

The Media-ocracy  
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## Overview

Different types of government control are characterized by the suffix “ocracy.” Thus, control by aristocrats is an aristocracy, control by a single dictator is an autocracy, and control by the “people” in general is a democracy. I contend that in the US at the present time, the country is subject to a great deal of unofficial, but de facto, control by the concentrated efforts of the media establishment. Thus, it can be characterized as a media-ocracy. The media-ocracy acts as a supplementary branch of government in that it carries the propaganda objectives of the government and conveys them to the people so they will comply with government objectives. In return, the government rewards the media outlets with privileges (such as merger rights, monopoly rights, and other favors that will enhance their profits, remuneration, and prestige). This fusion between the receipt of governmental favors and media acting as a lapdog for governmental interests is, in a way, a form of fascism—since fascism involves all corporate interests working in concert to achieve the objectives of the government (state).

However, as is often the case when power is granted to a group or an individual, power can be used in a self-serving manner if it is not closely monitored by the grantor of the power. In a “democracy” where peoples' votes can be importantly influenced by favorable publicity, media outlets are able to exercise substantial power by deciding which of, possibly several, competing politicians will receive free press and favorable publicity. The media can also censor or downplay information that may be favorable for the competitors of their favored politicians. The media, therefore, can use their power over the flow of information and favorable publicity not only to enhance their profits but also to favor politicians who they deem to be favorable to their own political biases and interests.

In general, if members of the media were truly competitive and each pursued his or her own particular interests and philosophies the potential for systematic media bias would pose no problem for democratic systems as many diverse opinions could theoretically be represented. However, it is possible that media collusion can occur so that only “politically correct” opinions and information would be presented favorably and objectively.

At present it appears that the world media have been captured by a group of people who hold similar interests. In turn, the media reports differentially favorably on politicians who also share, or parrot, similar interests and objectives. Unfortunately, the interests represented tend to be those advocated by Marx and related “Marxists,” including “cultural Marxists. In *The Communist Manifesto* Marx emphasized the importance of controlling the media and educational systems in order to advance his visions for a future utopia. As part of this objective, adherents of Marxism have tended to join and occupy many “leading” academic institutions and schools of Journalism. Graduates of those schools have gained significant influence in media organizations and in politics. Thus, those people and politicians who advocate policies favorable to Marxism, and its more recent variant, “cultural Marxism,” are favored by the media, while dissenters are not.

The capture of the media by special interests is evident in several spheres. In general, the media members of the world are hostile to free-market competition and advocate governmental management and control of economic problems and issues—including the advocacy of income redistribution schemes and the control of health issues as well. The advocacy extends beyond the print and televised media to include “social media” outlets who willingly censor all opinions and people whose ideas diverge from the current governmental orthodoxy. It also includes various international media outlets supported by governments as well as privately owned international publications—even those that formerly advocated free market solutions to economic problems in preference to heavy-handed governmental solutions.

## Reasons for the Growth in Media Influence

There are several reasons for the growth of media influence on the body politic in the last few hundred years. One of the most important is that governments have realized that the communication media can be used to advocate on their behalf. Thus, governments have encouraged media communications in their propaganda efforts. Second is the fact that the visibility and pervasiveness of the media has increased—not only through television, but, more recently, through the growth of portable and pervasive internet and social media communications as a source of information that can be quite significant for some demographic groups. Third, is the change in the nature of media consumers due to changes in their educational proclivities. The educational establishment has encouraged less long-term tedious logical reasoning and more short-term instinctive emotional reactions to the presentation of information. The emphasis has been more on what students like and respond to emotionally than on what they analyze logically. Thus English courses are more likely to emphasize the reading of literature than the diagramming of sentences or the structuring of paragraphs to properly present logical arguments. The tendency to promote emotional responses instead of logical arguments has been enhanced by the growing influence of social media among people. Fourth, the venues that provide social media seek to encourage emotional responses in order to encourage continued readership and growing “Like” response from their viewers. The growth of the social media influence has been encouraged by advertisers who support the media since advertisers profit more from people who make quick emotional decisions to buy their products and services than from people who make more deliberate purchase decisions. When advertisers profit from using a media outlet, they are more willingly to pay the media provider handsomely for providing that venue. Due to the profitability of advertising, the media quite willingly provide what their advertisers, including governmental and political advertisers, request.

