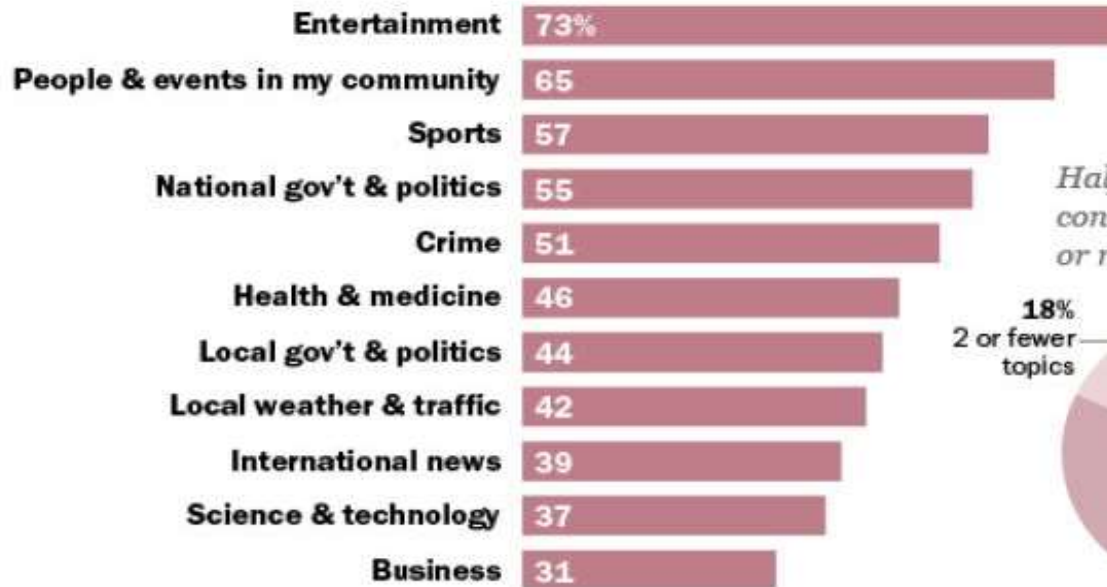
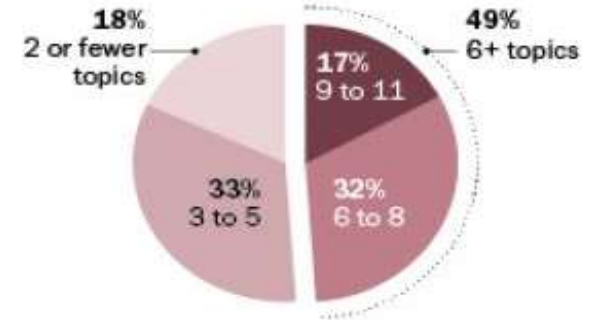




# Functions of the Media

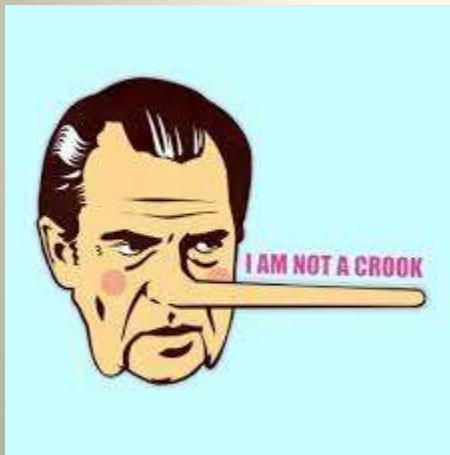


*Half of Facebook news consumers see news about six or more topics on the site...*



Based on Facebook News Consumers (N=1,429)  
Facebook News Survey, Aug. 21-Sept. 2, 2013

