**Synopsis**

This lesson focuses on the media market ownership and regulation, familiarizes learners with its basic trends, strategies and standards, which affect the content and distribution of the media messages and shape the public opinion.

**UNIT 3.**

**MEDIA MARKET GAME: RULES AND PLAYERS**

|  |  |
| --- | --- |
| **Content**   * Media market players * Ownership and control of mass media market * Journalistic standards   **Language**  - improve listening and reading comprehension skills to understand main ideas and identify relevant information;  - learn related terms and phrases to discuss patterns of ownership and control as they currently exist in the media;  - improve presentation skills  **Critical thinking**  - analyze and interpret visuals and data;  - evaluate the role and strategies of the media market players;  - reflect on personal progress. | He who pays the piper calls the tune | Old quotes, Sayings, Wisdom |

**PART 1. ACTIVATING PRIOR KNOWLEDGE**

**Ex. 1. Complete *My Media Chart* below with the names of media sources you use to read about current events in your home country.** 

**My Media**

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of media** | **Name**  **(program, newspaper, website)** | **Frequency**  **(every day, twice a week, etc.)** | **Owner**  **(corporation or individuals)** |
| Print |  |  |  |
| Television |  |  |  |
| Radio |  |  |  |
| Social Media |  |  |  |
| Internet |  |  |  |
| Other |  |  |  |

**Ex. 2. Compare the *sources* of the media you use to the *owners* of your media.**

UA TV ChannelsUA Media platformsGlobalMedia Platforms

****  ****

**Do the owners change with the source? Why would this be important in a  democracy?**

**PART 2. PROVIDING AND ENCOURAGING OUTPUT**

**Ex. 3. In a group, read the texts about the media market participants and fill out the table below following the guiding questions from the table.**

**The Media Game of Economics**

In the mass media economic game, there are **four types of players**: **(A)** you, the consumer; **(B)** the advertisers; **(C)** the media companies; and **(D)** the employees of media companies. Each type of player brings a different set of resources to the game.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Do You Need Help Or Have A Question - Faqs Icon - 1000x1000 PNG Download -  PNGkit | **A**  consumers | **B**  the advertiser | **C**  the media companies | **D**  employees of media companies |
| Who are they? |  |  |  |  |
| How many of them? |  |  |  |  |
| What resources do they bring to the game? |  |  |  |  |
| What do they do? |  |  |  |  |
| What is their main purpose? |  |  |  |  |
| What is their power? |  |  |  |  |

|  |
| --- |
| 1. We are **the consumers**, and our resources include not only our money but, even more importantly, our time. We seek to exchange our money and time for entertainment and information. We, as consumers, are the largest group with over 7 billion people worldwide. We have the greatest amount of resources. If we pulled out of the game entirely, the game would collapse. However, our resources are dispersed over so many people that no one individual feels he or she has that much power in playing the game. This feeling is a mistake. While no one individual has a significant amount of power to change the overall game, each of us has the power to alter the game significantly for ourselves. If we play the game well, we continually increase the value of the entertainment and information we get in return for our time and money. However, playing the game well requires that we keep track of our resources as well as our changing needs and that we negotiate better exchanges of resources. If we don’t play the game well, we will make poor economic exchanges and continually get shortchanged on our expenditures of time and money. |
| 1. **The advertisers** are a second group of players. Advertisers bring money to the game. They negotiate an exchange of their money for time and space in the media to present their ads to their target audiences. Advertisers want to get access to their target audiences for the lowest cost possible. So they look for media vehicles that have constructed the largest assemblages of the audience members they want without also including other kinds of audience members they do not want. For example, sellers of tennis rackets want to get their ad messages in front of as many people who play tennis as possible, but they do not want to pay a lot of money to get access to a large audience that might also include toddlers, invalids, and people who hate tennis. So they look for media vehicles (such as particular sports TV shows, Internet sites, and magazines) that have constructed an audience of only tennis players and negotiate a good ad price to get access to that smaller, niche audience. |

