

Curran & Seaton: worksheet

Key concept two: proprietor ownership effects

1. Using the media theory revision guide describe the two ways that news proprietors can control the content of the news titles they own:

a. direct control

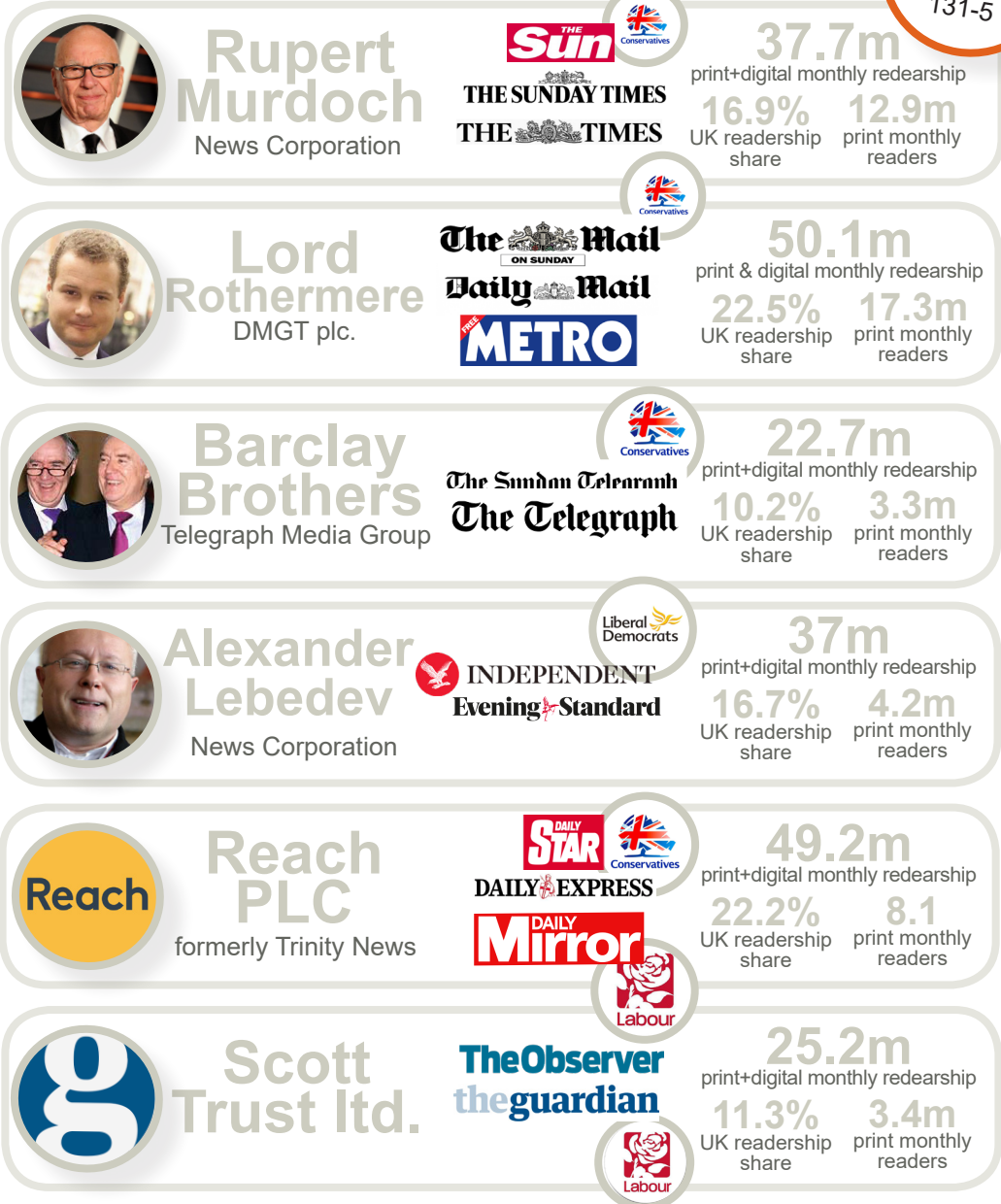
b. indirect control

2. Curran and Seaton suggest that media owners are powerful because they forge elitist relationships. What are these relationships?

3. Curran and Seaton argue that ownership concentration has depoliticised the news. Why do they suggest this?

Media Theory for A Level

Learn it:
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Above: ownership breakdown and political allegiances of national news titles in England and Wales. Just four proprietor owners (Murdoch, Rothermere, the Barclays and Lebedev) control over 66% of print and digital news readership. Curran and Seaton also draw attention to the overwhelming rightwing bias of the national press with only the Mirror, Guardian and the Observer openly supporting the Labour Party. Readership figures from pamco.co.uk (March 2019).