# The Media Sets the Agenda For Viewers



# The Media Serves as Watchdog



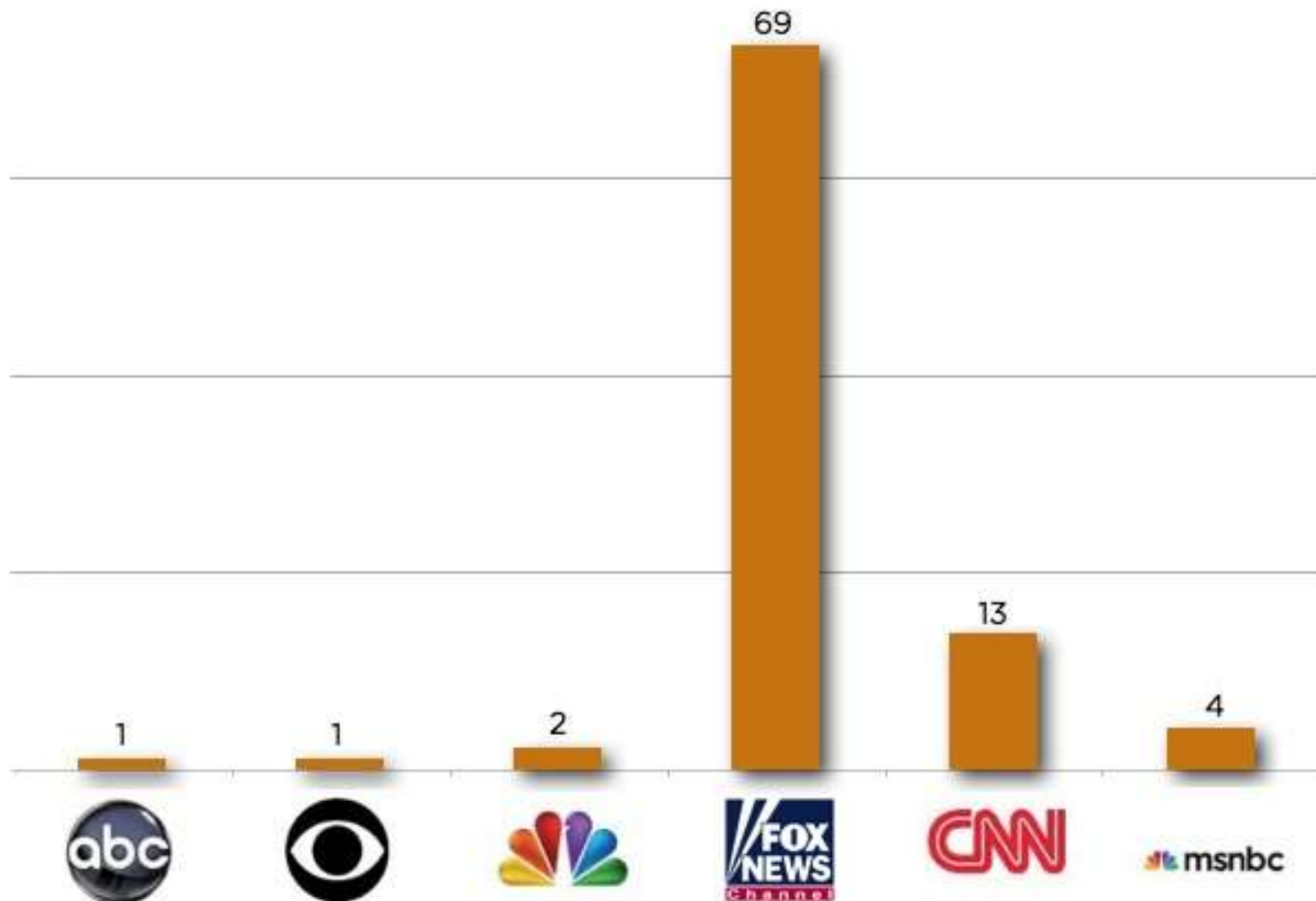


## The Media Acts as Gatekeeper



# Segments Claiming Obamacare Hurting Job Growth

Period: 7/1/2013 - 9/30/2013





## The Media Helps Political Socialization





## The Media Provides a Political Forum

# Private Corporations Who Want to Make Profits

## 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.

### 1 CONSOLIDATION



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



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

#### 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

Right now, good journalism doesn't always profit....  
Newspapers?  
Network news bureaus?