|  |
| --- |
| 1. **The media companies** are the third group of players. These businesses bring money, messages, and audiences to the game to compete in three different markets simultaneously. First, each media business competes in the talent market for the services of the best writers, journalists, actors, directors, musicians, website designers, and so on. Second, media businesses compete in the audience market – that is, they present the messages produced by their talented employees in such a way to attract the greatest number of people within certain types of audiences. In the media industries of magazines, newspapers, cable, and Internet, those companies sell subscriptions, so they want to maximize their revenue by attracting as many subscribers as possible. Media companies also sell messages in the form of books, musical recordings, and DVDs. Third, media companies compete in the advertising market. When media companies have constructed quality niche audiences, they have something valuable to offer advertisers who want to get their messages in front of certain types of consumers. |

|  |
| --- |
| 1. **The media employees** bring their time, skills, and talent to the game. Talent has less to do with artistic ability than with the ability to attract large audiences. Sometimes, the two conceptualizations of talent are the same, but more often the two are very different. For example, Miley Cyrus and Justin Bieber have shown a demonstrated ability to attract huge audiences although their singing ability is no better than millions of other people. However, it is *the influencers* who can attract the most attention in their specific field of interest and are paid the most, they are not always celebrities. These are people who generate enough *reach*, *engagement* and *passion* for a product, a brand or an interest (like vegan cooking) to attract new l*eads* and buyers of their product(s) or service(s). The recent survey (by HubSpot) found that *blogs* are in the top-three of primary types of media used in their content strategy, along with e-books and videos. Marketers also acknowledge the importance of *vloggers*, as video directly increases sales by combining the visual attractiveness of statistics with the content of (spoken) text.   Another elite set of employees are *the media company managers*, who are often also partial owners of the companies. The talent of these managers is to oversee the construction of messages and their distribution so that those messages are experienced by the greatest number of targeted consumers. They construct these audiences by attracting consumers and maintaining them over time by making the exposures continually rewarding. These media managers also have a talent that is in short supply so they are also paid very well. Only a few of those who run the large media companies are known to the general public, but their economic value is often far greater than their very famous employees. |

**Ex. 4. In pairs, using the information from the chart, discuss the following statements. Mark them as false or true and explain your choice.**

1. Media economics is a game where the major players compete for high quality content and audiences.
2. Advertisers have handed additional power to the consumer, including more information and more choice so that beyond simply consuming products and services, consumers have also become critics and creators.
3. Media market participants construct niche audiences and then condition audience members into habits of continual exposures.



**‘*He who pays the piper calls the tune’*.** **Which of the players may this refer to? Which market participants have the most power? Why?**

**PART 3. READING**

**Ex. 5. Before you read the text, match the following terms from the text below with their definitions. If necessary, consult Appendix A. Answer the questions that follow.**

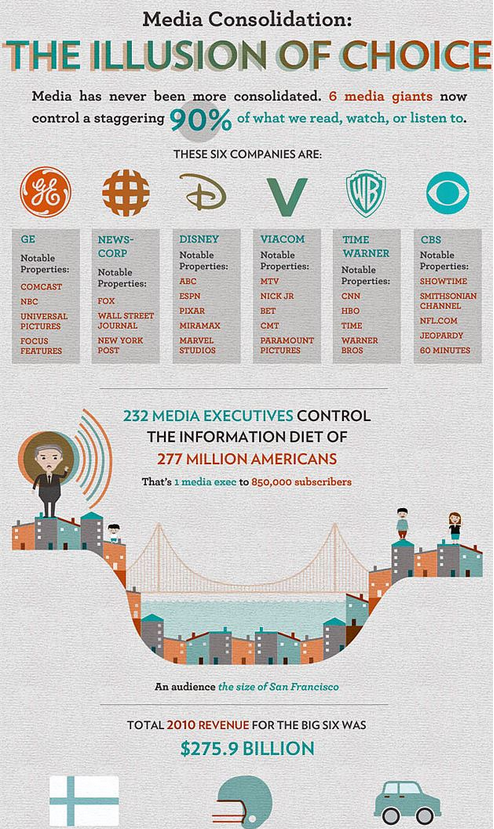
|  |  |
| --- | --- |
| 1. Conglomerate | A. rule by the people; a system of government in which supreme authority lies with the people and it exists to provide a way for people to live and be together in a way that is beneficial to all |
| 2.Cross-media ownership | B. a social, religious, or civil code of behaviour considered correct, especially that of a particular group, profession, or individual |
| 3.Democracy | C. a large parent company, which owns a range of smaller companies |
| 4.Media concentration | D. the combination of two or more companies, either by the creation of a new organization or by absorption by one of the others |
| 5.Media consolidation | E. when a company produces two or more types of media |
| 6.Media convergence | F. a large number of owners of the same media type or of different media types |
| 7. Media diversity | G. two or more types of media coming together |
| 8. Merger | H. the concentration of ownership of news sources into the hands of fewer and fewer corporations |
| 9. Media pluralism | I. a small number of owners of the same or many different media types |
| 10. Ethics | J. diversity across/between media enterprises when there is a number of owners, media companies, independent editorial boards, channels, titles or programmes with different political or ideological opinions and viewpoints |

