

Media Institutions

Trends in ownership and control

Name and date begun:

Time allocation:

2 lessons

Learning objectives:

- Students should understand that the control of media companies is tended towards massive media conglomerates owned by a very few people.
- Media products are expensive to create but may also generate vast profits.
- Popular culture was once created by individuals for themselves, but is now created for people by professional media people.

Key Concepts and vocabulary

See your lesson notes for a list of ideologies and philosophies. These must be learned in addition to the following:

- Ownership
- Ideology
- Mass Media
- Pluralism
- Hegemony
- Globalisation

Additional reading and references

Graeme Burton (1998) *Access to Sociology: Media and Popular Culture* Chapter 4 page 37

This section is compulsory reading - make sure that you understand the points of the key writers: Negrine, Curran and Seaton and McQuail.

Paul Trowler (1996) *Sociology in Action: Investigating the Mass Media (2nd Edition)* page 63 ff.

Pay particular attention to pages 70 - 77

Personal Development ideas

- Start to look in the Internet to collect data with reference to the holdings of the major media companies such as **e-map** and **News Corporation**
- Look at Curran and Seaton's text, ***Power without Responsibility*** which is held in the LRC, sold in major bookshops and to be found in the Cardiff Library.

Overview of the debate

- Who owns the media?
- How do these people gain control of media companies?
- How do they influence us, if at all?
- Can we trust these people?

Revision tips

- Be sure that you fully understand the key concepts of pluralism, location of power and institutional power.
- How do media companies work? Understand the process of trend and merger.
- Be sure that you understand the significance of the media as a capitalist institution for creating cultural products with the intention of creating profit and its impact on politics and global culture.

What you should have in your folder when this work has been completed correctly:

- A clear explanation of each of the glossary terms
- Acceptable lesson notes.
- Evidence that you have looked the two textbooks and made notes
- Evidence that you have attempted to collect information via the Internet and textbooks on a variety of different media companies.