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 (avg person 3 hrs)

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

1. prime time

b. work-spend-debt

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. GE/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. Information necessary to make informed decision regarding

1. one’s own vital interests

2. direction of the community

B. Free circulation of ideas.

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

D. 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

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: The stories

A. If it bleeds it leads

1. murder,

2. natural distasters

3. celebrities

4. terrorist threats

B. political coverage

1. campaign - polls and strategy

2. results of surveys

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

3. GNRs: Government news releases

4. Press briefings and conferences

B. Guests/ “Experts”

1. Network news
2. NPR: National Public Radio

C. “Balance”

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

3. Jounalism code of ethics

3. Consequences

a. cost reduction

i. close bureaus,

ii. cut staffing, including reporters

iii. limit investigative reports (balance)

iv. hire personalities, studio “talking heads”

b. dependent upon:

i. press releases

ii. press conferences/briefings

iii. experts (former government, military,

think tanks, front groups)

iv. public relations firms (VNR: video news

release)

v. government news releases (GNR)

vi. “balance” or he said/he said the opposite

rather than truth

V. 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.

VI. If it really were a liberal media.

A. Know about the political system.

1. how wealth biases the system?

2. how minorities have recently been disenfranchised again

B. The labor point of view

1. the latest strike/lockout

2. labor organization in American.

3. job security, benefits, wages adjusted for inflation

C. War

1. from the point of view of the potential victims

2. international law

3. war and the press

4. consequences of war

D. US foreign policy and dictators

1. history of supporting dictators

2. who do we support now? Inconsistencies

3. support for illegal military occupations

E. Trade agreements

1. who writes them?

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

3. NAFTA Ch 11

I. Advertising

A. Mass Media is main institution of socialization

B. Advertising is its instrument

II. History and structure

A. Early Advertising: last half of nineteenth century

1. First ad agency was NW Ayer

2. Social factors

a. industrialization

b. urbanization

c. national markets

3. Characteristics

a. people are rational

b. informational

i. substantive

ii. made truth claims

iii. written text

c. place

i. Wards and Sears catalogues

ii. dept stores

iii. magazines

B. 1920s

1. New type of advertising

a. mass production of consumers

b. H.G.Wells: “Advertising is the art of making people want things.”

c. assumption:

i. deeper level of psyche: unconscious

ii. images

iii. fear, values

2. Social Factors

a. technology

i. film

ii. radio: “conquered living space”

iii. Fordism

b. culture

i. psychology

ii. new social values: progress, modern

3. Power and Advertising

a. Creel Commission: Committee on Public Information

b. The Gospel of Mass Consumption

i. change definition of consumption

ii. goal: turn people into consumers

iii. create conditions so that people can buy

e. Means

i. radio: soap opera

ii. consumerism = progress “modern” as

opposed to old fashioned

iii. pay worker more: Ford

iv. installment

C. 1950s

1. Social factors

a. Post-war economic boom

b. Technology:” dream machine”

c. Cultural values: “American dream”

2. type of advertising

a. less substantive or informative

b. association of values

automobiles

Marlboro

3. Limitations

a. advertising directed at middle class

b. “debt”

I. Mass media and Advertising

1. Creating consumers
   1. early advertising

a. catalogues, newspapers, magazines

b. written text/need

c. assumptions

* 1. 1920s

a. radio

b. “Art of making people want things”

c. assumptions

* 1. 1950s to present

a. TV and everywhere

b. “Making people want”

B. Advertising today

1. everywhere

a. 1/6th of US GNP

b. $265 billion

c. Largest advertisers, PG, GM, Philip Morris, Pepsico, Chrysler

2. TV, Radio, magazines, newspapers

a. 1/4 of TV time and radio

b. 2/3rd newspapers

c. 1/2 to 2/3rds magazines

3. movies

a. advertisement

b. product placement

4. novels

5. sports events

a. stadiums, bowl games

b. scoreboards

c. TV

d. announcements

e. stock car racing

6. public transportation

7. billboards

8. schools

a. Pepsi day

b. hallways

c. bookcovers 25 million Nike, Gatorade, Calvin

Klein

d. educational supplements

e. Channel One

i. 8 million teenagers

ii. $200,000 per minute, 1992 $115 million

f. Mail 3x in last 15 years

B. Consumer consciousness: “I buy therefore I am”

1. 61% always look forward to buying something

2. "wish list"

a. exotic vaction

b. larger and better house

c. second house

d. new luxury car or SUV

e. swimming pools

f. bbqs

3. 27% dream about what they want

4. wants become “needs”

a. “new Joneses”

b. 1987 survey $50,000 1996 $90,000

c. 2/3 of those making $75,000 would need

to make 50-100% more to reach satisfaction

C. Ads: Characteristics

1. little or no substance or information

2. what an ad won’t tell you

D. Examples

1. parable: story

a. goal: create anxiety offer solution

b. identify a problem

i. odors, hair, weight, social anxiety syndrome, erectile dysfunction, dry skin, wrinkles

c. product is solution

i. "I have or don't" "I need this" "If I get this "

ii. Rogaine, Paxil, Viagra, Celebrex, skin creams, shampoo, toothpaste

2. value or emotion with a product

a. Marlboro cigarettes, Virginia slims

b. cell phones and freedom

c. cooking and love

d. Coors and Rocky Mountains

e. McDonalds: “Your Trusted Friend”