* **Which of the terms seemed confusing / absolutely clear?**
* **Do any of the terms overlap? Look similar?**
* **Can any of the terms be considered antonyms?**

**Ex. 7. Read the text and do the task that follows.**

* 1. **Media market trends and strategies.**

Recent trends in media ownership and control suggest that the number of companies controlling global mass media has significantly shrunk in recent years. In 1983, 50 corporations controlled the vast majority of all news media in the USA, but by 2016 media ownership was concentrated in six corporations.

The major difference in media ownership and control compared with forty years ago is the movement of media corporations into the global marketplace. The major media companies are now *global conglomerations*– transnational corporations (TNCs) with a presence in many countries.

(*picture source:* <https://lacsn.ca/who-owns-the-media/>)

* **Which of the following is true according to what you have learned from the text and infographic?**

The number of the media companies:

1. increased
2. decreased
3. remained the same

* **What market trend does this change represent?**



**Ex. 8. Watch the video about media convergence and its five dimensions as a current global trend of the media market. While watching, make notes to complete the table. The first two have been done for you as an example.**

|  |  |
| --- | --- |
| 1. *Media* convergence | is a *phenomenon* that involves the interconnection of \_\_\_\_\_\_\_\_\_\_ and communication \_\_\_\_\_\_\_\_\_\_, computer networks and media content. It led to the transformation of all established media industries, services, and work practices and enabled entirely new forms of \_\_\_\_\_\_\_\_\_\_to emerge. It has five \_\_\_\_\_\_\_\_\_\_. |
| 2.\_\_\_\_\_\_\_\_\_\_ convergence | is characterized by the rise of large \_\_\_\_\_\_\_\_\_\_ media and the growth of \_\_\_\_\_\_\_\_\_\_ content. |
| 3.\_\_\_\_\_\_\_\_\_\_ convergence | poses \_\_\_\_\_\_\_\_\_\_ to policy makers on how to ensure the diversity of \_\_\_\_\_\_\_\_\_\_ and content, regulate the \_\_\_\_\_\_\_\_\_\_ on the basis of community standards and meet local content \_\_\_\_\_\_\_\_\_\_ in an age of global media. |
| 4.\_\_\_\_\_\_\_\_\_\_ convergence | combines \_\_\_\_\_\_\_\_\_\_: computing, communication and \_\_\_\_\_\_\_\_\_\_ around networked digital platforms. As a result \_\_\_\_\_\_\_\_\_\_ content was born, which means that media outlets not just print an article but \_\_\_\_\_\_\_\_\_\_ the material into various forms and \_\_\_\_\_\_\_\_\_\_ it across all available platforms. |
| 5.  **\_\_\_\_\_\_\_\_\_\_ / \_\_\_\_\_\_\_\_\_\_** | is the one in which \_\_\_\_\_\_\_\_\_\_ are told across multiple platforms. The media contents are \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_ to be spread further. It also serves as a source of \_\_\_\_\_\_\_\_\_\_ extension and a form of \_\_\_\_\_\_\_\_\_\_ engagement. |
| 6.\_\_\_\_\_\_\_\_\_\_ convergence | involves established media \_\_\_\_\_\_\_\_\_\_ in digital space and the rise of giant companies like Google, \_\_\_\_\_\_\_\_\_\_, Microsoft and others. |



**In which direction, do you think, digital media are more likely to go?**

1. toward a more open, diversified, multicultural, and democratic medium **or**
2. toward a more corporate, commercialized, homogeneous, and centrally controlled medium? Why do you think so?

