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

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

3. social control: where is the average American

a. work

b. prime time

c. work-spend-debt

C. Mass media and power: the power to shape our behavior

1. WWI and the Creel Commission: film

2. Gospel of Mass Consumption: radio

3. Television

a. “shooting fish in a barrel”

b. “give me a child of four (two)

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. The Big players

a. Time-Turner-Warner-AOL/WB

b. Viacom/CBS

c. Disney/ABC

d. Newscorp/Fox

e. Comcast/NBC

7. Integration

a. vertical integration

b. horizontal integration

c. synergy

3. corporate owned advertising sponsored news

a. shaping what we think and know

b. entertainment/propaganda

Time-Turner-Warner-AOL

Warner film and TV production( including library and cartoons)

Cable network WB

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

II. Function: news (press) in a democracy

A. Necessary information and circulation of ideas

1. informed decisions

2. understand own vital interests

3. shape direction of the community

B. Government gave airwaves to private companies: radio and tv

C. 1950 FCC ruling: broadcasters to manage in the public interest.

III. Function of corporate owned and advertising sponsored TV news

A. Produced for a profit

B. highly profitable

1.Draws "quality viewership"

a. more educated

b. correlates with salary

c. disposable income

2. Cutbacks

a. bureaus

b. reporters/staff

c. time per story

C. Result: TV News as entertainment, or a “wrapper” for the advertiser

D. Recently: TV News as propaganda

IV. TV News as entertainment: The “look”

A. Hype: teasers throughout the day

B. “Branding”

C. Team

D. Total news time

1. local: 10 minutes

2. national: 20 minutes

V. News: “Culture of Fear”

A. If it bleeds it leads

1. violent crime

2. natural disasters

3. celebrities

4. terrorist threats

5. disease

B. political coverage

1. polls and surveys

2. strategy

3. who won the debate?

VI. News: Sources/Guests?Experts

A. centralized sources

1. national news services, AP, NYTimes, LATimes

2. VNRs: Video News Releases (PR Firms)

3. GNRs: Government news releases

4. Press briefings and conferences

B. Guests/ “Experts”

1. Pentagon Experts/Dial an expert
2. NPR: National Public Radio

C. “Balance”

1. Limit investigative reports
2. “Objectivity”: both sides

3. Jounalism code of ethics

VII. Consequences for dependency on corporate owned advertising supported news

A. Limited knowledge about the world.

B. Distorted knowledge about our vital interests.

C. Believe the world is more violent that it really is.

D. Believe that global problems are random like natural

disasters.

E. Believe most Americans are better off than they really are.

VIII. If it really were a liberal media.

A. political news.

1. how wealth biases the system

2. issues and policies

B. crime: corporate crime

1. extent

2. types

a. knowingly selling dangerous and defective products

b. knowingly exposing workers

c. knowingly polluting the environment

d. fraud

e. violating workers rights

f. human rights violations

C. War on terror

1. from the point of view of the potential victims

2. international law

3. war and the press

4. consequences of war

D. War of drugs

E. US foreign policy and dictators

1. history of supporting dictators

2. who do we support now? Inconsistencies

3. support for illegal military occupations

F. Trade agreements

1. who writes them?

2. how about people in third world, what do they think about them?

3. NAFTA Ch 11