3. funny/stupid

a. carrot top

b. Jack in the Box

c. 7up yours

e. identity: high status

a. Tommy Hilfiger

b. diamonds

c. Lexus

f. selling corporations

a. Texaco: “loves the earth”

b. Philip Morris: “loves people”

c. BP: “loves alternative energy”

g. identity: low status

a. Money Tree

b. Ecology Auto Wrecking

c. King Stalman Bail Bonds

h. DTCs (Direct to Consumer Drug Advertisements)

D. Structure of advertising

1. Five types

a. network 32% $11,600

b. spot 25% $9119

c. syndication 5.6% $2016

d. cable 7.4% $2670

e. local 29% $1084

2. magazine format

a. advertising pods between shows and within show

b. production goal

i.TV shows scripted so that advertising seems

ii."natural" action/peak/break or hook

c. pods are several minutes long with 20 and 30

second ads plus

i. promos

ii. Id

ii. public service announcement

II. targeting the audiences

A. size and compsition

B. 100 million TV familis in US divided into 211 geographical regions (around large urban area)

1. est and ranked, top 10 30%

2. 60% watching at prime time

3. morning 20% and late afternoon 40%

4. cost of advertising is obvioulsy highest

during pt and special events

5. reason for FCC black out is for advertisers

C. demographics most important

1. quality audience

2. 18-49, middle and upper middle class

D. women and children first

1.watch more 4 1/2 to 4

2.control 75% of purchasing

( morning shows, talk shows, soap operas, sit- coms, drams, movies of the week, disease or threat, changing coverage of winter and summer Olympics)

4.. children

a. cradle to grave

"Give me a four year old and I'll give you back orders for 20 years"

b. establish brand loyalty, age 2

c. children can recognize brand logo before

their name

d. reasearch

i. slumber parties

ii. cultural anthropologists

iii. dream research, 6 yr olds and

nice animals

iv. internet Fast Food website

Children's Online Privacy Act

d. Sat morning is prime time

e.1997 $1 billion in children's programming

i. rugrats

f. selling

i. cereals, snack foods, candy, soft drinks,

ii. toys $13 billion and licensing

iii.Children's Television Act

IV. Targeting children

A. Meet Ray Kroc

1. Packaging McD to kids

a. 65 years of purchases

b. + parents

2. Make McD an attractive wrapper

3. 90% of American children visit Mc once a month

B. Packaging or the wrapper

1. Ronald McDonald

a. Willard Scott of Bozo's circus

b. too fat

2. Playgrounds and McDonald lands

3. toys -promotional links with manufacturers

a. Pokemon, Cabbage Patch, Furbies

b. 1997 Beanie Babies 10 days 100 million

happy meals +10x

c. Happy meals and Super happy meals

4. "Your trusted friend"

a. never use the word "trusted friend"

b. kids trust love Ronald

5. school

4. value: family

C. Success: children

C. Success: an empire of fat, salt, and sugar

1. 1990s 3 burgers a week

2. soda 56 gallons per person per year

a. 1 out of 5 one and two year olds

b. Pepsi logo to baby bottles

3. what's is the food

a. food born pathogens

b. each day

i. 200,000 sickened

ii. 900 hospitalized

iii. 14 die

c. one study

i. e coli, staph 30%, Listeria 11.7%, salmonella

7.5%, shit 78.6%

d. since Jack in the Box

i. 500,000 made ill by e coli

ii. FDA no mandatory recall

iii. no statutory obligation to make public

aware

iv. no public notification on 1/3 of Class I

recalls, lethal threat, ground beef with glass

e. don't worry most bad meat to schools

V. Creating consumers

A. Sells a life style - the American dream

1. The size of the American dream has increased

2. Demographics of commercials

a. upper middle class, upper class, reflects life

of about 10%

b. age

3. gender looks

4. idealized American dream new reference group

5. direct correlation between heavy tv viewing and

belief that everyone else has the things that you want

a. used to be the Jonses

b. people on TV, top 5%

C. Reinforces gender roles

1. women in domestic sphere, men speaking

2. emphasis on woman's body as source of her value

3. young girls preoccupied with thinness

D. Conceals the conditions underwhich products are made

1. sweatshop labor

2. child labor

E. Social costs of auto

1. billions to support oil interests

2. 40,000 deaths , hundreds of thousands of injuries

3. major cause of death among teenagers

4. 2/3rds of urban space

5. pollution and green house

E. Obfiscates the destruction to the environment

1. US has 5% of population but use

a. 25% of world's energy

b. 33% of non-renewable resources

c. creates 25% of CO2

d. produces 80% of hazardous was

e. avg American 300x the impact on environment

as person in third world

2. solid waste

a. 13 billion tons per yers

b. 16 billion disposable diapers with 3 million tons

of untreated feces and urine

c. 65% of solid waste is packaging

d. rain forests

e. 2.5 acres every minute to suburban sprawl

f. leisure sprawl

i. SD 39% of time exceed pollution levels

ii. bbqs, jet skis, tools, cars

4. debt

a. 2000 household debt $6 trillion plus

b. 1990-96 credit card debt double, upper middle class

included