

Herman &
Chomsky's

Propaganda Model

FILTER 1: OWNERSHIP



With every mass media corporation, it's their main interest to get a profit, however, they have to protect this interest. Through a process called self-censorship meaning when journalist report on them, they only see the positives. While the negatives are hidden to protect the corporation's image.

FILTER 2: ADVERTISING

Advertising is how big corporations get their profit. They show us a product and if it grasps our interest we're more likely to buy it. We are their audience.

FILTER 3: THE ELITE MEDIA

Big media corporations feed journalism with news that benefits them and only them. They do this by giving them 'exclusive' interviews with 'experts' that make these corporations look professional to the public eye. It's like an official relationship but private.

FILTER 4: FLAK

Flak is when someone or a journalist strays away or stands against the general agreement. This is where you start seeing journalists discrediting (trashing) other stories as they become 'inconvenient.'

Filter 5: The Common Enemy

The common enemy is someone or topic the whole public can agree with one opinion. This mainly being topics that shake the world or send a shock to the public eyes.

