



***The idea that the media is controlled by a small number of companies primarily driven by the logic of profit and power***

### ***Woman's Realm & Woman***

Published by IPC, a large company formed in 1963 'following the merger of the UK's three leading magazine publishers - George Newnes, Odhams Press and Fleetway Publications - who came together with the Mirror Group to form the International Publishing Corporation (IPC)'.

<https://www.timeincuk.com/about/history/>

### ***Vogue***

Published by Conde Nast, a major mainstream publisher, established in the USA in 1909. In 1959 the company was bought by Samuel I Newhouse, a newspaper owner as part of his media company Advance Publications.

In the 1960s Conde Nast began publishing *Vogue* in a number of different countries (British *Vogue* had been published since 1916).

***The idea that media concentration generally limits or inhibits variety, creativity and quality***

IPC owned a wide range of magazines in the 1960s including many women's titles e.g. *Woman's Own* as well as *Home and Gardens*.

Conde Nast published other women's magazines such as *Vanity Fair*.

***Woman, Woman's Realm*** and ***Vogue*** are mainstream publications and, it could be argued, can be seen to uphold many traditional ideologies surrounding gender (in relation to domesticity, motherhood, fashion and beauty for example) and perpetuate many narrow and stereotypical ideals of feminine beauty.

### **Task:**

Find examples from your historical magazine that support (or challenge) the view that variety, creativity and quality are limited.

***The idea that more socially diverse patterns of ownership help to create the conditions for more varied and adventurous media productions***

The contemporary, non-mainstream set products reflect different patterns of ownership - this arguably results in more diverse and adventurous products that convey a wider range of ideologies than many mainstream consumer lifestyle magazines.



**The Big Issue** is a not-for-profit independent magazine that aims to bring about social change and eradicate poverty, and is distributed by street vendors. Editor Paul McNamee has said:

*"We've focused on stories and voices that really tell an outsider story. Important voices that are rarely properly heard in main media. Hitting 25th anniversary lead me to look again at what The Big Issue was at launch, so we've gone back to early approaches of a certain stridency, a more agitating voice."*

<https://goo.gl/QDdJns>

**Huck** is an independent magazine whose parent company also owns a film magazine; it covers many cultural (and counter-cultural) topics and features investigative journalism on topics that would be unlikely to feature in more mainstream publications. *Huck's* website states:

*'Huck celebrates independence: people and movements that paddle against the flow. Inspired by radical youth culture, Huck roams the globe seeking out artists, activists and creative renegades who are breaking down the old world to build something new.'*

<http://www.huckmagazine.com/about/>

**Adbusters** is a Canadian not-for-profit magazine that is actively opposed to advertising (it features spoof adverts) and consumerism, in direct contrast to most mainstream magazines whose editorial content tends to support the advertising that helps to fund the publication. The website states

*'We publish the most provocative, emotionally stirring and heretical ideas in the geopolitical, environmental, psychological, activist and social arenas.'*

<https://www.adbusters.org/submissions/>

## Task:

Find examples from your contemporary non-mainstream magazine that support (or challenge) the view that its ownership allows for more varied and adventurous content.