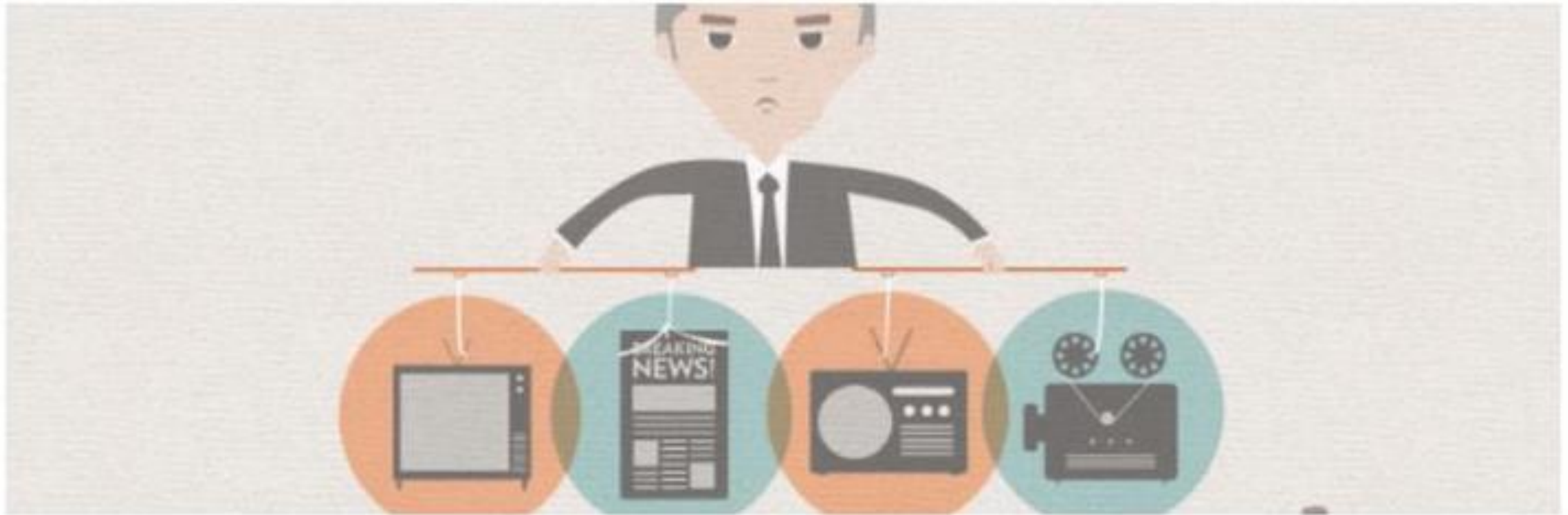


# Media Consolidation/Control



# Role of the Media

- Entertainment
- Gatekeeper
- Business
- Biased Source
- Agenda Setter
- Watchdog



**“The media’s the most powerful entity on Earth. They have the power to make the innocent guilty and to make the guilty innocent, and that’s power. Because they control the minds of the masses.”**

