

MANUFACTURING CONSENT
A Critical Analysis of Satellite and Cable News Channels in Mumbai

by

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We know that authoritarian regimes regardless of their ideology use the mass media for propaganda, but what about democratically elected regimes in the free world?

The people all over the world have collectively experienced the blind following of US promoted media content. We have seen that the Indian mainstream media performed as US Government's propaganda machine after the 9/11, that indirectly served in the interest of global conglomerates whose main business is to 'Mould, Manipulate, and Manage public opinion'. Thanks to Noam Chomsky and many others who consistently analyzed and attacked 'Politics of Communication' that radically altered our understanding of subtle, mutually exclusive relationship between Democratic state and Media, Media and Society that is passing through the era of digital revolution. Prof. Chomsky has always unmasked the ugly, manipulative ruthless face of American democracy along with 'global capitalist' 'free market' economies, hidden behind the sweet word 'Freedom', and how the public opinion is manufactured as any other market product within those democratic setups.