



# Media & Manufactured Consent

EDWARD HERMAN & NOAM CHOMSKY



How does media shape our understanding and values?

- ▶ Is it a free marketplace of news and information?
- ▶ Or, as in some authoritarian countries, is the media controlled?

# “Manufacturing Consent”

- ▶ Theorists Edward Herman and Noam Chomsky argued in *Manufacturing Consent: the Political Economy of the Mass Media* (1988, since revised) that the media trains us to tend to agree with prevailing economic, political, and social values.
- ▶ Essentially our support of the current system is reinforced by the mass media, our views are a product that it ‘manufactures.’
- ▶ This view is also called the “Propaganda Model” of media.

Watch this animated summary of their ideas

▶ Five Filters of the Mass Media Machine

# So there are five 'filters' that influence media:

- ▶ Ownership (who controls the media)
- ▶ Advertising Money (who pays for media)
- ▶ The Media Elite (interrelated organizations that influence each other: government, corporations, institutions)
- ▶ Flack (push-back against dissenting or questioning voices)
- ▶ A Common Enemy (the "bad guys" used to unify the population)

# What do these filters do, according to Herman & Chomsky?

- ▶ They work together, either passively or actively, to maintain the status quo (current model) of political and economic power structures
- ▶ They give the public the ongoing sense that how we live or do things is the right or best way to function

# Think Critically!

- ▶ What do Herman & Chomsky get right?
- ▶ Where might they be inaccurate?
- ▶ What model of media behavior could you suggest?