

MEDIA OWNERSHIP ACTIVITIES

For this activity please refer to:

MEDIA OWNERSHIP CHART | www.thenation.com/special/bigten.html

This exercise can be applied in a variety of ways—as a one-class period activity, a week-long investigation, a semester project, etc.. With this in mind, tailor the activity to your specific needs.

LEARNING OBJECTIVES

- » To learn to use various media for research: the Internet, newspapers, business periodicals, etc..
 - » To understand the concentrated nature of the media industry through independent research and presentation.
1. Place students into small groups. Assign each group a media corporation from the big ten listed on the Media Ownership Chart. (*Do not yet give them a copy of the chart.*)
 2. Have the students research their assigned corporation and compile a list of all of the various media outlets their corporation has total or partial control of.
 3. After each group has completed their list, handout the Media Ownership Chart and have them check their list against the chart.
 4. Ask the students to each write a few paragraphs noting and reflecting on their observations about the list. How many television channels are owned by the same corporation? What type of programming appears on each station? Why do so few corporations own so much, etc.? Also ask the students what putting together a list of media conglomerate holdings has taught them.
 5. After the reflective writing is complete, ask each group to present their findings to the class. Have the students discuss their thoughts with their peers.

**Variations of this project could include tracking the corporation(s) on the stock market for a period of time and comparing their profit, share price, etc., or monitoring the programming of a selected corporation and watching for synergy.*