**- Malcolm X**

# Journal #9

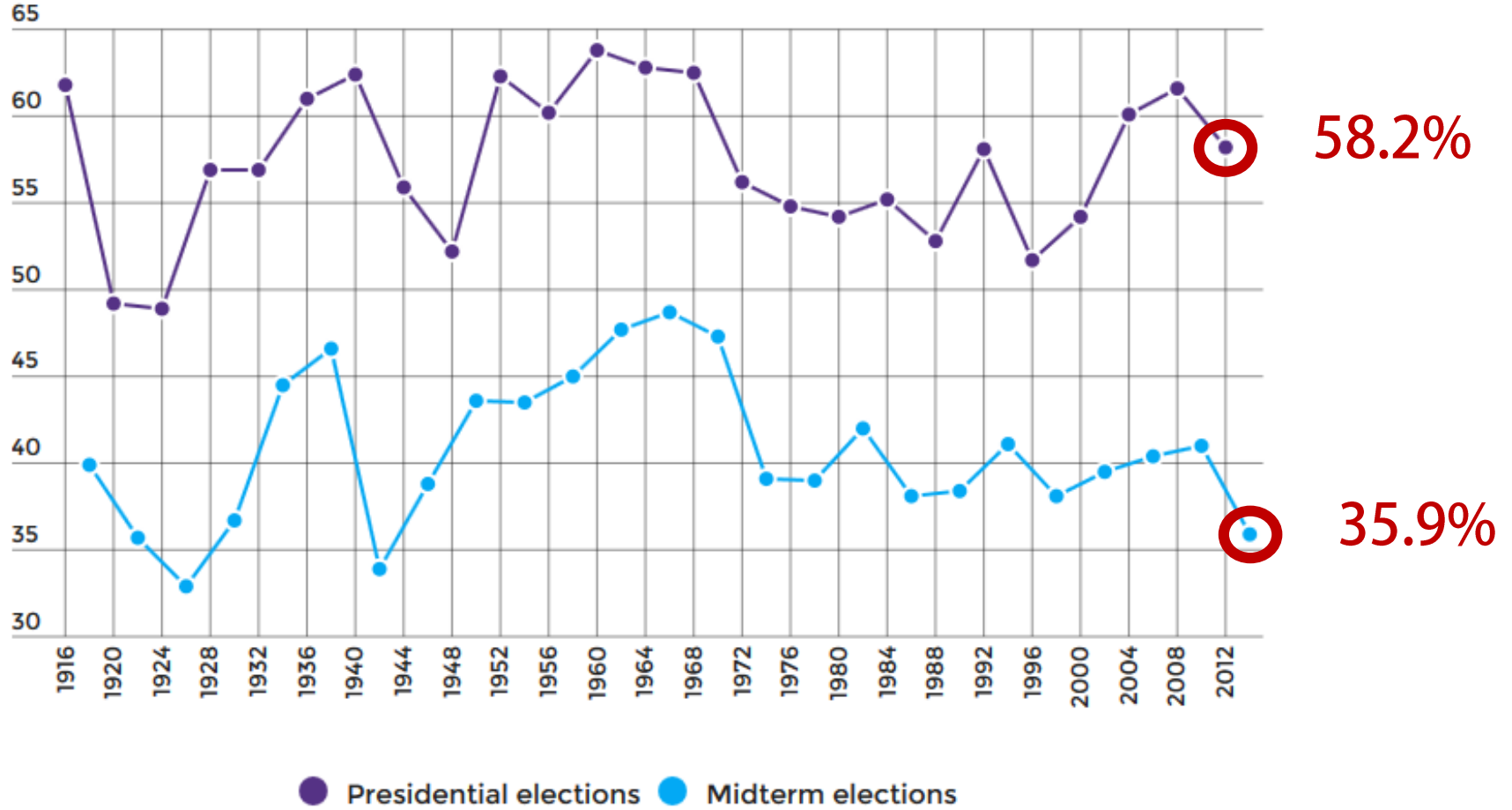


- Was the video able to grab your attention initially? If so, how?
- What was the main message of the video?
- What was the biased message of the video, if any? If so, was it easy to pick up at the beginning?
- How does this video demonstrate media's influence on the public and opinion?

