I. Media Theory: Power and the Mass Media

A. Definition

B. Examples

C. Nature

1. corporate owned

2. advertising sponsored

3. 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. value: 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

E. Plato’s Allegory of the cave

F. Modern Cave

1. 11 hours a day in the average home

2. .7+ hours a day for tv

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

4. 90% time: corporate owned advertising sponsored

G. Recognizing relationship of media and power

1. WWI and the Creel Commission

2. Gospel of Mass Consumption: radio

3. PR and the rise of advertising

4. Television and the American dream

a. “shooting fish in a barrel”

b. “give me a child of four (two)

II. Media and power in U.S.: 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)

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

B. Corporate news

1. Produced for a profit

2. Draws "quality viewership"

a. more educated

b. correlates with salary

c. disposable income

3. Cutbacks

a. bureaus

b. reporters/staff

c. time per story

4. Sources for news

a. wire services

b. press conferences, news releases

c. experts

d. VNRs and GNRs

e. balance

C. Infotainment

1. violent crime: “If It bleeds, it leads.”

2. natural disasters

3. celebrities

4. terrorist threats

5. disease