I. Constellation of Power and the Mass Media

A. Definition

B. Examples

C. Nature

1. corporate owned and advertising sponsored

2. profit

a. means: selling audience to advertisers

b. CEO Clear Channel: Who will buy advertising?

D. Function

1. socialization

a. social role: consumer

b. norm: high level of continuous consumption

c. value: materialism

d. “life’s goal”: success(ful) high level consumption

2. social control

a. filter: information and ideas

b. reinforce conventional wisdom

c. location

d. reason for being: work-spend-debt

3. mass distraction and stupification

4. Plato’s “Allegory of the Cave”

E. WWI, Committee on Public Information, and the power of the media

(“world’s greatest adventure in advertising.”)

* 1. WWI: background
  2. U.S. Public Opinion

3. The House of Truth

1. Fear

i. spies

ii. defeat: Heineapolis, Denverburg, Gulf of Hate

1. good vs evil

i. demonization

ii. “they kill and eat children”

c. patriotism

1. CPI or Creel Commission
   1. Division of News

i. “Official War News”

ii. newspaper Official Bulletin

b. Division of Advertising

i. advertisements, billboards.

ii. graphic art: posters

c. Division of Films

1. power of film: Birth of a Nation

ii. Hollywood: Pershing’s Crusaders

d. Division of Four Minute Men

i. 75,000/ 150,000

ii. Four Minute Man Bulletin: “appeal to unconscious”

iii. Junior Four Minute Men, Colored Four Minute Men

iv. National School Service Bulletin

v. Why We Are Fighting, Unmasking German Propaganda

1. Lessons Learned

“Mass media as a mechanism could shape and control public discourse in ways that surpassed even the coercive powers of the state.”

F. Public Relations and Power

1. Edward Bernays: “Propaganda” “The Engineering of Consent”

a. Father of public relations

b. influence

i. Le Bon

ii. Freud

2. Techniques

a. appeals to unconscious: emotions, dreams, values

b. third person technique

i. front groups

ii. experts

iii. think tanks

c. focus groups

1. media “events”

3. Lessons Learned

“The truth is not a thing to be discovered but a thing to be created through artful word choices and careful arrangement of appearances.”

G. Television and power

1. 7+ hours a day

2. 90% time: corporate owned advertising sponsored

3. news: 75% get most or all of their information from television

4. advertising

a. “dream machine”

b. “shooting fish in a barrel”

c. “give me a child of four (two)

d. saturation of cultural space

5. entertainment

a.subjective experience

b. objective reality

II. Corporate ownership: analysis

A. 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. The Big players

a. Time-Turner-Warner-AOL/CW

b. Viacom/CBS

c. Disney/ABC

d. Newscorp/Fox

e. GE/NBC

7. Integration

a. vertical integration

b. horizontal integration

c. synergy

Time-Turner-Warner-AOL

↓

Warner film and TV production( including library and cartoons)

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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