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: 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. 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. Shared Monopoly

1. Areas:

a. Television

i. Viacom

ii. Disney

iii. Comcast/NBC Universal

iv. Newscorp

v. Time-Turner-Warner AOL

b. Film

c. Book publishing

d. Radio: Clear Channel

e. magazines: 3 corps own 11,000

f. newspapers: 80% corporate owned 1% competition

g. music: worldwide 6 corps 80% of revenue

2. Trend +

a. concentration of ownership

b. shared monopolies

c. interlocking directorates

-11 media corps have 36 direct

-8 media corps have board members

in 144 of the largest corporations

d. shared ownership

e. global

3. 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)/

F. Corporate owned media and democracy

1. News/journalism in democracy (First Amendment)

a. inform

b. separate truth from falsehood

c. advocate for people

d. public interest

e. Fourth Estate

2. Corporate news/journalism: profit

a. customers: advertisers

i. content attracts viewers

ii. viewers sold to advertisers

iii. more viewers=higher price to advertisers=profit^

b. expansion

i. domestic

ii. global

iii. 24 hr “news channels”

c. cost reduction

i. close bureaus

ii. cut staff, including reporters

iii. no investigative reports

<http://www.thedailyshow.com/watch/mon-january-14-2013/investigating-investigative-journalism>

iv. hire studio personalities “talking heads”

v. “shared services agreements” (83 markets)

video news stories

local interviews, graphics

scripts

office space

news director

3. Consequences for corporate “journalism”

a. dependent upon:

i. press releases

ii. press conferences/briefings

iii. guest 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”: Nayirah

VNR: video news release

v. government news releases (GNR)

<http://www.thedailyshow.com/watch/tue-march-22-2005/headlines---not-necessarily-the-news>

vi. centralized sources

vii. new journalistic norm

objectivity = “balance”

journalist: present both sides

journalist: remains neutral

b. local news as “advertainment”

i. advertising 30%

ii. violence: “If it bleeds, it leads.”

iii. natural disasters (i. +ii. 54%)

<http://www.thedailyshow.com/watch/mon-october-24-2005/hurricane-wilma>

iv. diseases: SARS, West Nile Virus, “The Flu”!!!

v. personalities

<http://www.thedailyshow.com/watch/mon-august-2-2010/daily-show--8-2-10-in--60-seconds>

vi. political coverage

horse race: who is ahead in the race(polls), how can one horse stay ahead or get ahead (strategies), which horse won the “fake” debate and is it ahead now or still behind, which horse looks best (photo ops), which horse will win (speculation)

debates: Lincoln Douglas (12th), KennedyNixon (10th), ClintonBush (7th/6th )

Who owns the Debates? Commission on Presidential Debates