



# Big Media, Big Money: Cultural Texts and Political Economics

*Ronald V. Bittig, Jeanne Lynn Hall*

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# Big Media, Big Money: Cultural Texts and Political Economics

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**Big Media, Big Money: Cultural Texts and Political Economics** Ronald V. Bettig, Jeanne Lynn Hall  
*Big Media, Big Money* is a lively and scathing critique of the contemporary communications industry, examining how media ownership and the profit-making motive affect the messages we receive in alarming ways. Through close readings of recent news events and critical examination of corporate influence, Bettig and Hall conclude that current interconnections among media, big business, government, and education pose a serious threat to democratic communications. The second edition includes three new chapters, covering the contemporary Hollywood film industry; the changing landscape of the music industry; and “ad creep,” the proliferation of advertising into previously ad-free venues such as schools and children’s television programming.

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