**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIII (CC-401)  
  
 Topic : MEDIA MANAGEMENT (INTRODUCTION). CONTINUE…  
  
Date : 11-01-2020, TIME : 1.00 P.M.-2.00 P.M.**

**PREPARED BY : AMIT KUMAR**

**MEDIA MANAGEMENT (INTRODUCTION). CONTINUE…**

Media companies are profit-making businesses. Those who commission and plan programmes or decide newspaper or magazine content, usually play safe by excluding anything that might offend or upset readers or viewers. No media company would like to lose revenue and profit by losing readers, or viewers, because they were offended by ‘extreme’ views.

THE PLURALIST THEORY OF MEDIA OWNERSHIP

Pluralists argue that media owners are responsible for their ways of handling information because media content is mainly shaped by consumer demand in the marketplace. They therefore only give the buying public what they want. Moreover, editors, journalists and broadcasters have a strong sense of professional ethics which act as a system of checks and controls on potential owner abuse of the media. They feel mass media are an essential part of the democratic process because the electorate today get most of their knowledge of the political process from newspapers and television. They are also of the opinion that owners, editors and journalists are trustworthy managers and protectors of this process. Furthermore, pluralists argue that media audiences are the real power holders because they can exercise the right to buy or not to buy. If they did not like the choices that media owners are making available to them, or if they suspected that the media product was biased, such audiences would respond by not buying the product. The media, therefore, supply what the audience wants rather than what the owner decides. If some viewpoints have a greater range of media representing them, this is not necessarily biased. It merely reflects what the audience wants or views as important. Pluralists also argue that concentration of ownership is a product of economic rationality rather than political or sinister motives. It is driven by the need to keep costs low and to maximise profits.

Globalisation too results from the need to find new audiences rather than from cultural imperialism. Power of media owners is also restricted by state, or government, controls, e.g. in some societies, owners are not allowed to own too much media or different types of media. Many countries also have cross ownership rules preventing people from owning more than one type of media. Furthermore, newspapers, television and radio in Britain are subject to legal controls and rules imposed on them by The Press Council and the Office for Communications.