**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIII (CC- 401)  
  
 Topic : THE MEDIA AND IDEOLOGY (continue…)**

**Date : 20-01-2020, TIME : 1.00 P.M.-2.00 P.M.**

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**THE MEDIA AND IDEOLOGY (continue…)**

**DIVERSIFICATION, SYNERGY AND TECHNOLOGICAL CONVERGENCE** Some media corporations are not just content to focus on media products, but have diversified into other fields. When a company spreads its’ wings or we can say it diversifies by getting into other businesses. ‘Virgin’ which began as a music label and record shop chain, expanded into a wide range of products and services including cola, vodka, banking, insurance, transport, digital television, cinema and wedding dresses. This accounts to diversification. Media companies often use their very diverse interests to package or synergise their products in several different ways, e.g. a film is often accompanied by a soundtrack album, computer game, mobile ringtone or toy action figures.

A company may use its global interests to market one of its own films through its television channels, magazines and newspapers in dozens of countries at the same time. Technological convergence is a recent trend which involves putting several technologies into one media product. Companies that normally work in quite separate media technology fields are joining up or converging in order to give customers access to a greater range of media services across technologies such as interactive television, laptops, MP3 players and mobile phones.

**GLOBAL TRENDS IN OWNERSHIP AND CONTROL** Recent trends in media ownership and control suggest that the number of companies controlling global mass media has significantly shrunk in recent years. Bagdikian (2004) notes that in 1983, 50 corporations controlled the vast majority of all news media in the USA and by 2004 media ownership was concentrated in seven corporations. Curran (2003) notes that ownership of British newspapers has always been concentrated in the hands of a few powerful ‘press barons’, e.g. in 1937 four men owned nearly one in every two national and local daily newspapers sold in Britain.

Today, seven powerful individuals dominate the ownership of British national daily and Sunday newspapers. The content of commercial terrestrial television is mainly controlled by one company, ITV plc, whilst access to satellite, cable and digital television in Britain is generally controlled by two companies – News Corp, (owned by Rupert Murdoch) which owns BSkyB, and Virgin Media (owned by Richard Branson). The Indian media market differs from those of developed countries in several ways. The reason being, India is a developing country and unlike the developed countries, all segments of the media industry (including print and radio) have a lot to grow. The media market in India remains highly fragmented, due to the large number of languages and the size of the country. Over 82,000 publications registered with the Registrar of Newspapers as on 31 March 2011.There are various types of media ownership. There are many media organisation in the country that are owned and controlled by a wide variety of entities including corporate bodies, societies and trusts and individuals. There are many media organisations in the country that are owned and controlled by a wide variety of entities including corporate bodies, societies and trusts, and individuals. Information about such organisations and people is scattered, incomplete, and dated.