**Is the public informed  
enough to take part in  
our democratic process?**

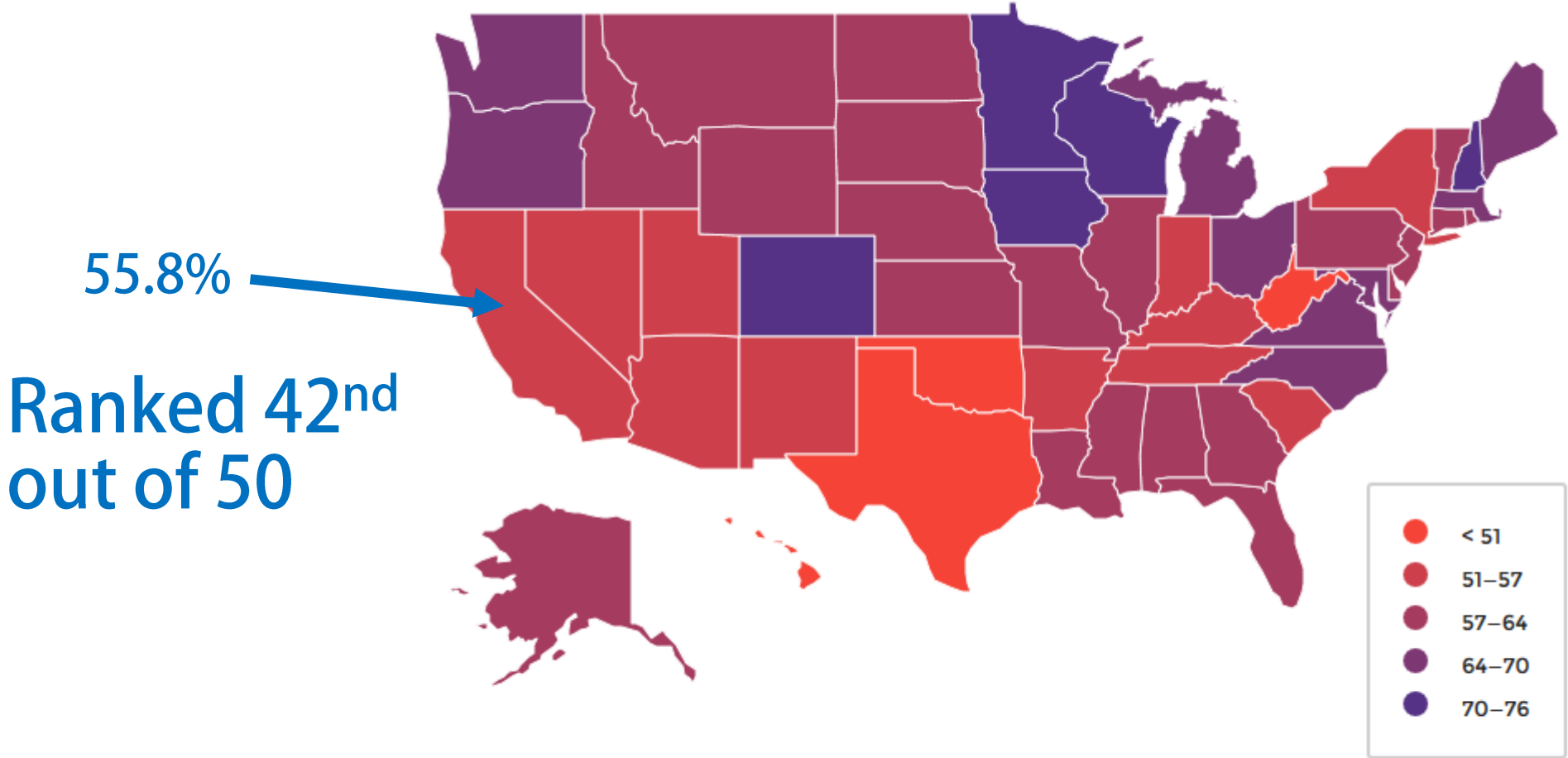
**Are people too stupid to  
make informed decisions?  
Or just don't care?**

# Voter Turnout Rates, 1916 - 2014



National estimates of voter turnout expressed as a percentage of the voting eligible population.

