

Media theory lectures 2012

Communication and Media

Lecture two, April 22, 2012
Werner Hammerstingl

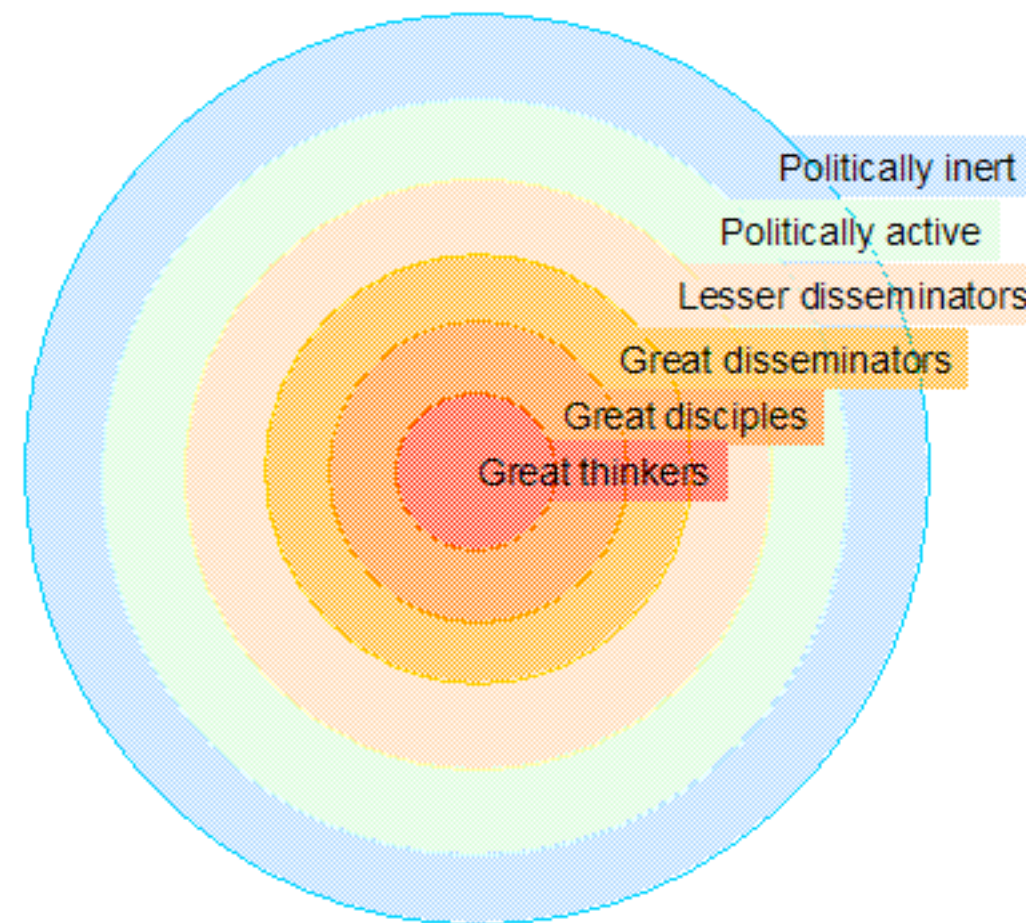
Somebody tells you something...

- **What happens next?**

Key concepts:

- Definitions around communication and media
- Channels of communication and media
- Technical, moral, legal and ethical issues
- Key innovations
- Future trends

