PLURALISM THEORY OF MEDIA OWNERSHIP:

Modern capitalist societies are democratic. Left, right and centre wings are given the opportunity to express their views. The most persuasive argument will result in their representatives being voted into power. The Mass Media is an essential part in this ideal because most people get their knowledge of politics from newspapers and TV. They therefore argue that the media owners are objective, responsible and facilitators of this political process.

The existence of media ownership:

The behaviour of the media owners is constrained by the market. Readers, viewers and listeners are the real power holders because they exercise the right to buy or not to buy. The media give the audience what they want because they hold the power to buy.

Pluralists argue that the reason for media concentration (smaller companies merging as a large company) is for economic reasons rather than political or ideological because they argue that media products are costly to produce.

Concentration of ownership is aimed at the maximisation of audience size in order to reduce costs and attract advertising revenue. Where there is more competition and synergy reduce costs because media companies should no longer need to use services from other media companies who might be competing with them. Also, profits are enhanced because they no longer have to deal with the fluctuating priorities of their competitors.

Pluralists argue that it is practically impossible for owners to interfere in the content of newspapers and TV because they are economically too complex to take regular interest in the content of programmers or newspapers. While (1937) argues that the media owners have global problems of trade and investment to occupy their minds they do not have time to think about the day to day details of running their media business.

Media diversity:

Pluralists argue that the range of media products available is extremely diverse. As a result, all points of view in a democratic society are represented.

Public service broadcasting:

The government has failed to provide full diversity in the media market. CBC and Channel 4 do not have the same legal requirements imposed on them by Ofcom.

Concentration of ownership:

Some media outlets are controlled by the state, which have a worldwide reputation for impartiality.

Technological Convergence:

Synergy

Companies that have a presence in many countries, operating in a global market

Global Conglomeration

Diversification/Lateral expansion

Companies try to control all aspects of media to maximise profits. E.g. Time Warner controls all stages of media content. Big media companies that won a diverse range of media. E.g. Virgin

Horizontal Integration/Cross Media Ownership

E.g. Rupert Murdoch control all the media in the USA.

Time Warner, Disney, News corp, Sony, Viacom CBS, General Electric NBC

Marxist Critique of media ownership and control

The Marxist argument is that the economic system of the UK is unfair because it generates the rich and the poor at the expense of the working class. The wealth of the rich is obtained by exploiting the labour power of the working class. The rich is able to maintain class advantage by influencing and controlling the market through the generation of profits.

The ruling class ideology:

Marxists suggest that the ruling class (capitalists) will falsify a false consciousness situation to ensure that the working class are satisfied with their situation. The Marxists argue that this situation will in turn generate more labour for the ruling class and maintain a false consciousness.

The role of these ideological agencies is to determine what the working class believe. The idea of a false consciousness is to ensure the working class believe in the capitalist system. The ruling class media owners will ensure that by controlling the media, the ruling class can dictate what the working class believe.

To protect the system and the ruling class, the media is used to generate a false consciousness about what is really true about the world. The ruling class media owners ensure that the ruling class is satisfied with their situation.

By controlling the media, the ruling class will generate a false consciousness so that the working class believe that what they are told is true.

The media give the audience what they want because they hold the power to buy. The behaviour of the media owners is constrained by the market. The ruling class media owners must decide what is the best way to sell their products to the public. This can be achieved by controlling the media to generate a false consciousness about what is really true about the world.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.

The Marxist theory suggests that the media owners are interested in the audience and are interested in selling their products. The media owners are interested in generating a false consciousness about what is really true about the world so that the working class believe in the capitalist system.