**Media Hegemony Theory**

1. The concept of hegemony was first put forward by Antonio Gramsci Hegemony refer to the idea “ Dominance or control of one group on another” Control or dominating influence by one person or group, especially by one political party or group over society or one nation over others is called hegemony.
2. Media is in the hands of dominant elite. The mass media are controlled by the ruling class in society. which uses it as a toll for exerting control over the rest of society so that elite can be upper.
3. Important is that domination of elite through ideology rather than force♣ Media manufacture concept ( that support the dominance class ) in group of people who work for society in different time and types. ♣ Media try to develop/create a consent in society about ruling class in the masses ♣ Media is considered social institution in society ♣
4. Golding says “ The class which has the means of material production has control at the same time over the means of mental production”. Karl Marx “ The class which has control on economic means of production also control mental means of production”. Jim Morrison “Whoever controls the media controls the mind”.
5. Because politicians depend upon continued monetary support from private wealthy individuals to stay in office, they must vote for tax laws that favor the rich.♣ Because of the large investment in campaigns by wealthy individuals, those who support better tax breaks for the rich have more money to spend on campaigns and greater chances of winning. ♣ The control of money thus equals a control of power. ♣ Advancement in technology also a big reason because the countries which have advancement in technology use it for dominance. (Nuclear bomb) ♣ Finance is necessary for a media organization , There is a class who, use money to control the power, and remain dominant in the society. ♣
6. Across Society, there were many interest groups that people aligned them. Ruling class managed to rule, by taking on the interests of enough of these groups, and therefore gaining the consent of the majority.♣ Reporters tend to cover topic and report those issues that are favorable to the dominant ideology ♣ Political elites control media by bringing media professionals into their sphere ♣
7. MEDIA HEGEMONY AND WESTERN MEDIA West after the invention of Radio totally use it for their own interest .West very rapidly made progress in the technologies about mass media, because they spent large investment for advancement of media. West through mass media disseminated only those information to other world which cause dominance of their ideas on the other. They use mass media for propaganda against Muslim Countries to meet their goals.
8. HBO Welcome Home Heroes♣ ABC Welcome home America ♣ welcoming the army and portray the people that they are the winners, showing people meeting with army ♣ Americans army fight for democracy and for human right instead of dead bodies ♣ The War you don’t see, john Pilger ♣ Important is that people from all over the world supporting this that American doing best ♣ Create the hegemony of American army ,shows American are fighting for freedom of people , American are doing best, fighting against the evils ♣