth is not discovered but created”

VNR: video new release

Nayirah

v. government news releases (GNR)

vi. centralized sources

vii. new journalistic norm

objectivity = “balance”

journalist: present both sides

journalist: remains neutral

b. content (news as entertainment)

i. violence

ii. natural disasters

iii. personalities

iv. political coverage (polls and strategies)

v. “militainment”

vi. fair.org

4. Myth of NPR

5. culture of fear: violent crime

1. surveys

b. Annenberg study

c. criminal justice system

d. corporate crime

i. knowingly selling dangerous and defective products

ii. knowingly polluting the environment with toxic and

hazardous waste

iii. knowingly exposing workers to dangerous and hazardous conditions

iv. corporate fraud

v. illegal anti-labor practices

vi. violating human rights

7. culture of fear: terrorism

1. U.S. military

i. $

ii. bases/countries/partnerships

iii. size

iv. resources

v. special ops

1. Homeland security

i. 1200 gov org/2000 private companies/263 new “extremism”

ii. operating in 10.000 locations

iii. 33 new buildings (17 million sq feet)

iv. 854,000 top level security clearances

v. generate 50,000 intelligence reports a day

vi. millions of cameras/billions of footage

vii. “gazillion” bytes of info

viii. $75 billion