**Sociology Topic Front Page**

**Sub Topic: Ownership and Control**

**Name the Sociologists with their key idea to memorise**

**Summarise what each perspective says**

**Key Sociological concepts and terms to memorise**

**Main Sociological ideas:**

**Patterns of ownership-**

* Concentration
* Horizontal integration
* Vertical integration
* Technological convergence
* Lateral expansion
* Conglomeration
* Synergy

**Controls – IPSO, OFCOM etc**

**Theories of ownership & control:**

* Pluralist theory
* Evaluation of pluralist theory
* Marxist Theory
* Marxist Instrumentalist
* Hegemonic Marxist
* Evaluation of Hegemonic Marxist Theory
* Postmodernist Theory