

# **Lecture 23**

## **Democracy and Corporate Control of the Media**

### **I. The problem of the media & Democracy**

### **II. Markets and media**

- 1. The Standard View of the free press**
- 2. Problems with the Standard View**
  - #1. Advertising and Profit maximization**
  - #2. From competition to Oligopoly**
- 3. Patterns of Concentration: the emergence of the media empire**
- 4. Government Deregulation and corporate concentration: the case of Radio**

### **III. Alternatives**

- 1. Three types of broadcast media:  
commercial, state, and nonprofit/community media**
- 2. Towards a democratic mass media system**