The media can perform important functions for society but these are threatened by increasing concentration of ownership and control.

To what extent do sociological arguments and evidence support this view?

The media (different means of communication for example newspapers, Television Radio and [the new media, which is the internet]) can perform important functions such as provide the general public with news of pop culture which is a recent trend, information on politics, scientific discoveries, the changing environment, it socializes people by getting them accustomed with a country’s customs such as politics, culture, forms of entertainment such as pop music, fashion, movies and series, it allows political leaders to have a public forum to share ideas and to hold other journalists and leaders accountable for their actions. These functions can be carried out by the three different types of organisations, which are community-based media organisations (e.g. a radio station in a local hospital), public/ state owned media organisations (e.g. The BBC), Privately owned media organisations (e.g. News cooperation [Devereux 2003]).

Marxist ideologist would agree with the statement that the functions of the media are threatened by the increasing concentration of ownership because typically those who own the media are capitalists themselves because their publication of certain news if dependent on how much profit they think they will make, this claim is strengthened by Karl Marx’s idea that the superstructure (which consists of capitalist industrial society, political, legal and educational systems, the mass media and beliefs and values) is shaped by the infrastructure (which is the economic base).

Also ‘the ruling ideas are the ideas of the ruling class’ as per Marxism would be presented because then they can profit from selling these magazines or articles etc to all ruling class who can buy them and for the working class who might not buy magazines they will justify their actions in the free newspaper etc. As a result, the media transmit a conservative conformist view, promote established attitudes and values and reinforce the position of the powerful, this is described as ‘opium of the people’ by the sociologist Miliband.

This is further supported by Ralph Miliband’s study, The State in Capitalist Society (1973) which states that the ruling class have to convince the rest of the population to accept the widespread inequalities which are inevitable in capitalist societies. Miliband points to the power of the dominant classes to control the way people think through ideology- a false view of reality. This control is part exercised through the mass media and thus rejects the idea of pluralist diversity (because the alternative ideas presented by the media are limited).

However pluralist sociologist would highlight the function of the mass media of educating audiences partly through presenting people with accurate news and documentaries, and through this they would argue that the ownership and control of the media would not matter as the opinions of those who own the media wouldn’t be included.

Pluralists would also argue that the media represents a wide variety of opinions and interests of all groups of people, this is reinforced by them pointing out that the media is independent of owners for the most part and if often critical of the powerful and wealthy. For example, in the USA, the media’s investigation of President Nixon resulted in him resigning whilst, in the UK in 2009, the Daily telegraph uncovered scandal of MPs expenses. Therefore, if the media was on the side of the rich these things wouldn’t have happened.

Countering this are the articles that constantly attack socialist views presented by the Labour party. For example, the Sun published headlines ‘Don’t chuck Britain in the Cor-bin’ in June 2017 around