**Ex. 9. Read the text and do the task that follows.**

**1.2.** **What is media ownership and why does it matter?**

The nature of the media landscape includes characteristics such as ownership, wealth, political history, legal framework, and culture. One of the most pivotal influences to media landscapes is wealth and economic prosperity. This affects both ownership and reach of media. Owning or controlling a media outlet or corporation is considered to be a very powerful position, as it potentially can have an effect on news content, journalistic autonomy, freedom of expression, and organizational and professional practices by shaping popular opinion. Here, ownership refers to the various forms of governance associated with particular ownership structures, while the owners of media constitute the individuals and companies that wield influence over their organization (Schlosberg, 2016, p.8). The different types of ownership are *public or state-owned media, privately-owned media, community media, media directly owned by political parties*. It is usual for governments to run radio and television programs, and, in some countries, even ‘official’ newspapers while community media take the form of broadcasting and/or multimedia projects and are characterized by independence from governments, business companies, religious institutions and political parties. Community media organizations are an important part of the fabric of democratic societies, yet in many European countries, they still lack formal, legal recognition, fair access to distribution platforms and sustainable funding.

In order to be able to analyse media ownership, and resulting media concentration, we have to know the right questions. By answering the question of *who owns the media*, we also answer the question of who holds the reins of power.

**Mark the following statements TRUE or FALSE:**

* All media whether it is film or music or print is owned by a company.
* All media products are financed by a company or an individual.
* Media products communicate ideas and values and as such have social and political implications.

**Ex. 10. Read the text and do the tasks that follow.**

**1.3 What is media regulation and why is media regulated?**

Today it seems impossible to remain in power without the support of the media. Media owners use their media to promote and disseminate their own political views, and exploit politicians to achieve their own (corporate) goals while politicians use (and abuse) media for their own political purposes.

Monopolistic ownership of the media, like state control, can pose a significant threat to *media diversity* and *pluralism*, and therefore to *freedom of expression*. Competition regulation is an important part of restricting monopolies as is the professionalism and independence of journalism. Diversity of viewpoints is also helped by a variety of forms of ownership (public, private and not-for-profit), as well as by the availability of different types of media (print, radio, television, Internet, etc.). While separately-owned newspapers and broadcasters generally criticize each other’s content, the concentration of media under common ownership may prevent any kind of mutual criticism and result instead in self-promotion. That is whyexamination of ownership and control patterns is important for two reasons:

-  all points of view need to be heard if society is to be truly democratic;

* - abuses of power and influence by elites need to be monitored by a free media(Doyle,2002).

**Which of these is NOT a good reason to control the media ownership patterns?**

1. to ensure media diversity and pluralism
2. to ensure the professionalism and independence of journalism
3. to ensure the owner’s right to publish, distribute and present events from his/her own perspective
4. to ensure freedom of expression



**Watch a short video where Mark Zuckerberg himself answers questions from Rep. Greg Walden, committee chairman in front of the House Energy and Commerce Committee.** **How far do you agree or disagree with his statement? Provide your arguments.**

*“We’re a technology company. We’re not a media company. When you think about a media company, you know, people are producing content, people are editing content, and that’s not us. We’re a technology company. We build tools. We do not produce the content. We exist to give you the tools to curate and have the experience that you want, to connect with the people and businesses and institutions in the world that you want.”* 

(Mark Zuckerberg, CEO and founder of Facebook).