Definitions around communication and media

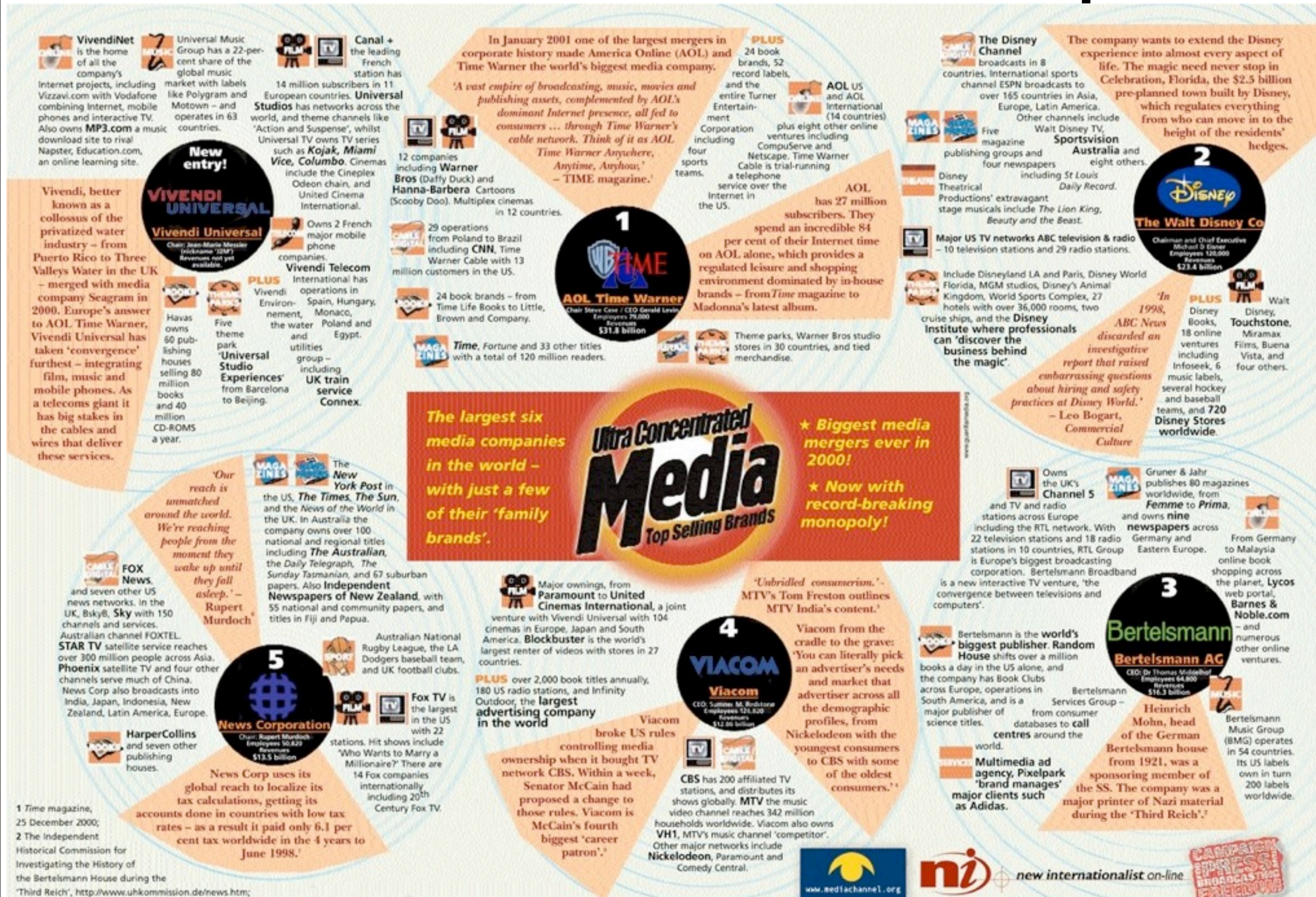


