



# Media Control: News as an Institution of Power and Social Control

*Robert E. Gutsch Jr.*

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*Media Control: News as an Institution of Power and Social Control* challenges traditional (and even some radical) perceptions of how the news works. While it's clear that journalists don't operate objectively – reporters don't just cover news, but they make it – *Media Control* goes a step further by arguing that the cultural institution of news approaches and presents everyday information from particular and dominant cultural positions that benefit the power elite.

From analysing how the press operate as police agents by conducting surveillance and instituting social order through its coverage of crime and police action to bolstering private business and neoliberal principles by covering the news through notions of boosterism, *Media Control* presents the news through a cultural lens. Robert E. Gutsche, Jr. introduces or advances readers' applications of critical race theory and cultural studies scholarship to explore cultural meanings within news coverage of police action, the criminal justice system, and embedding into the news democratic values that are later used by the power elite to oppress and repress portions of the citizenry. *Media Control* helps the reader explicate how the power elite use the press and the veil of the Fourth Estate to further white ideologies and American Imperialism.

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