**Ex. 11. Read the text and do the task that follows.**

**1.4. Journalism Ethics**

Journalism ethics and standards describe the principles of ethics and good practice journalists adopt in response to specific challenges. Historically and currently, journalists consider the subset of media ethics as their professional ‘code of ethics’ or ‘canons of journalism’. These basic codes commonly appear in statements drafted by professional journalism associations and individual print, broadcast, and online news organizations. While various existing codes have some differences, most share *common elements*: notably, the principles of truthfulness, accuracy, objectivity, impartiality, fairness and public accountability as they apply to the acquisition of newsworthy information and its subsequent dissemination to the public.

Codes of Journalismare designed to guide journalists through numerous ethical challenges, such as conflict of interest and provide them with a framework for self-monitoring and self-correction. The United States and Europe have typically been considered pioneers in the formulation and adoption of these standards [*see* <https://www.spj.org/ethicscode.asp>], though similar codes can be found in nearly any country that enjoys freedom of the press. While the written codes and practical standards of journalism vary somewhat from country to country and organization to organization, they tend to overlap substantially between mainstream publications and societies.



**Answer the following questions:**

* What document describes the principles of journalists’ good practice?
* What are the basic principles that the journalists agree to follow?
* How can these affect the content of news?
* What happens if journalists break media ethics?
* Can you think of any news story that you have read or watched which according to your opinion, was a poor/wrong piece of journalism or an excellent piece of journalism? Explain your choice.

**PART 4. GUIDING TO MORE CALP**

**Ex. 12. CASE STUDY. Using the links given below, review the media coverage of the President Zelenskiy’s decision to block TV channels in Ukraine of 2 February 2021 both in international and national*/*local media outlets and complete the table below:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Do You Need Help Or Have A Question - Faqs Icon - 1000x1000 PNG Download -  PNGkit | Media sourceIhttp://qrcoder.ru/code/?https%3A%2F%2Fwww.president.gov.ua%2Fen%2Fnews%2Fv-ukrayini-nemaye-zagrozi-svobodi-slova-ta-media-biznesu-vol-66349&4&0name | Media sourceIIhttp://qrcoder.ru/code/?https%3A%2F%2F112.international%2Fpolitics%2Fus-embassy-denies-providing-instructions-recommendations-to-close-112-ukraine-newsone-and-zik-tv-channels-58756.html&4&0name | Media source IIIhttp://qrcoder.ru/code/?https%3A%2F%2Fwww.president.gov.ua%2Fen%2Fnews%2Fv-ukrayini-nemaye-zagrozi-svobodi-slova-ta-media-biznesu-vol-66349&4&0name | Your sourcename |
| Who is the owner? |  |  |  |  |
| Who financed the product? |  |  |  |  |
| Which distribution channels did they use and why? |  |  |  |  |
| What commercial and/or political factors influenced the creation of this media product? |  |  |  |  |
| What position does it promote? (Does it support, oppose or is it impartial? |  |  |  |  |

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#### Ex. 13. Collect the data and discuss your results in small groups by answering the following questions:

* Do international media reports on the event provide the same level of accuracy, coherence, completeness compared to the national ones?
* How have the political and economic interests of media owners influenced the news coverage?
* Can you identify factors that determine the degree of influence or control over the news coverage?
* How would you describe journalists’ general reputation in your country?
* Why do you think journalists have a rather low reputation in many countries?
* What should the editors and the newsrooms do to improve public trust in news media?

**PART 5. WRITING**



**Ex. 14. Choose one of the topics below and create a social media post (up to 100 words) to get your peers’ response.**

1. Media market economic game and its complex and interdependent relationship between consumers, advertisers, media companies, and media employees.
2. User generated content is becoming increasingly important, not only in social media but also in professional news media. Point out what benefits and what challenges this raises in the credibility of news media.

**PART 6. FURTHER EDUCATIONAL RESOURCES**

**Ex. 15. Check if you remember the terms and expressions from this unit. If necessary, consult Appendix A.**

Advertiser, code of ethics, community media, conglomerate, conglomeration, credibility, cross-media ownership, democracy, engagement, exposure, freedom of expression, influencers, journalists’ good practice, lead (n.), media concentration, media consolidation, media convergence, media diversity, media pluralism, merger, ownership, passion, pluralism, privately-owned media, public/state-owned media, reach (n.).