Elmo Roper's concentric circles

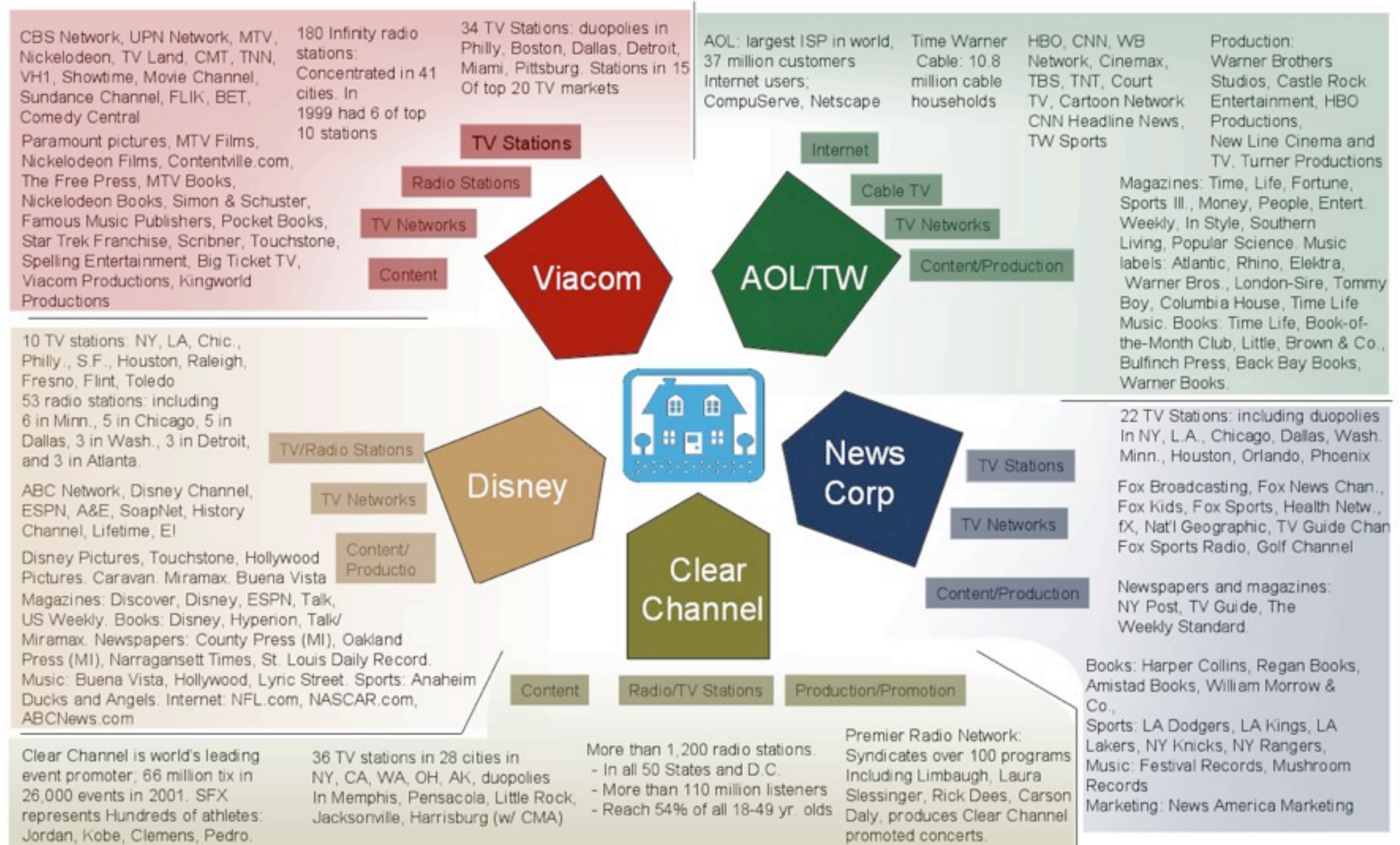
Defining “media”