# Voter Turnout 2012 Elections

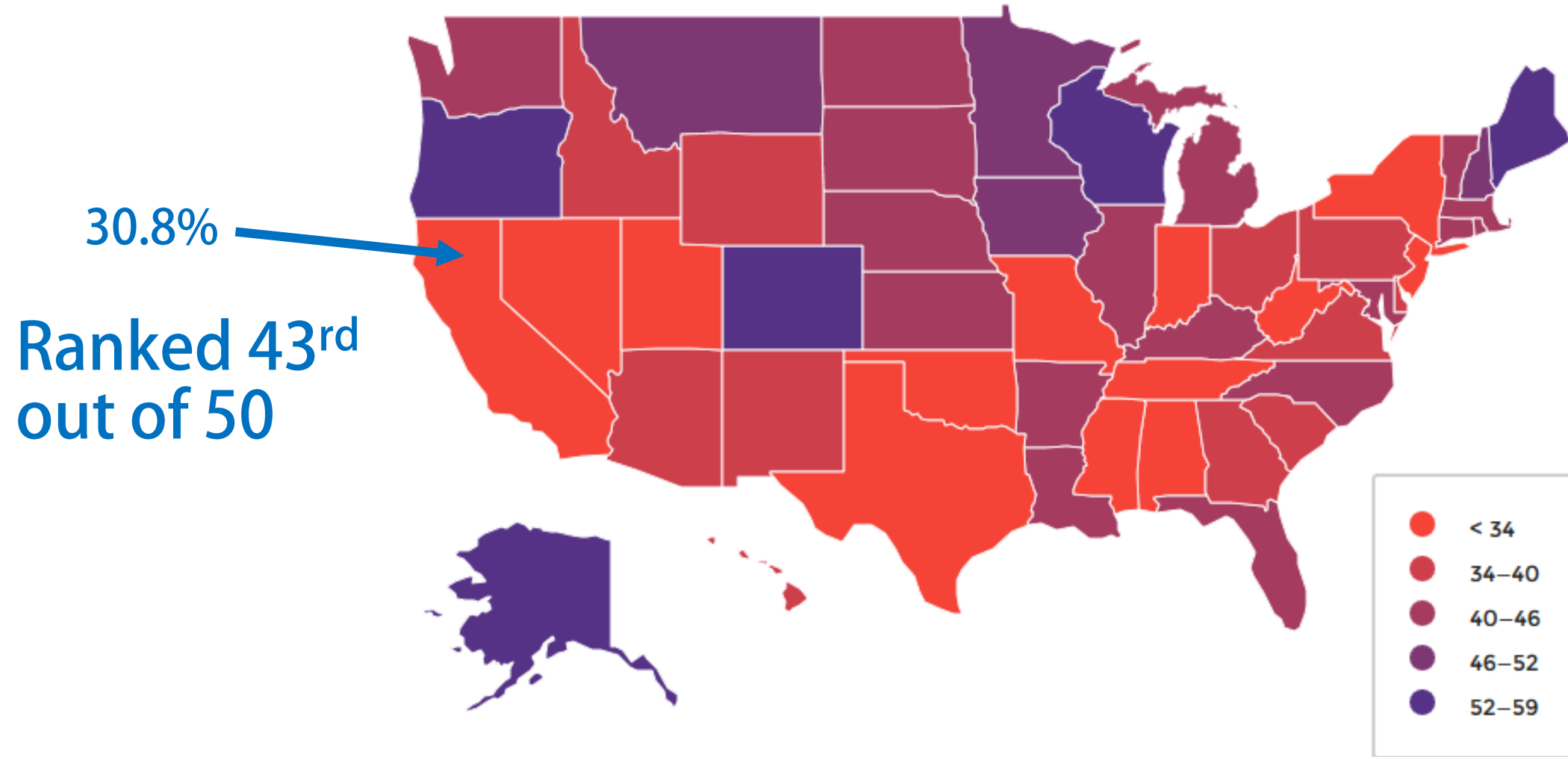


Percentage of eligible voters (based on estimated adult citizen population) who cast a ballot (for any office) in the November 2012 and 2014 elections. The higher a state's turnout, the more purple it appears.

Source: United States Elections Project (<http://www.electproject.org/>)



# Voter Turnout in 2014 Elections



**Are we being kept  
complacent with  
propaganda?**



**Does media promote or  
suppress democracy?**

# Types of Media in the US

- TV
- Newspapers
- Radio
- Magazines
- Internet-based sites
- Cellphones
- Social Media



**What are some media  
companies out there?  
Network channels?**

## Media Consolidation:

# THE ILLUSION OF CHOICE

Media has never been more consolidated. 6 media giants now control a staggering **90%** of what we read, watch, or listen to.

THESE SIX COMPANIES ARE:



**GE**

Notable  
Properties:

COMCAST

NBC

UNIVERSAL  
PICTURES

FOCUS  
FEATURES



**NEWS-  
CORP**

Notable  
Properties:

FOX

WALL STREET  
JOURNAL

NEW YORK  
POST



**DISNEY**

Notable  
Properties:

ABC

ESPN

PIXAR

MIRAMAX

MARVEL  
STUDIOS



**VIACOM**

Notable  
Properties:

MTV

NICK JR

BET

CMT

PARAMOUNT  
PICTURES



**TIME  
WARNER**

Notable  
Properties:

CNN

HBO

TIME

WARNER  
BROS



**CBS**

Notable  
Properties:

SHOWTIME

SMITHSONIAN  
CHANNEL

NFL.COM

JEOPARDY

60 MINUTES

\*In 2014

# CONSOLIDATION

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1983



In 1983, 90% of American media was owned by **50 companies**

2011



In 2011, that same 90% is controlled by **6 companies**

---

# The “Big” Six

90% of media is controlled by just six companies

- Comcast
- Walt Disney Company
- 21<sup>st</sup> Century Fox
- Time Warner
- CBS
- Viacom



COMCAST



The WALT DISNEY Company



21ST  
CENTURY  
FOX

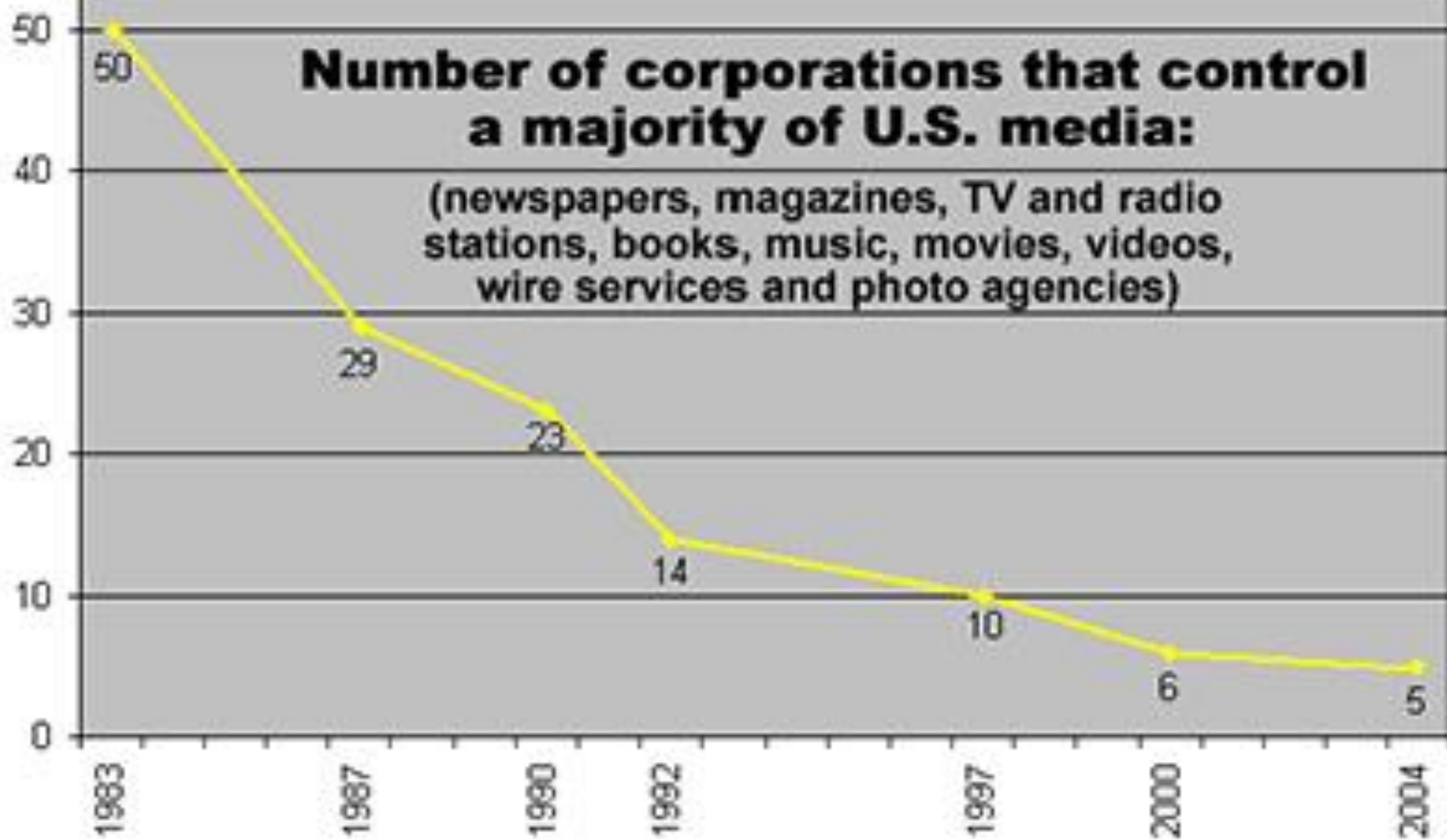


VIACOM



## Number of corporations that control a majority of U.S. media:

(newspapers, magazines, TV and radio stations, books, music, movies, videos, wire services and photo agencies)



