

# Murdoch's Meddling in Worldwide Media Causes Major Consequences in Society

Oscar

In recent times, Australia's (and that of some other countries') media has been heavily criticised for its lack of diversity and opinions. Put short, the media, particularly Rupert Murdoch's News Corp and their equivalents in the UK and the US, have far too much power in changing people's opinions and beliefs, and it is taking a toll on peace and democracy.

Australia, a country that has always prided itself on its fair and democratic elections and political systems has put itself into a giant monopoly game. Rupert Murdoch, and his company, News Corp own over 70% of the country's print, broadcast, and digital media outlets. Just to name a few, Murdoch owns Foxtel, Sky news, The Australian, the Herald Sun, the Daily telegraph and news.com but that is only tip of the iceberg stuff. The submerged part of this iceberg contains a vast majority of local papers, worldwide magazines, betting agencies, and somehow even many more state papers.

Kevin Rudd said in an interview 'Along the Queensland coast every paper is a Murdoch paper, offering readers no diversity and choice. This sort of control is what makes or breaks a politician's career simply depending on whether said politician has a positive or negative relationship with Mr. Murdoch.'

Returning to the Monopoly analogy, the price one will effectively have to pay if Murdoch dislikes you would be equivalent to landing on Mayfair with a good couple of hotels on it. On the other hand, if he likes you, its equivalent to owning those hotels on the Prestigious square.

I am fortunate enough to be writing this piece just six days before the Victorian state election, so for research purposes I decided to dive into the deep and devious depths of the Herald Sun, and much to my surprise (not) on the front page I was met with four out of the six articles condemning Daniel Andrews and the labour party in some way or another. I then ventured in to the 'state election' section of the website and the major headlines read: 'Dan's mischievous gas plans revealed' and 'Voters left in the dark on corruption findings, accompanied by a picture of the Victorian premier. Another curiosity is how much they criticised Daniel Andrews and in comparison, how much less propaganda there was towards who should be their poster boy, Matthew Guy. Honestly, this is along the lines of obsession.

Moving across the Pacific Ocean to America, one media outlet stands out for its bias, that being Fox news, or according to Gretchen Carlson, a former mainstream presenter at Fox News, 'The Trump propaganda machine'. She added 'You used to be able to watch it and say: Well, I can kind of see it this way and I can kind of see it that way. That does not exist anymore.'

In the lead up, during, and in the aftermath of the 2020 presidential election, Fox had run riot with its Trump fanboying and its incredible detesting of Joe Biden. The way it was, whatever Trump would say was right. Whatever Trump's people would say was right. They made trump look like a genius, with a brain too powerful for this planet.

Of course, Fox and every other news aggregator is obliged to report his comments, but the way Fox bought into Trump's lies and the way they verified and spread his lies as the truth. In the dead of the night on election day, Trump came out to a moderately sized crowd in the Whitehouse media room and said 'Frankly, we have won this election'. He said this when just about every sign pointed in the other direction, including that of Fox news. They called the state of Arizona to Biden before any other media outlet.

According to a four corners report, Trump furiously called Rupert Murdoch himself and demanded he reverse the decision. Fox didn't do so but they made sure Trump was satisfied after the election by reporting all the 'evidence' Trump had that the election was rigged. Fox continued to spread Trump's lies right up until the day of Biden's inauguration as the presidents of America. At the capitol building, hundreds, stretching to thousands of Trump supporters were storming the building. This is seriously showing the consequences of Fox's Trump fanboying, and this is something that must be unforgivable.

If nothing is done about the media bias and dominance, we'll be paying a huge price. As every day goes by, we are increasingly relying on our screens and devices. We believe most of what we read on any platform. Essentially, Murdoch has full control of what we read and believe. He has the power to attack any given individual and get the whole country or at least a majority of the population on his side.

The storming of the capitol is a clear illustration of what is to come if a cap or something along those lines is not put in place. I think that it would take away a lot of the point of democracy. Any party or politician could bribe Murdoch and News Corp and with the snap of a finger, have him and most of the news Corp readers on board with the politician. Furthermore, if everyone believes misinformation like they did in the 2020 election, we could see more riots and violence, disturbing a peaceful country.

The Australian government needs to unite and act against news Corp, because the power the Australian media has in influencing people's opinions is far too much.

We can see these problems in Australia and other parts of the world and if no fix is offered, democracy would be a lie and we'd be living in a potentially corrupt world.

Anyone voting in the coming state election should seriously consider where they are getting their news feed from and just question the source. Read and consume news from more independent news sources such as the ABC or the SBS. News Corp can always have a huge effect on the outcome of any election and the more that is counteracted the better.