



MASARYKOVA UNIVERZITA

Media Society and Culture

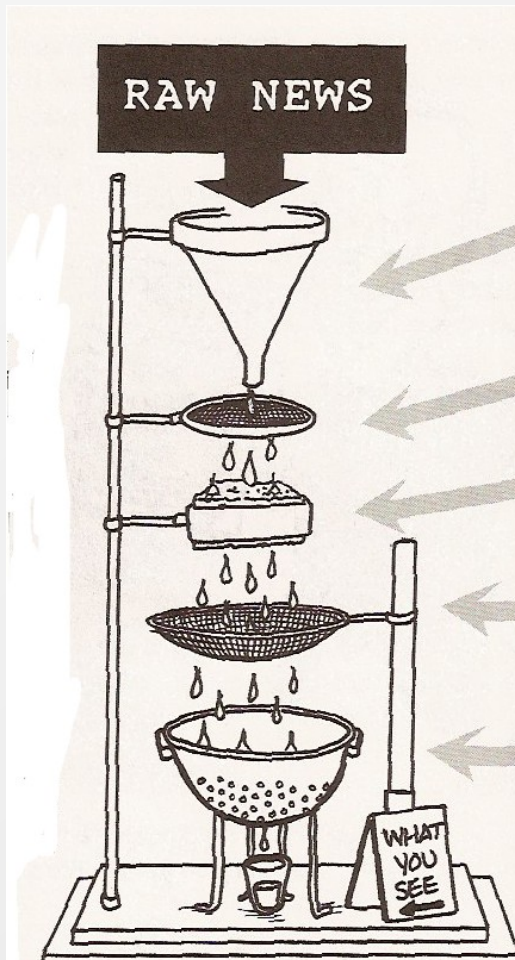


INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

News media in a democratic society

- ❏ Is supposed to
 - ❏ Report events objectively as they occur, to allow citizens to make informed political choices
 - ❏ Control governmental abuses of power, through investigative journalism
- ❏ But, it is more like a Propaganda System
- ❏ However, this control is remains invisible when the media are private and formal censorship is absent, portraying themselves as the voice of public

News Filters



Financial ownership

Funding through advertising

Reliance on PR

“Flak”

“Anti-communism”

News Filters

- ❏ corporate ownership of the media (Own interests)
- ❏ Financial reliance on advertising (Source of money, Business friendly)
- ❏ Reliance on PR information provided by government and business (Limited source of news. Over-reliance on power elites)
- ❏ “Flak” as a means of disciplining the media (Law suits, petitions, complaints from interest groups/powers/businesses)
- ❏ “anticommunism” (Anti-terrorism) as a control mechanism (Obedient audience. Controlled by fear)

What's happening?

- ❏ What is going on in Fukushima? Guantanamo? North Korea? etc
- ❏ Information on the Occupy Movement at the beginning of the movement?

Rich Media Poor Democracy

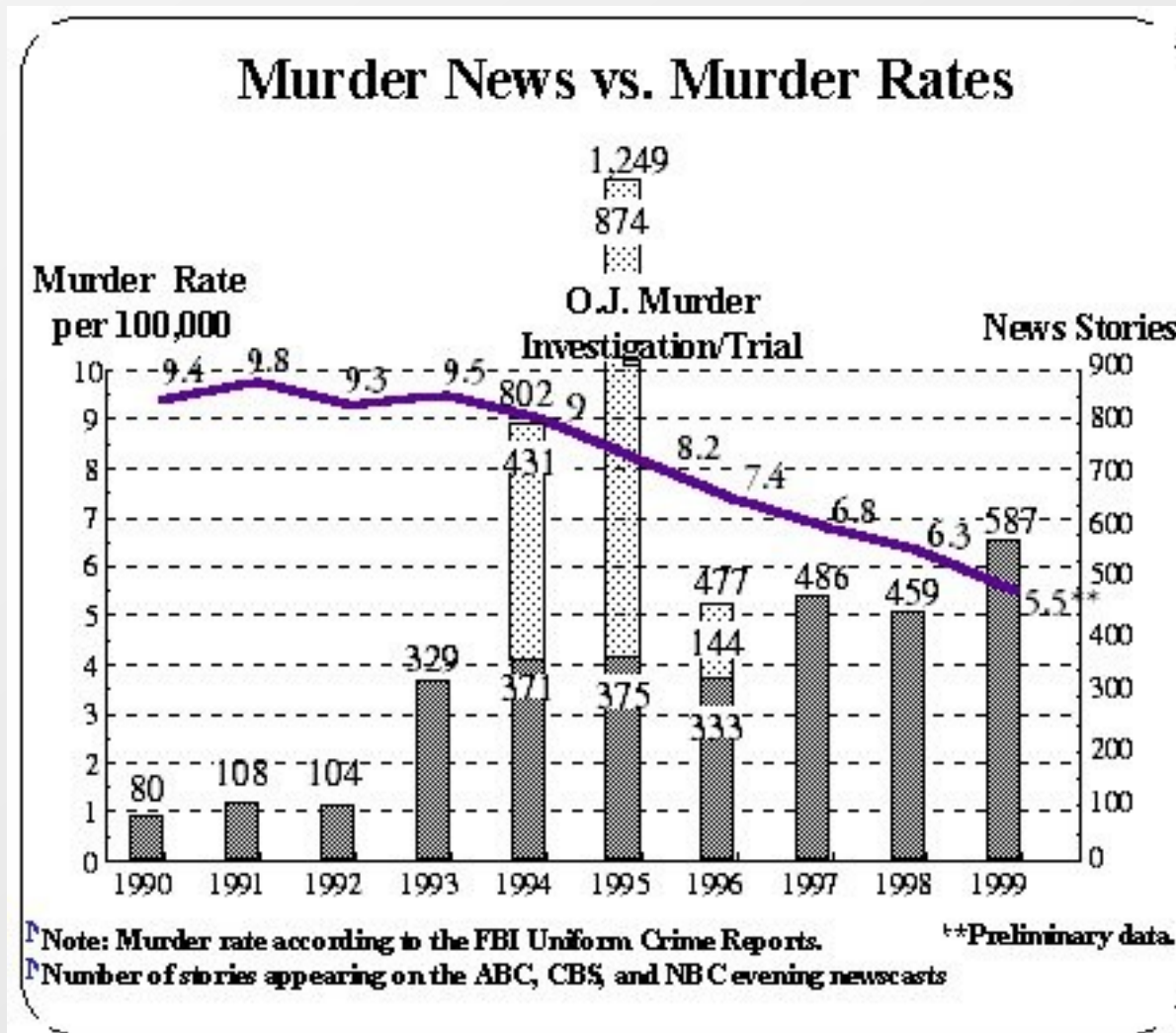
☒ Robert McChesney

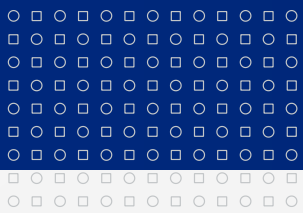
- ☒ Most of the news and entertainment available today comes from just a few massive entertainment corporations so large they function as virtual monopolies or oligopolies
- ☒ A handful of media giants compete with one another for market share, but they all know their mutual survival is assured.

Media in Politics

- Transmit political information from political actors to the public
- Gatekeeping
 - Media makes decisions about what is news, and for how long
- Watchdog function
 - Informal check in our political system
 - Media allows the public to keep tabs on behavior of elected officials
- Expand scope of an issue
 - More media attention leads to higher levels of public knowledge about issue
 - This leads to more pressure on politicians

Obsessive Society





<http://www.youtube.com/watch?v=Kc9OHBHtho8>

