

CONCENTRATION OF MEDIA POWER is IN THE HANDS OF A FEW BIG PLAYERS

1. Media is controlled by a driven primarily by the need for and power
2. H says that companies aim to minimise risk and maximise audiences through
3. Formats (genres, sequels, prequels. Franchises, serials, spin-offs
Celebrity and stars
4. Vertical (owning every stage of the production, marketing and distribution process
e.g. Disney, Netflix, Amazon Prime)
5. H says that the potential of the for diversity and pluralism is actually undermined
by the domination of large industrial media conglomerates. (Google Facebook etc)
So hegemonic values prevail
6. Slide 4 – media is not about the creation of art but the creation of and power.
7. Not in video: Manipulation of audiences is an extension of the ideas of the School
(cultural propaganda, conformity]
8. Manipulation of elections. Brexit referendum, Data harvesting by Facebook are also
examples of audience manipulation.
9. Most media companies have diversified and are now conglomerates

Slide 5

10. Most of the world's media is owned by 3 / 4 / 6 transnational conglomerates
11. Biggest is AOL-Time – Wearer/ Weinstein/ Warner ; they own a news channel called
12. Number 2 is the D corporation: they also own a famous comic company: M
13. + also the company behind the Star Wars Franchise: – L..... Films
14. [since dec 2017 they own 21st century Fox – bought from Mudoch';s NewsCorp for 52b
dollars]
15. Other members of the big six: Bertelsman,
Viacom (owners of VH1, MTV)
16. Newscorp: owned by Rupert who also owns most of Sky, The Times, The Sun
17. The BBC is also a conglomerate but is a so does not operate for profit in the same
way and is funded differently

Slide 6

18. Horizontal/Vertical Integration is when one company swallows up and merges with
another company in a similar sector; this gets rid of competition and creates
Mono.....

These companies are loyal, not to their audiences but to their sponsors and advertisers.

19. For the general public, this means fewer options, less choice, fewer alternative voices. Lack
of d..... . This is anti-pluralist and works in favour of heg.....
20. Most media is –wing i.e tend to support Conservative parties, defending elites,
privileged well-off minorities, profit and power.

Example of a left wing newspaper: The G

21. Minority, under-privileged and underrepresented groups have opportunities for their voices to be heard in the media.
22. Not in video: [This invisibility ties in with Gerbner's view of **Symbolic Annihilation**. If something is absent or ignored, we don't tend to think about it. It becomes marginalised and invisible therefore perceived as not important.]
23. The more **media concentration** there is, the less com.....

Slide 7

24. Hesmondhalgh notes the limited range of options available on the internet due to media concentration.
25. [Tim Berners Lee, the inventor of html , was one of many **techno utopian idealists** who thought that internet would set users free and allow everyone to have a voice. There would be a new age of **cyberdemocracy – = online power of ordinary people**. They thought the internet would be impossible to censor. THERE IS STILL AN ARGUMENT THAT THE INTERNET HAS GIVEN A FORUM TO ALTERNATE AND OPPOSITIONAL VOICES)
26. THIS IS THE P..... VS HEGEMONY ARGUMENT.
27. Not in video: This is the opposite of C..... **Shirky's** view – who believes that audiences have ownership and power in the modern media landscape. For him everything is participatory, shared and democratized.

Slide 8 & Slide 9

28. YouTube v..... content was big in 2007 (generated by ordinary users – 'user generated')
29. In 2017, content produced by **mainstream media conglomerates** dominate the Youtube ratings.

Slide 10

30. For Curran & Seaton – putting so much power into the hands of a few is a major threat to d..... [**Two Step flow theory** as described by Lazarsfeld and Katz states that a **opinion leaders** such as politicians control what we think and believe; these opinion leaders are themselves influenced by media owners]
31. 2 examples of this threat: interference by Facebook and other big players e.g. Trump election and the r.....
32. Example of biased TV news reporting in the states: F News

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33. Hesmondhalgh – Media industries aim to make their products as popular as possible by using familiar 'formats': use of genre, franchise, stars & celebrities. This is a way of maximising profit, playing safe and minimizing r.....

Slide 12

34. The D..... corporation is a prime example of a media conglomerate with a huge diversity of interests and products. They have achieved this position through horizontal and vertical They are a **cross –media or transmedia** conglomerate. They use a process of S..... (working together across their sectors) to maximise profit.
- 35 The media landscape is becoming increasingly homogenized/heterogenous
Less variety, more power in the hands of the few