**Ex. 16.** **Working in groups, choose which media market you would like to study: of Ukraine, the USA, the EU. Following the guiding questions below and using the online resources (№  1–7), make a presentation as a group. Present it in class (up to 3 min).**

1. Which media companies operate on the market? Which of them are global and which of them are local/national?
2. Which ways of distribution do they use? Which of them are the most/least popular?
3. What does the structure look like? (*use visuals*)
4. What are the main patterns of ownership and media market trends? Why?
5. Which regulating bodies exercise control over the market?
6. How effective are they in ensuring freedom of expression and restricting anti-competitive behavior, the spread of fake news and propaganda? (*The Press Freedom Index*).
7. How beneficial are the existing patterns of ownership to society? Why?
8. What level of accuracy and independence of the media do these patterns and trends provide at this particular media market? Provide examples of relevant cases/data/statistics to support your point of view.
9. How would you describe journalists’ general reputation in this market?
10. Other.

**During the presentation, complete the following chart:** (peer assessment by the given criteria)

**Ex. 16.** **Optional. Watch the videos about the main types of media ownership in Ukraine and draw a mind map of the Ukrainian media market with the names of media outlets, their owners, types of ownership:**

https://www.youtube.com/watch?v=ydAHni5mmuc; - 6 min

https://www.youtube.com/watch?v=Bhv3M2MLAXQ - 4 min

**Present it in the form of a poster and hold a conference to discuss the following questions:**

* What are the main types of media ownership?
* Which of them are presented in the Ukrainian media market?
* Why is it important to know who owns the media?
* How does the type of ownership affect the media content?
* Which type of ownership provides the highest level of accuracy? (Why?)
* Which type of ownership provides the highest level of independence (freedom from government and private owners’ control)? (Why?)

**PART 7. REFLECTION**

**You can use these self-learning questions to guide your participation in the session and help you reflect on your learning during and after the session.**



1. What do I want to learn? What is my learning objective in this session and the course?

2. What do I already know about the media market, media ownership, media market regulation and journalism ethics?

3. What did I learn in this session? Was the information useful for me?

4. What am I planning to do with the new knowledge I have attained during this session?

5. How will I implement it in my work right now and in the future? Is it relevant to my field of studies?

6. How will I continue developing my media literacy and critical thinking skills after this session?

**References:**

1. Code of Ethics. *Society of Professional Journalists*. Revised September 6, 2014 at 4:49 p.m. CT at SPJ’s National Convention in Nashville, Tenn. <https://www.spj.org/ethicscode.asp>
2. Dahl, Robert A. “Democracy”. Encyclopedia Britannica, [https://www.britannica.com/topic/democracy. Accessed 27 May 2021](https://www.britannica.com/topic/democracy.%20Accessed%2027%20May%202021).
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4. Dictionary of Media and Communication Studies / James Watson and Anne Hill. 8th ed. 2012 Bloomsbury Academic An imprint of Bloomsbury Publishing, New York, 346 p.
5. Doyle, G. (2002). Media ownership: The economics and politics of convergence and concentration in the UK and European media. SAGE Publications Ltd, https://www.doi.org/10.4135/9781446219942
   1. <http://ukraine.mom-rsf.org/fileadmin/rogmom/output/ukraine.mom-rsf.org/ukraine.mom-rsf.org-en.pdf>
6. <https://dictionary.cambridge.org/dictionary/english/influencer>
   1. <https://medialandscapes.org/country/ukraine>
   2. <https://ukraineworld.org/articles/ukraine-explained/fourth-estate-oligarch-style-key-facts-about-ukrainian-media>
   3. <https://www.bbc.com/mediaaction/where-we-work/europe-and-caucasus/ukraine/ua:pbc>
   4. <https://www.statista.com/statistics/1026493/ukraine-press-freedom-index/>
7. HubSpot. <https://www.hubspot.com/state-of-marketing>
8. IFJ Global Charter of Ethics for Journalists. *International Federation of Journalists.* <https://www.ifj.org/who/rules-and-policy/global-charter-of-ethics-for-journalists.html>
9. Investigation 2: Who owns the media?: Media ownership and influence. / Teaching and Learning Activities. Civics and Citizenship Education. <https://www.civicsandcitizenship.edu.au/cce/investigation_2,35120.html>
10. Journalistic Standards. Regulation of Media. *Lumen Learning*, 2017. https://courses.lumenlearning.com/boundless-politicalscience/chapter/regulation-of-the-media/
11. Media Convergence – Explained. <https://www.youtube.com/watch?v=HV6rp7RCZw8>
12. Media convergence. <https://www.britannica.com/topic/media-convergence>
13. Media Literacy Fundamentals [//MediaSmarts. Canada’s Center of digital and Media Literacy. https://mediasmarts.ca/digital-media-literacy/general-information/digital-media-literacy-fundamentals/media-literacy-fundamentals](about:blank)
14. Media Ownership and Its Impact on Media Independence and Pluralism / [editor Brankica Petković]. Lj ubljana : Peace Institute, Institute for Contemporary Social and Political Studies, 2004. <https://core.ac.uk/download/pdf/53126508.pdf>
15. Media, Technology and the Global Village. [United Nations Alliance of Civilizations (UNAOC)](http://www.unaoc.org)[United Nations Educational, Scientific and Cultural Organization (UNESCO)](http://en.unesco.org/)  <http://unesco.mil-for-teachers.unaoc.org/modules/module-11/unit-3/>
16. Potter, W.J. Media Literacy. 10th edition. SAGE Publishing, 2021. 504 p <https://books.google.bi/books?id=tXtZDwAAQBAJ&printsec=copyright&hl=fr&source=gbs_pub_info_r#v=onepage&q&f=false>