- a means or instrument of communication which allows forms of information exchange or dissemination that do not require the sender and receiver to be in the same place or time.

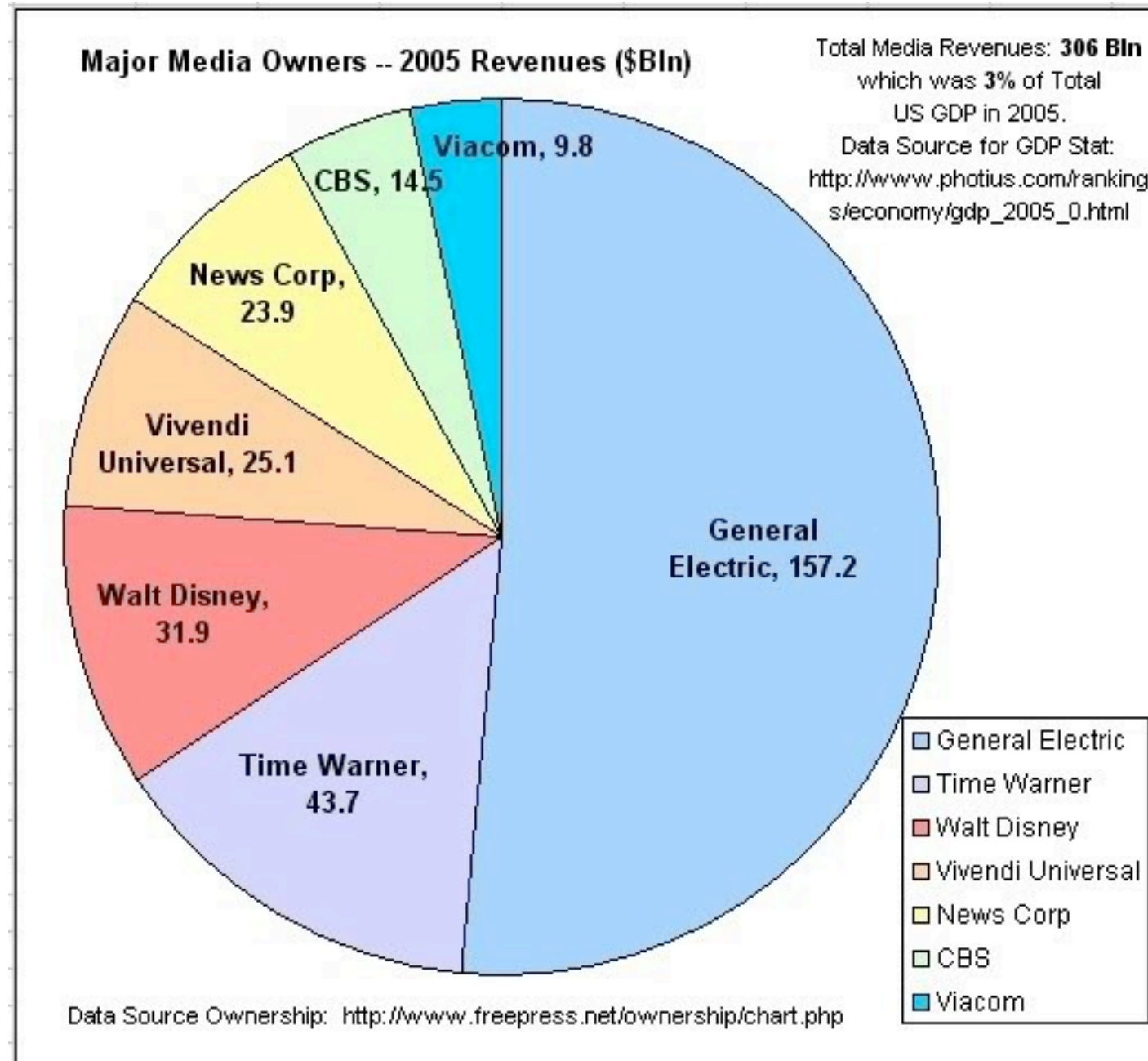
Global Media ownership



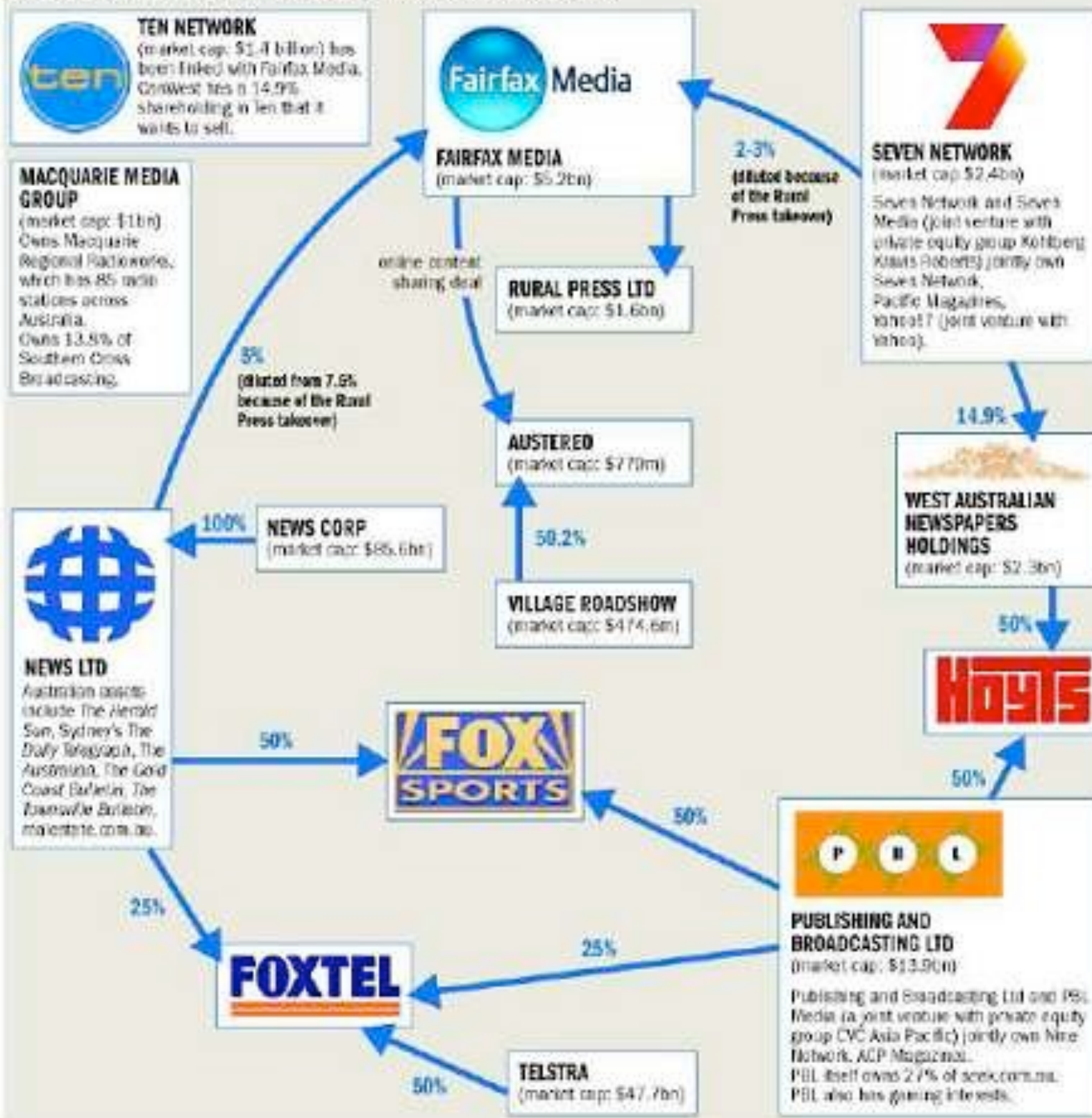
Media ownership in the USA



USA Media ownership revenue



AUSTRALIA'S MEDIA WHO OWNS WHO



What is an “oligarch” ?

Business oligarch is a near-synonym of the term "[business magnate](#)", with a divergence in that business oligarchs represent informal power over a certain region or country because of their increased wealth. The choice of the word [oligarch](#), which theoretically means "one of the few rulers", denotes the significant influence such wealthy individuals may have on the life of a nation.

At the outbreak of the American Civil War, Captain Doubleday noted the Union officers stationed at Fort Sumter referred to the Confederacy as controlled by an "oligarchy." The term was poorly used during the commercialization of [United States of America](#) in late 19th and early 20th centuries to describe those who applied their own rules to a region where the common law representatives were scarce (such as in some Western cities or in Alaska). Over time, the term went out of use.

Today, this term is selected by the English speaking and western media generally to describe the fast-increased wealth of some businessmen of the former [Soviet republics](#) (mostly [Russia](#) and [Ukraine](#)). Businessmen with great wealth from these countries, are commonly labelled *oligarch* regardless of whether or not he or she has real political power. During the 1990s, small groups of individuals who acquired tremendous wealth in Russia got labelled *oligarchs* soon after they started to express significant political influence or even control mass media and entering politics. In the west the same kind of people are given different labels, more subtle labels and any influence in politics is wiped under the carpet.