## Media Profit Incentives

Most media organizations are profit oriented organizations, albeit some may have certain biases they wish to promote as well. The media generally can expect to gain benefits from the following.

- (1) Advertising Dollars. Toward that end the media can expect to earn greater amounts if the advertising they provide is more effective. Advertising can be more effective if the media has greater numbers of followers—particularly of followers who have ready access to money or credit and satisfy advertisers desired demographics. Advertising can also be more effective if it can generate more emotions in their recipients that can motivate their subjects to respond. More effective advertising can be expected to generate more profits for media companies.
- (2) Government Favors of various types. Government may allow media companies to engage more readily in mergers to expand their scope and increase their followers—thereby generating more favor with potential advertisers. Government may also grant some media exclusive franchise rights to service particular markets or market segments. By allowing mergers and limiting potential competition, government may increase the profits of favored media companies by limiting competitive pressures and enhancing the ability of the favored companies to earn monopoly rents. In addition, governments may favor media companies directly by buying advertising from them, often at favorable rates. Governments often have legitimate needs to provide information to the public. However, governments may also want to enlist the media as cosponsors of various governmental propaganda campaigns, and they may pay handsomely to do so. The media can be extremely useful to governmental authorities that wish to shape public opinions and attitudes in ways that the governmental entities consider to be desirable. Finally, media companies that are in governmental authorities' favor may benefit by obtaining inside information about proposed or forthcoming government ventures. Because they often have

access to such potentially profitable information, their readership and reputation may be enhanced in ways that make them more profitable.

### Media Focus

In order to further their goals media companies are wont to encourage emotional responses from their readers, listeners, or viewers. In order to do so they are likely to desire to encourage their readers/listeners/viewers to engage in short-term emotional thinking and responses rather than in long-term labored thought processes. (See Kahneman, **Thinking Fast and Slow**). Thus they may favor viewers or listeners who have quick emotional responses and attenuated attention spans. In addition, in order to enhance the receptivity of their readers/listeners/viewers to their desired merchandising or propaganda objectives, they are likely to engage in forming desirable “narratives.” The narratives they present are likely to emphasize only one side of a potential case or argument and to ignore or downplay facts, data, arguments, or people who do not completely agree with the media's desired narrative. By focussing on approved narratives and consumers susceptible to emotional appeals and short-run thinking, the media have become a valuable venue for presenting governmental propaganda to a wide susceptible audience.

Because of their recognition that they play an important influence in conveying and influencing governmental policies, in recent years it appears that the media have tried to influence those policies as well. Most major media organizations are now “globalists.” They can profit by consolidating and presenting news reports from around the world—as that enhances their potential to earn monopolistic (oligopolistic) profits.

Thus, major media organizations tend to oppose nationalist politicians and politicians who support competitive free-market policies. This was most evident with the mainstream media treatment of Donald Trump and, most recently, with the media treatment of the Prime Minister of Britain, Liz Truss. She advocated a nationalist agenda with tax reductions and a free-market emphasis and the media came out vigorously against her and her policies. Even the Financial Times was strongly opposed to her policies. As a result, public opinion turned sharply against her and she was forced to resign as Prime Minister after having the shortest tenure in that post in history.

On the other hand, most globalist oriented media organizations strongly support and advocate for various globalist policies. This includes support for the United Nations and related international institutions and their policies. It also includes support for the policies of the World Economic Forum, which has advocated for the “reset” of existing free-market capitalist policies with support given instead to globalist policies that control both the private and public use of capital and other economic goods in ways acceptable to the “globalist elite.” Because the major media organizations play such an important role in advocating for globalist policies, the World Economic Forum always invites many of their members to their annual Davos meetings where they can strut and preen themselves in company with major politicians and regulators and all the other self-important members of the “globalist elite.”

In concert with the objectives of the World Economic Forum's “great reset” policies, the mainstream media also tends to support ESG (environmental, social, and governance) investing policies for corporations and lenders so that capital will be allocated consistent with public (usually “woke”) objectives that the media favors rather than on strictly private profit making objectives. Because of the media influence on many people, the “woke” (cultural marxist) policies have become very popular with many politicians, regulatory agencies and financial investing firms and banks that seek to curry political and public favor.