I. Mass Media

A. Main institution

1. socialization

2. social control

3. media: newspapers, magazines, books, film, radio, billboards

television, internet, social media

4. Plato’s Cave

B. Modern Cave

1. 11 hours a day in the average home

2. teens 7+ hours a day for media (college students female +10 hrs)

3. 75% get most or all of their information from television or related web sites

4. 90% time: corporate owned advertising sponsored

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

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

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

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

5. advertising

a. children: 16,000-20,000 commercials per year

b. adult 65: 9 years of life, and 2 million commercials

c. $500 billion business

6. video games

7. social networking

C. Profit, Socialization, and Social Control

1. profit

a. means: selling audience to advertisers

b. viewer, player, listener, reader: being sold

2. socialization

a. social role: consumer (“I buy, therefore I am””)

b. norm: high level of continuous consumption

c. value: freedom (ability to choose among smart phones)

d. creating reality: wish list and dreaming

3. social control

a. entertainment

i. distraction

ii. prime time

b. cycle of consumerism: work-spend-debt

c. filter: ideas and knowledge

i. reproduce conventional wisdoms

ii. manufacture consent

D. Concentration of Ownership

1. Trend: Increasing ^ 8 companies own 25,000 media outlets

2. Ownership ^in all media

a. TV and film: 5 or 6 companies

b. radio: Clear Channel

c. magazines: 3 corps own 11,000

d. newspapers: 80% corporate owned 1% competition

e. book publishing: four companies

d. music: worldwide 6 corps 80% of revenue

3. Shared monopolies: Telecommunications Act of 1996

4. Shared ownership

5. Interlocking directorates

a. 11 media corps have 36 direct

v. 8 media corps have board members

in 144 of the largest corporations

6. Global

7. Example: Time/Turner/Warner

Time-Turner-Warner-AOL

⇓

Warner film and TV production( including library and cartoons)

⇓

Cable network CW

⇓

TV Channels, Broadcast and Cable

⇓

Cable System

⇓

Movie theaters

⇓

⇐ ⇒

Magazines Music Publishing Retail Stores Sports Teams Toys AOL

Interlocking directorates:

American Express, Chevron, Citigroup, Colgate Palmolive, Dell, Fed Ex, Pepsico,

Pfizer, Sears

Synergy= vertical integration (production, distribution and exhibition of media content)

+horizontal integration(media content transformed to fit into all areas of distribution)/