

### **Questions on Robert McChesney, “The Market Über Alles”**

McChesney’s focus is squarely on the United States, but many of his key claims could be applied to Canada, with at least two big exceptions: in general, Canadians are more likely to believe in the importance of government regulation (at least in the abstract). We will discuss why this is and how it has shaped the Canadian media landscape in the coming weeks.

1. What is an oligopolistic market and what are its effects?
2. Define “horizontal” and “vertical” integration and explain their advantages and disadvantages for media corporations. What are their effects on markets?
3. Describe the “3 tiers” of media corporations. Why does McChesney say there is an “irony” of choice in the number of available cable outlets, for instance?
4. What is a conglomerate?
5. What is synergy, how does it work and why is it important for media conglomerates?
6. Discuss the relationship between competition and cooperation among media conglomerates.
7. So why does McChesney say there is no competitive market in media?
8. McChesney states that the media market is special. Why?
9. What are “first copy costs” and what do they have to do with McChesney’s claim that markets are artistically conservative?
10. Why aren’t markets democratic? What does a “dependence effect” have to do with it?
11. What are externalities and why are they important?
12. McChesney cites two authors who would object to his argument. What is his response?