**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIII (CC- 401)  
  
 Topic : THEORIES OF MEDIA OWNERSHIP AND CONTROL (continue..)  
  
Date : 13-01-2020, TIME : 1.00 P.M.-2.00 P.M.**

**PREPARED BY : AMIT KUMAR**

**THEORIES OF MEDIA OWNERSHIP AND CONTROL (continue..)**

The chief functions are to safeguard and propagate the interests of the working class. The society moves in one direction to achieve certain set of values.

e) Development communication theory: Here the state is usually the owner of the press. Major functions are to support the policies of development by the government. The limited resources are better utilised for nation building. The freedom of press and the journalists is curbed to an extent.

f) Democratic participant media theory: Here, press is owned by state and private organisation. There is multiplicity of media communication at all levels. It encourages small scale operation of media. People may have a better chance to interact more or local and relevant issues. And theorist can substantiate how this theory may weaken the national fabric.

There are four major types of ownership of mass media. Chain, cross media, conglomerate and vertical integration. These types of media ownership can be described as follows:

CHAIN OWNERSHIP In chain ownership, the same media company owns numerous outlets in a single medium, a chain of newspaper, a series of radio stations, a string of television stations or several book publishing companies. Chain ownership in India applies mostly to newspapers. There are many publishing groups in India which have chain ownership, such as the group headed by the Times of India, Hindustan Times, Indian Express, Statesman, Ananda Bazar Patrika, Hindu, Telegraph and living media foundations.

CROSS MEDIA OWNERSHIP When an organization owns more than one type of Media Company, for example a newspaper, a magazine and a television station it is called Cross Media Ownership. Three types of cross media ownership are often found: cross-media ownership across the various carriers such as television, radio or print; consolidation, including vertical integration among media operations of content, carrier and distributor within a media segment such as television or radio; and market share dominance in a given geography within each media segment. Example of Cross Media Ownership in India includes Times Group, Network 18 Group, India Today Group, ABP Group etc.