An **oligopoly** is a market form in which **a market is dominated by a small number of sellers (oligopolists)**. The word is derived from the Greek for "few sellers". Because there are few participants in this type of market, each oligopolist is aware of the actions of the others. Oligopolistic markets are characterised by interactivity. The decisions of one firm influence, and are influenced by, the decisions of other firms. **Strategic planning by oligopolists always involves taking into account the likely responses of the other market participants.**

Oligopsony is a market form in which a firm faces a small number of sellers of the inputs it needs to purchase. When an industry comprised of a few firms is viewed by those within the industry, it is referred to as oligopoly : when viewed by outsiders that wish to purchase the industry's products, it is referred to as oligopsony. Oligopoly refers to the market for output (ie.: product market) while oligopsony refers to the market for inputs (ie.: factor markets). **A market with a few sellers (oligopoly) and a few buyers (oligopsony) is referred to as a bilateral oligopoly.**

The terms monopoly (one seller), monopsony (one buyer), and bilateral monopoly have a similar relationship.

White

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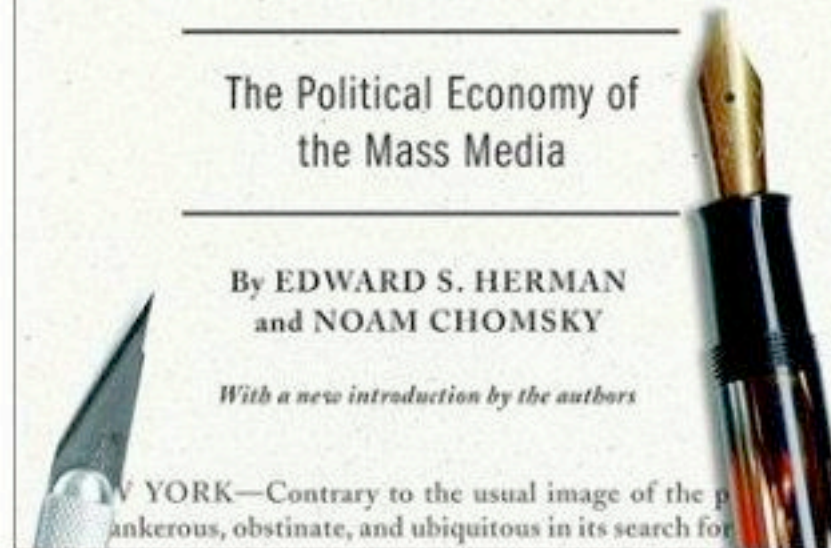
MANUFACTURING CONSENT

The Political Economy of
the Mass Media

By EDWARD S. HERMAN
and NOAM CHOMSKY

With a new introduction by the authors

NEW YORK—Contrary to the usual image of the p
ankerous, obstinate, and ubiquitous in its search for



“New media”

- Technologies described as "new media" are typically digital. Information is not “fixed” as it was in traditional media. New media questions the traditional definitions of original and copy and has problematic implications in terms of ownership and access.