**Useful resources on the Ukrainian media market:**

* 1. Ryabinska, Natalya. (2011). The Media Market and Media Ownership in Post-Communist Ukraine. Problems of Post-Communism. 58. 3-20. 10.2753/PPC1075-8216580601.

1. Schlosberg, J. (2016). Media ownership and agenda control: The hidden limits of the information age. Oxon, U.K.: Taylor & Francis. (Schlosberg, 2016, p.8)
2. Sjøvaag, Helle & Ohlsson, Jonas. (2019). Media ownership and journalism. 10.1093/acrefore/9780190228613.013.839. <https://www.researchgate.net/publication/331407417_Media_ownership_and_journalism>
3. SPJ Code of Ethics. <https://www.spj.org/ethicscode.asp>
4. Structure of Media ownership. [The ACE Electoral Knowledge Network. https://aceproject.org/main/english/me/meb03a.htm](about:blank) 
   1. Ukraine: Paid journalism – fooling the people for political favours by Lesia Ganzha and Oleksii Pogorelov. Ethical Journalism network. <https://ethicaljournalismnetwork.org/ukraine>
   2. <https://www.pressgazette.co.uk/biggest-media-companies-world/> - the list of 20 biggest global media companies, 2020

**Further readings:**

1. <https://startuptalky.com/top-media-companies-world/> -global owners 2021
2. <https://sites.lsa.umich.edu/zhukov/wp-content/uploads/sites/140/2018/02/BZ_ownership_final.pdf> -how ownership shapes coverage of the international conflict, study for further readings
3. <https://rsf.org/en/news/media-ownership-monitor-pakistan-high-risk-country-terms-media-pluralism>
4. <https://www.researchgate.net/publication/305825507_Media_companies_and_their_strategies_in_foreign_TV_markets> -overview of strategies of six global companies
5. <https://rm.coe.int/media-ownership-market-realities-and-regulatory-responses/168078996c> -report on media regulation in European countries
6. <https://digital-strategy.ec.europa.eu/en/news/winners-european-media-literacy-awards>
7. <http://www.tara.tcd.ie/bitstream/handle/2262/82148/PhD%20Thesis%20Kneafsey.pdf?sequence=1&isAllowed=y> study on the effect of ownership in the UK
8. <https://rm.coe.int/hf37-study-media-ownership-eng/16809f0272>
9. <https://revisionworld.com/a2-level-level-revision/sociology/mass-media-0/ownership-and-control-media>

