

Theory	Theorist	Definition (60 words)	Case Study (60 words)
Media ownership / regulation	-	Media ownership is a very small number of institutions dominate the media. Media regulation are rules or guidelines enforced onto certain media to maintain a country's beliefs, morals, and laws. While cross media convergence is collaborations between different media companies, synergy focuses on non media companies like apparel.	
Synergy	-	Synergy is the process by which media institutions use a range of platforms to promote, sell, and distribute their products.	An example of this is the Anime Demon Slayer getting a clothing collection with their partnership with uniqlo to both sell merchandise to the fans but also promote the anime through a non traditional way.
Cross Media Convergence	-	Cross media convergence is the process of which media companies or institutions collaborate with different media companies to promote and distribute their products.	Example of this is when a music artist collaborates with a film company. Or when a comic book has many game or films derived from it. Spiderman was originally a comic character but has spread further than that. Games like the Spiderman ps4 game and movies like no way home and spider verse spread spiderman's influence further than comis pages.
New Media	-	New media refers to any media that isn't traditional media (the news paper, magazines, and the radio) instead they are often distributed through the internet. New media is often created by the audience along side media institutions.	YouTube is a video distributing platforms that allowed smaller or independant creators to be successful and make money. Many music artists start out on YouTube and end up being part of the music industry later on. Example is Nathan Evans who became famous after his song "The Wellerman" became viral.
Agenda Setting	-	Agenda setting is also known as framing where media companies, those who usually dapple in information like the news frame a certain situation or	Fox news tends to prefer right winged beliefs and ideals while CNN is more left winged. They tend to frame the same events differently to make the reading preferable for their respective audiences.

		incident in a way where the reading is how they want the audience to see it instead of what it is.	
Censorship			
US Law: Section 230		This US law states and online media platforms are not responsible for what their users posts as long as it's not sex trafficking, prostitution, or child pornography. If they do the posts will be taken down immediately. Platforms are trusted to regulate themselves.	
Technological Convergence		Technological convergence is the process of bringing traditional media like TV, the radio, and newspapers into new media or new technology.	In 2017 Teen Vogue (The sister company to Vogue magazine) went to become an online magazine instead of paper prints. They did this because their target audience of teenagers rarely buy physical magazines and instead read their content online.
Hegemonic Groups			
Moral Panic			
Post Modernism			
Post Colonialism			