

In this week's readings having to do with the media phenomena and propaganda model, I found them particularly interesting because the media has had a larger part of society in recent years. One can only wonder; what feeds an industry like this to become so socially overwhelming? Along with the question of how can it be assembled so specifically as to create such an influence among an entire world daily? Low and behold the answer stays consistent as it does for many pop culture aspects in today's society, wealth and power. Desmond Goss and his precise modern day analogies about the role media plays in our lives drew the most of my attention. Goss states early in his reading that "on average we spend 70% of our day consuming digital media." Followed by the notion that "the power to control media is an immense power indeed." (Goss, 322). Both statements are incredibly accurate for the common citizen. As Goss goes on to elaborate about integration, mergers, and the effects of media by industry, it brought into question Herman and Chomsky's propaganda model and its unique way of creating sense out of the complex subject that is mass media.

As "The Propaganda model" characterizes the four filters in which make up targeted mass media, it made me consider the Netflix original series "House of Cards" in which Kevin Spacey, a ruthless politician, goes above and beyond achieve his goal, the presidency. Specifically, I want to refer to the third filter discussed in the reading, sourcing mass media news. "The mass media are drawn into symbiotic relationship with sources of information by economic necessity and reciprocity of interest. The media need a steady, reliable flow of the raw material of news. They have daily news demands and imperative news schedules that they must meet." (Herman and Chomsky, 1988). Throughout the first season Frank Underwood (Kevin Spacey) develops and maintains a personal relationship with a reporter (Kate Mara) to inflict his own agenda on the media essentially promoting himself and also giving "dirt" to the reporter having to do with other politicians (mostly those who outrank him) which ultimately results in the elimination or demotion of those cabinet members. After Frank has made the most of the reporter through his own benefit and senses she has a different agenda than what has previously been planned, he then kills her and is able to use his superior standing to cover up the incident and moves on to a different source to project himself positively. The point I want to make by using this example is that in examining the propaganda model anyone who takes a step back and looks at the way media runs our lives can tell that it's incredibly accurate. So much of our daily knowledge derives on the accuracy of what our smartphones offer us through notifications and applications which ultimately stems from those with the most money and power to control the media sectors. All this being said, do you think we are being fooled in today's world into appreciating someone else's values or beliefs to improve the well-being of the rich and powerful in our country? Also, how would it be possible, if at all, to inflict change in the mass media to be sure we as a society aren't being "fooled" by everyday social media?

<https://www.youtube.com/watch?v=K0YrTxZ9a4o>