“Alternative media”

- Is generally assumed that “Alternative Media” exist in opposition to mainstream media, but that is not necessarily true. Strictly speaking, any media during it’s inception constitutes an “alternative media”.
- However the common interpretation today, links alternative media to concepts of rejection. Rejection of editorial control and confluence of ownership.
- Generally alternative media is uncensored and promotes views and ideas which are either in opposition to, or extend beyond the mainstream media in terms of content.

“Alternative media examples”

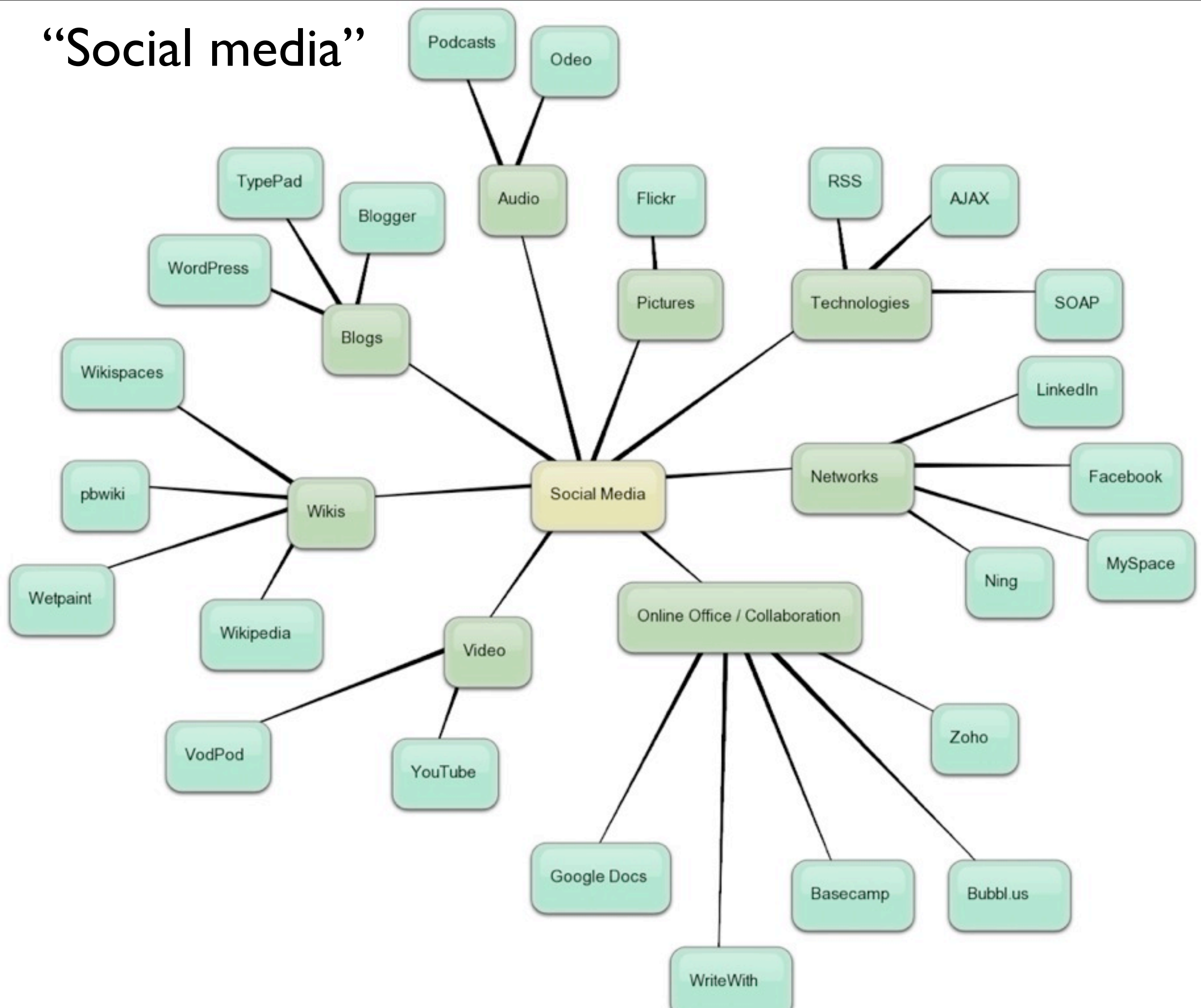
**Micro and Pirate broadcasting
Low Power TV broadcasting
Situationist art and performance
Satire: on and off stage
Culture Jamming: re-using or subverting
extant media
Subvertising
Audio Agitprop
Media hoaxing
Websites and hacking and altering
“official” sites, blogs etc.
eMail broadcasts
Discussion Groups
Self published texts in print
Wi-fi
Blogs
Hacking and making public
Guerilla semiotics
Whistle-blowing publications**

