



Curran & Seaton

Where do I use this?

The Music Industry - Curran & Seaton are describing how conglomerates are formed, by media industries seeking to diversify and then monopolise production & distribution.

Creative Critical Reflection - Your magazine is likely to be distributed by a media industry that owns many different magazine titles, which appear to be in competition with each other, but in reality are owned by the same company and are aimed at different audiences. These conglomerates monopolise magazine ad revenue by reducing competition.

Postmodern Media - The tendency toward conglomeration may lead to easily consumed & simplistic representations & narratives (think Marvel), which are designed to 'sell' rather than challenge. Does this leads to the preservation of grand narratives?

Media Ecology - All of the above.