



Is Marxism the Base for Spreading a Dominant Ideology in the Media?

Arafat Al Jameel

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Essay from the year 2009 in the subject Communications - Mass Media, grade: A, The University of Sydney, course: MA of Professional Communication, language: English, abstract: [...] However, these arguments depict opposing positions towards the equation that

Marx sketches “Having money means controlling the public and constructing a dominant ideology.” This is not always the case in the media. Currently, many media corporations whether independent or financially dependent do create a dominant ideology, but this does not necessarily mean that the dominant ideology has to be created only by those who have the fiscal means. To explore the extent to which this statement is valid, this essay will first shed light on how the two globally known news corporations (the BBC and Fox news channel) function. Then, a comparison and contrast will be drawn to see if each one of them plays a role in constructing a dominant ideology in the recent Iranian Election.



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