**Appendix A**

**Glossary**

1. advertiser – manufacturer, service company, retailer, or supplier that advertises its product(s) or service(s)
2. blogger – someone who writes a blog (= a regular record of someone’s ideas, opinions, or experiences that is put on the internet for other people to read)
3. celebrity – a person who is widely known primarily because of media exposure. A celebrity is usually an actor, a television personality, a pop musician, etc.
4. code of ethics – a set of principles of conduct within an organization that guide decision making and behavior
5. community media – any form of media that is created and controlled by a community, either a geographic community or a community of identity or interest. Community media is separate from commercial media, state run media, or public broadcasting. It is a source of local content, cultural and linguistic diversity, media pluralism, social inclusion and intercultural dialogue
6. conglomerate – a corporation that is made up of a number of different, sometimes unrelated businesses. In a conglomerate, one company owns a controlling stake in a number of smaller companies all of whom conduct business separately and independently
7. conglomeration – the process by which a conglomerate is created when a parent company begins to acquire subsidiaries
8. cross-media ownership – ownership of several media outlets (press, radio, television, etc.) by one company
9. credibility – the quality of being believed or trusted
10. democracy – is rule by the citizens, suggesting the right of all to decide on what are matters of concern, and possessing the power to decide on those matters. Democracy implies a vote for every citizen of a certain age, regular elections, a genuine choice of parties to represent citizens, and a range of rights – free speech, security from arbitrary arrest, the freedoms of belief, movement and association. The media can be seen – and they often see themselves – as watchdogs of democracy; journalists as articulators and defenders of democracy, the eyes and ears of the public.
11. engagement – the number of likes, shares, retweets, comments
12. ethics – a social, religious, or civil code of behaviour considered correct, especially that of a particular group, profession, or individual
13. exposure – 1. the attention given to someone or something by television, newspapers, magazines, etc. or the amount of public attention that someone or something, especially an advertisement or product, receives; 2. the fact of an event or information being often discussed in newspapers and on the television, etc.; 3. the act of stating facts publicly that show that someone is dishonest or dangerous
14. influencers – a person or group that has the ability to influence the behaviour or opinions of others. The influencer is a person who is paid by a company to show and describe its products and services on social media, encouraging other people to buy them
15. lead (n.) – in a sales context, it refers to contact with a potential customer, also known as a “prospect”. Depending on the organisation, the definition of the term “lead” may vary. For some companies, a “lead” is a contact already determined to be a prospective customer, whereas other companies consider a “lead” to be any sales contact. But what remains the same across definitions is that a lead will potentially become a future client. Sales teams therefore have a responsibility to convert a maximum amount of leads to maintain a good conversion rate.
16. media concentration – 1. process of buying space in only one medium for advertising or publicity, rather than in various media, thus developing strength through concentration; 2. domination of media markets by a small number (or even just one) large media corporations
17. media consolidation – reduction of media outlets and concentration of ownership in a few large companies
18. media convergence – 1. erosion of traditional distinctions among media due to concentration of ownership, globalization, and audience fragmentation; 2. process by which formerly separate technologies such as television and the telephone are brought together by a common technological base (digitization) or a common industrial strategy
19. media diversity or *structural diversity (here)* reflects the media policy goal of promoting a diverse range of information sources or content providers. This includes questions of media ownership, the number of outlets on the market, and various other dimensions of organizational or economic structures (e.g. public, private, non-profit media). A variety of organizational factors, such as editorial, management and recruitment policies, as well as newsroom cultures, also clearly impact diversity
20. media pluralism – the state of having a plurality of voices, opinions and analyses on media system (internal pluralism) or the coexistence of different and diverse types of medias and media support (external pluralism); 2. view that the media should reflect social diversity
21. merger – the combination of two or more companies, either by the creation of a new organization or by absorption by one of the others
22. ownership – legal right of possession
23. passion – a strong feeling or desire for anything
24. reach (n.) – the number of different persons or households exposed to a particular advertising media vehicle or a media schedule during a specified period of time
25. vloggers – video bloggers