I. Power and Ideological Institutions: Mass Media

A. Includes: television, film, newspapers, magazines, radio, internet, music, books/textbooks

B. Concentration of ownership

1. 8 corporations own 25,000 media outlets

2. major shareholders

a. Wells Fargo: GE, CBS, Time, Disney

b. Capital Group: TCI, Newscorp, Time, Viacom

3. Ownership more concentrated

a. TV

b. film

c. radio

d. publishing

e. music

f. magazines

4. Shared monopolies: vertical and horizontal

5. Shared ownership

6. Other interests

7. Interlocking directorates

a. 8 major media corps hold 144 seats on directorates of Fortune 1000 companies

b. 11 media corps have 36 direct links (GE 17)

Time-Turner-Warner-AOL

Warner film and TV production( including library and cartoons)

Cable network WB

TV Channels, Broadcast and Cable

(CNN, TBS, TNT, TCM, Comedy Central, Court TV, E!, HBO, Showtime)

Cable System

(Second largest w/ATT)

Movie theaters

Magazines Music Publishing Retail Stores Sports Teams Toys AOL

(Time, Life,People) (40 labels) (Time-Life) (150- $10 billion) (braves, hawks) (Hatari, Hasbro)

Interlocking directorates:

American Express, Chevron, Citigroup, Colgate Palmolive, Dell, Fed Ex, Pepsico,

Pfizer, Sears

Shared ownership:

ATT, Viacom, Sony, Bertlesmann, GE

C. Power and Advertising

1. Mass media: customers

2. Goal:

a. sales

b. create consumers:

i. “to buy is to be alive”

ii. “I buy therefore I am”

3. Means:

a. show = audience = advertisers

b. extent of advertising

i. tv

ii. movies

iii. magazines and newspapers

D. Consequences

1. main institution of socialization: norms and values

a. what is your two year old dreaming of

b. wear, behave, interact, drive

2. main institution of social control

a. social role of consumer

i. work

ii. spend

iii. debt

b. where are your citizens

i. 11+ hours per home per day with media, 7+ with television

ii. winters night 1/2 watching tv

I. Function of news (press) in a democracy

A. Information to make informed decision

1. vital interests

2. direction of the community

B. FCC

1. “public owns it and in public interest”

2. Powell and FCC: “free speech of broadcasters” and interests of corporations

II. Function of corp owned and advertising sponsored TV news

A. Produced for a profit

1. fire reporters and staff

2. close international bureaus

3. limit time per story

B. It is highly profitable

C. Draws "quality viewership"

1. more educated

2. correlates with salary

3. disposable income

D. Result: TV News as entertainment

III. TV News as entertainment: The “look”

A. Hype: teasers throughout the day

B. “Branding”

1. 39 alive

2. self-promotion

a. best helicopter

b. best team

c. most awards

C. Opening: musical theme and flashy visuals

1. helicopters

2. team in action

D. Team or family

1. handsome and attractive news readers BUT

2. pleasant and ingratiating personalities BUT

3. they like each other and they like you

4. skill: read teleprompter without seeming to be reading

E. Team

1. anchor/”star”

a. at national level millions of dollars

b. at local level hundreds of thousands

c. “breaking through the glass”

d. legitimizes news itself

2. “on the spot” reporters

3. the weatherman

a. more and more technology

b. cares about weather and you and gardening

c. very important - national level

4. sports anchors that are irreverent,

5. Features

a. cooking

b. consumer activist

F. Form

1. Short visually exciting “stories”

1. arbitrarily juxtaposed

2. **pods** of commercials

a. three minutes

b. about 30 seconds per, including advertising and promos

3. **bumpers** before the commercial

H. Total news time: local: 10 minutes, national: 15 minutes

IV. The stories

A. If it bleeds it leads

1. murder

2. natural disasters

3. crashes

4. diseases

B. Soft news

1. personalities

a. Anna Nicole’s death

b. Paris’s incarceration

c. Brittany’s breakdown

2. trials

C. political coverage

1. coverage of campaign
   1. polls and surveys
   2. strategy

2. who won the debate?

3. presentation of self

D. Limit real investigative reports

E. centralized sources

1. national news services, AP, NYTimes, LATimes

2. VNRs, GNRs

F. Experts

1. demographics

2. dial an “expert”

V. liberal media?

A. 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 and no I don’t mean the baseball union

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