Example: a “budget campaign out of Melbourne”

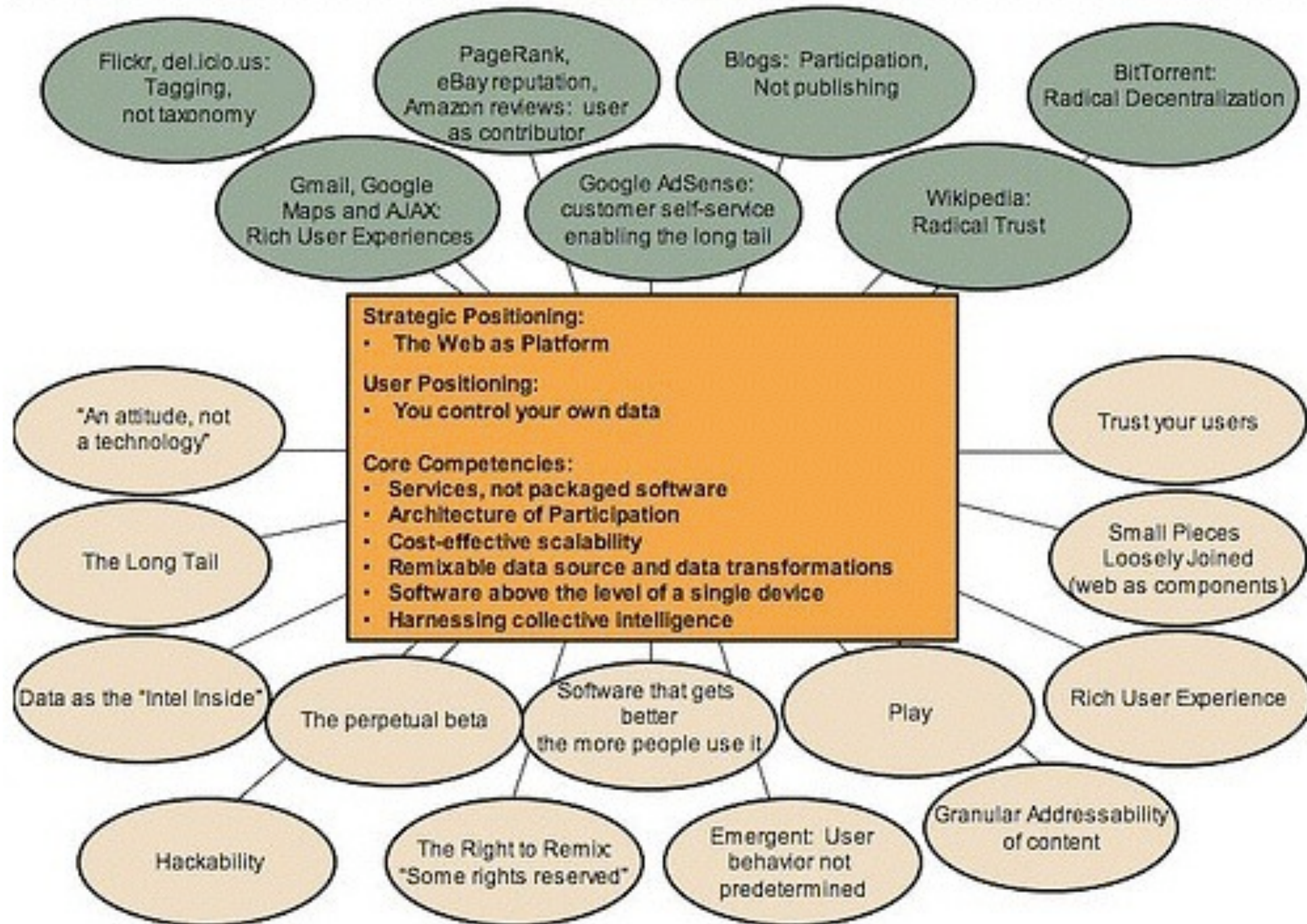
- http://www.youtube.com/watch?v=kvbP4JSL-DI&feature=player_embedded

- Example: Sealand

“Social media”

