- Vertical integration – linking various steps in the production chain under one ownership (production + distribution + infrastructure)
- Cross-ownership – owning different types of media (Bell owns TV channels, specialty channels, radio, etc.)
- Conglomerate ownership – a huge company owns many different things (Disney) (not restricted to media, things may be represented in certain ways to due bias)

Early Media Critic – Marshall McLuhan
- Famous book= “Understanding Media: The Extensions of Man”
- Quotes= “the medium is the message” (no difference between content and form, the means through which a message is conveyed influences what the message is and its effect), “media were creating a global village”
- “hot” and “cool” media – hot medium allows less participation than cool one, therefore radio, movies, photograph, print are hotter than telephone, television, cartoon