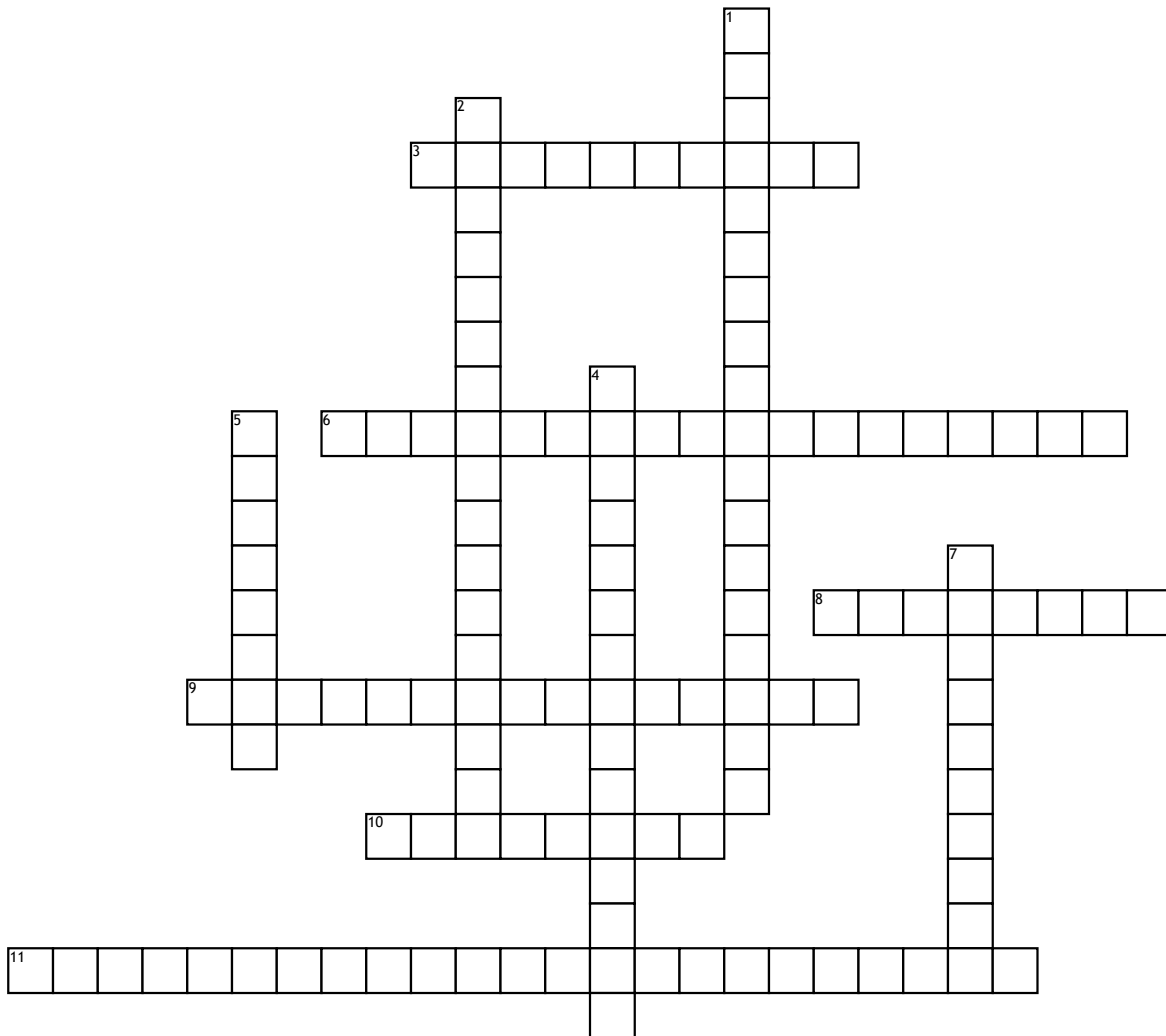


# Sociology - ownership of media



## Across

3. Say media writes what the public want
6. This is when the government can stop the media from reporting things as it is a national threat
8. This is the dominant ideology
9. They compared tv schedules in 1978, 1988 and 1998
10. who says the role of media is to shape how we think about the world
11. Key word Marcuse uses

## Down

1. They saw how journalist were mainly white, male and middle class
2. this is when we employ people who share similar political/ ideological views
4. This is when audience control content and will only buy what they are interested in
5. This is when members of the media can be prosecuted if they lie or falsely represent someone
7. They don't believe media output is under direct control of the owners