



The New Media Monopoly: A Completely Revised and Updated Edition With Seven New Chapters

Ben H. Bagdikian

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When the first edition of *The Media Monopoly* was published in 1983, critics called Ben Bagdikian's warnings about the chilling effects of corporate ownership and mass advertising on the nation's news "alarmist." Since then, the number of corporations controlling most of America's daily newspapers, magazines, radio and television stations, book publishers, and movie companies has dwindled from fifty to ten to five.

The most respected critique of modern mass media ever issued is now published in a completely updated and revised twentieth anniversary edition.

'Ben Bagdikian has written the first great media book of the twenty-first century. The New Media Monopoly will provide a roadmap to understanding how we got here and where we need to go to make matters better.'
-Robert McChesney, author of *Rich Media, Poor Democracy*

The New Media Monopoly: A Completely Revised and Updated Edition With Seven New Chapters Details

Date : Published May 15th 2004 by Beacon Press

ISBN : 9780807061879

Author : Ben H. Bagdikian

Format : Paperback 320 pages

Genre : Nonfiction, Writing, Journalism, Politics, Science, Technology

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Radical Reviewer says

The Radical Reviewer did an excellent review of The New Media Monopoly:
<https://www.youtube.com/watch?v=RsJi4...>

Craig says

Not as good as the original

Paul says

This startling book demonstrates that five major media corporations have more power than any part of the federal, state, or local government in the United States, and that the picture of the world that the U.S. receives is nothing like the picture of the world as it actually is, or as other countries perceive and experience it.

It is a very troubling book, but it also explains the reasons for the conservative domination of the media over the past 25 years and how corporations shape the world in a way that's most profitable to them. It also shows how ignorant and easily misled the American public is, and the huge degree to which it's not aware of what's really happening in the world.

Essential reading but very depressing.

Spicy T AKA Mr. Tea says

This was one of those books that was suggested to me by a college professor regarding media consolidation and ownership. I probably should have taken the hint and read it then because now a lot of it felt pretty redundant knowing what I know as someone who has worked with the independent media center.

That said, there were definitely chapters in this book that helped clarify things and also exposed me to some mini histories. I did appreciate that. Two chapters that stick out for me are one about the big five media owners today and their rise to power and the second is about Gannett's newspaper chain. Seeing as I am from Rochester, NY it was pretty great to get a critical history of the newspaper company turned into a chain sans meaningful local content. (This year the D&C removed the local section, combined what was left with the feature section and put a usa today insert in. Absolute rubbish.)

Anyway, Bagdikian is a solid writer, explains consolidation and ownership without getting needlessly

jargon-y and tells a compelling story with a good amount of examples and research. The downside was his liberal slant where he holds this view (at least in the book) that if we just vote who we want into power and who we don't want out of power, then things will be great and media will be saved. Ok, I'm paraphrasing, but that was his paraphrased solution. Ugh. The other thing I felt that was lacking from this, especially in the last chapter about what to do, was the history or at least the blips of independent media and anti-corporate media actions to call attention to and demand change regarding this consolidation nonsense.

Not bad if you want to know more about media ownership.

Dennis Fischman says

The first edition was of the best books I read in my political science career. The framework that it give you for thinking about the issues makes it continue to be relevant even as the media landscape changes rapidly.

Jerry Courtney says

I work in the media industry so was excited to see this was updated. While I agree with the chilling effect of too centralized media ownership, I felt this was not sufficiently updated and relevant for the 21st century. Too much time spent talking about 'dead tree media' and television and dated examples (and railing on conservative politicians and policies), not enough time really parsing out effects of digitization of media (it's not just 'young people' anymore).

Perhaps the next edition will do so - or read this book as a foundation then read Clay Shirky's books (and those in a similar vein) as companion to get a better understanding of the bottom up effects digital media could have on the foundation of centralized ownership of 'mass' media.

John Macgregor says

Showing its age a bit. A bit too much sermonising.

Drives home the essential point - that media is no longer free because ownership is so condensed (into the hands of half a dozen billionaires). And explains the buying of parliaments by corporations which has allowed this to happen.

All good. But I wonder if Robert McChesney might be fresher & bolder: I'll dip into him next.

Kevin Fodness says

He makes some good points, but the book is so riddled with errors and misrepresentations that it was hard to take seriously. His chapter on the Internet was particularly bad. HTTP stands for HyperText Markup Language? NO IT DOES NOT. Bagdikian is a journalism guy, so the parts about journalism and the operations of the media were great - but it was clear he was writing about some topics that he didn't

understand (like the Internet).

Mitchell Szczepanczyk says

A classic, and updated for the 21st century -- this book is the seminal work on the state of media concentration in the United States and worldwide, written by a longtime journalist and journalism professor who knows the story full well from the inside out. A must!

Rob Findlay says

"Manufacturing Consent" is a much better critique.

A.Jay Wagner says

The New Media Monopoly by Ben H. Bagdikian Den Emeritus (2004)

Ebone says

Monopoly...like you never knew it was played!

Tommy Estlund says

Much like Bagdikian's other book, "In the Midst of Plenty" I was pretty excited to read this. I wanted it to be better than it was. It's not that the topic is unimportant--the way the media monopoly dictates what information we receive--it's just that the book doesn't really break any new ground. There are a few gripping and fascinating passages, but overall, it's pretty lackluster.

So, if you want a basic, beginners primer on what is meant by the phrase "media monopoly", than this book is for you. If you're looking for an in depth analysis, non so much.

Thomas says

I now know and believe completely that the media is the most powerful political force in the world. We need NPR!

Emily says

Bagdikian reinforced my assumption that the media is more powerful than the government. But also that advertisement is the trump card. This book set out some pretty disturbing events from the past. I'd REALLY like to re-read the newest additions to this book with the economic downturn, Katrina and the reign of Obama.

This was the perfect book to sum up my degree in Journalism. It refreshed my knowledge on The Big Five and actions like antitrust law, Telecommunications Act, Fairness Doctrine (which isn't very fair) and license renewal.

Closing rants:

Depth and investigative reporting is an art, it's always the first to get cut (just like art programs are the first to get budget cuts) because it may not reap the most profit, but some virtues can't be rushed. Good, complex writing can't be finished in an eight hour day unless you simply regurgitate "political and governmental" press releases or sources – something Bagdikian mentions is detrimental to democracy. I agree. We saw it was 9/11 and again with Katrina.

Maybe journalism-spirited people should really choose law instead of writing for a paper. It's time to repeal.