# Comcast

Largest mass media company in the world

## Holdings include:

- Internet services
- NBC
- Universal Pictures
- Focus Features
- USA Network
- Bravo
- The Weather Channel
- Syfy
- MSNBC
- Telemundo
- E!
- Dreamworks Animation as of 2016



COMCAST

# The Walt Disney Company

2<sup>nd</sup> largest mass media company in the world



The *WALT DISNEY* Company

## Holdings include:

- Disney
- ESPN
- ABC
- A&E
- Lifetime
- Touchstone
- Marvel
- Lucasfilm
- Pixar
- All the Disney stuff

# 21<sup>st</sup> Century Fox

21<sup>st</sup> Century Fox & News Corp



**21ST  
CENTURY  
FOX**

- Split in 2013
- Still same CEO: Rupert Murdoch

*News Corp*

## Holdings include:

- FOX
- National Geographic
- FX
- Fox Searchlight
- Wall Street Journal  
(largest newspaper in US)
- New York Post
- HarperCollins (book publisher)



# Time Warner

## Holdings include:

- New Line Cinema
- CW (with CBS)
- Warner Bros
- CNN
- Cartoon Network
- DC Comics

- 10% of Hulu (August 2016)

## At one point owned:

- AOL
- Time Warner Cable
- Time Inc.

# Time Inc.

Holdings include:

- Sports Illustrated
- Fortune
- People
- LIFE
- InStyle
- Entertainment Weekly

# Time Inc.

- Time magazine



CBS



**Holdings include:**

- CBS
- CBS Radio
- Simon & Schuster  
(book publisher)
- Part of CW with  
Time Warner
- Showtime
- Smithsonian Channel



# Viacom

Holdings include:

- Paramount
- Comedy Central
- MTV
- Nickelodeon
- BET

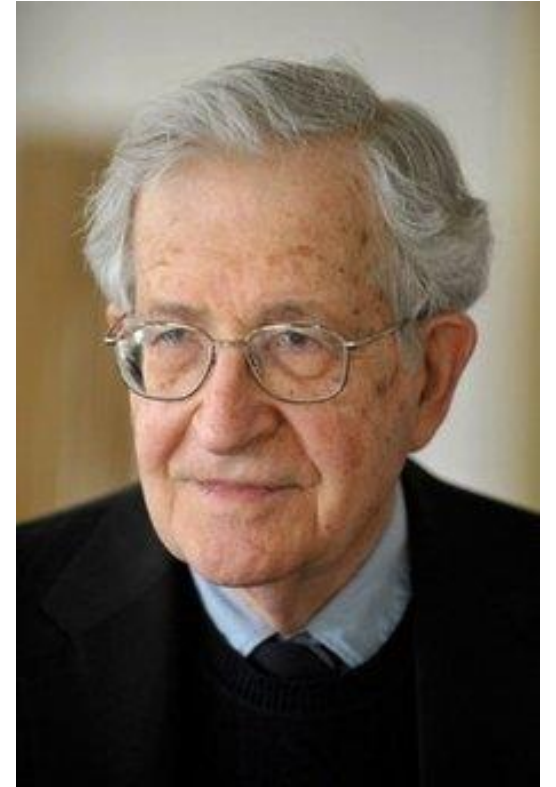
VIACOM





# Noam Chomsky

- Born 1928
- BA, MA, PhD at UPenn
- Professor at MIT
- Linguist, philosopher, cognitive scientist, political commentator and activist
- “Father of Modern Linguistics”
- Wrote over 100 books on linguistics, war, politics, mass media, etc.



- Too much media?
- Distracting?

“Bread and Circuses”

- Maintain/gain public approval through distractions and not public policy