Media Critic Summary By Ali Tyburski

Throughout the semester I have learned a lot about the media and its effect on today’s society. We live in a world that is completely dominated by media. I have also learned about how media has adapted over time. We have covered everything from newspapers, magazines and radios, to television, music, and movies. All of these things have a great impact each other.

In our media critic papers we were assigned to analyze an issue in media and argue both sides of the topic. I chose to talk about the recording business. Today, there are four major record companies that dominate the industry. These companies are Sony BGM Music Entertainment, EMI Group, Warner Music Group, and Universal Music Group. These four companies make up over 80% of the industry, leaving the rest to independent labels.

One argument as to why this could be a good thing for the industry is because it allows the independent labels to create new sound. The independent labels depend on creativity to get their music heard. Another argument to keeping independent labels is because of their royalties are much greater.

A couple arguments against involve money flow and producing for the masses. The money flow in the industry is very strict making it very hard for the independent labels to succeed, and very easy for the dominating companies. Next, because the dominating companies are producing music for such a large demographic, new sound, creativity, and uniqueness may be subdued.

The media critic paper taught me not only about the structure of the recording industry, but it showed me that in today’s media there are several ongoing debates about what the future holds.