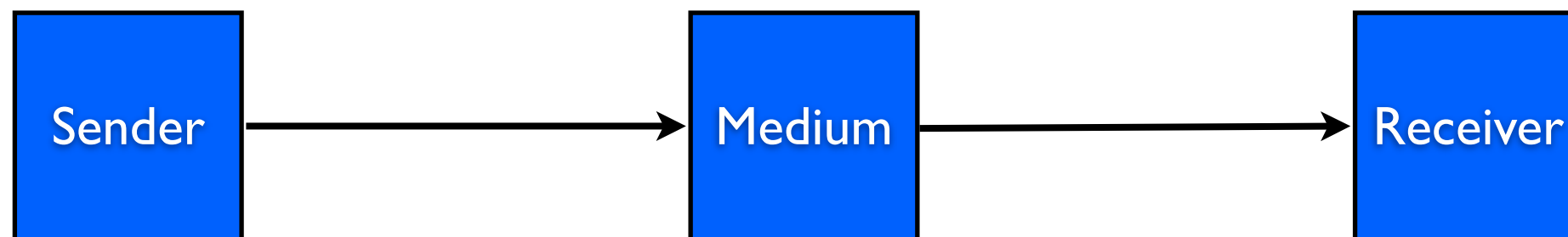


Web 2.0 Meme Map



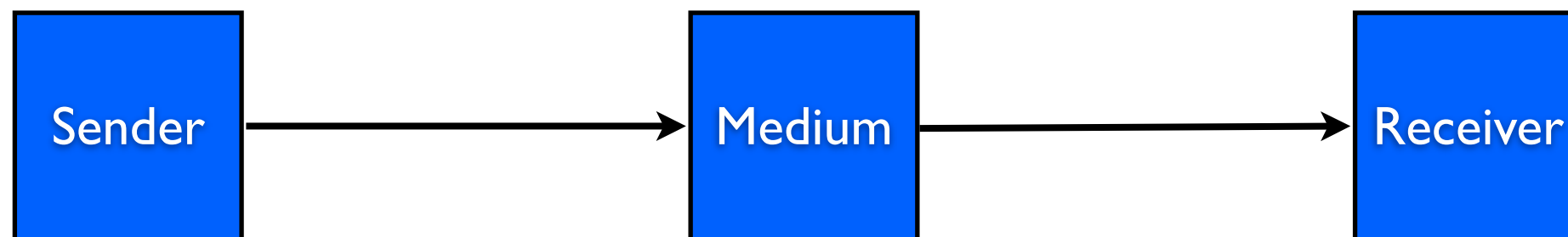
Channels of communication and media

- a simple model of communication



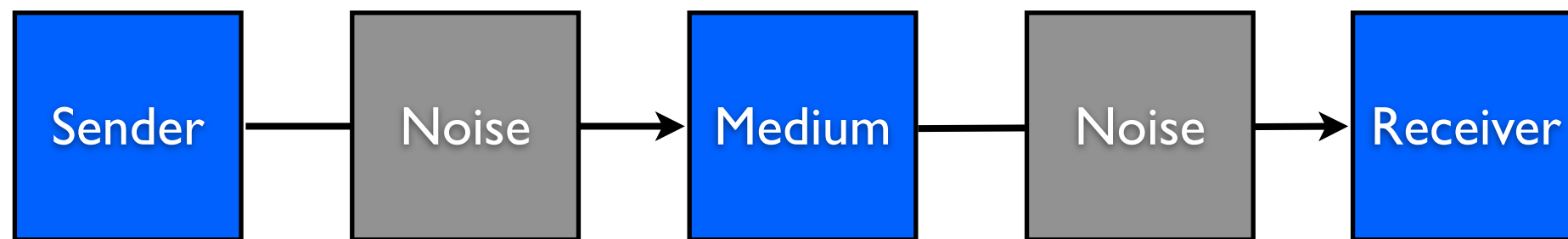
Technical, moral, legal and ethical issues

- a “less simple” model of communication



Technical, moral, legal and ethical issues

- a “less simple” model of communication



Technical, moral, legal and ethical issues

- Media cycle of innovation/technology adoption
- Truth and censorship
- Might is right
- The concept of “privacy”

Topics for discussion in relation to news media:

Public figures have an obligation to answer to journalists and answer their questions, as part of their public accountability to the public.

News media is the fourth estate, playing a watchdog role on government and power.

The most important thing journalists cover are the arenas of government and politics.

Journalists are the messenger only; that they report, rather than acting.

There is an objective account of events that all reasonable observers would agree with.

Journalists are not beholden and should not be beholden to the business side of the organization and to management and ownership.

Journalists do/should tell both sides.

Journalists can and should leave their biases out of their stories.

There is no staging or conspiring to improve on stories between journalists and those they cover.

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