

# Is the **French media** a demonstration of **cultural hegemony**?

P R E S E N T A T I O N



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# What is cultural **hegemony**?

**Cultural hegemony** is a concept developed by Antonio Gramsci.

It describes how dominant social groups maintain power not only through economic or political control, but also through cultural influence.

## Key idea

The dominant class promotes its values and worldview as natural and universal.

Institutions that contribute to this process :

- media
- education
- cultural production



Antonio Gramsci  
(1891-1937)

# The role of media in shaping public opinion

Media do not only report information → They influence how people understand reality.

## Two key mechanisms

- Agenda-setting: Media decide which issues receive attention.
- Framing: Media influence how issues are presented and interpreted.

## Result

Public opinion can be shaped by media narratives.



# Structure of French media ownership

The French media landscape is highly concentrated.

## MAJOR MEDIA GROUPS :

Bouygues → TF1

Bolloré → Canal+, CNews, Europe 1

Arnault → Les Echos, Le Parisien

Dassault → Le Figaro

Drahi → BFM TV, RMC

Niel → Le Monde (co-owner)

## IMPLICATION

Media ownership concentration may influence editorial priorities and narratives.



# Arguments supporting the idea of cultural hegemony

Some scholars argue that media reinforce dominant ideologies.

## ECONOMIC CONCENTRATION

A small number of wealthy owners control major media outlets.

## SOCIAL BACKGROUND OF JOURNALISTS

Many journalists come from similar educational and social environments.

## MEDIA FRAMING

Certain political or economic perspectives are more visible than others.

## RESULT

Dominant narratives may become normalized.



# Arguments against the theory of cultural hegemony



Other scholars argue that the media system is pluralistic.

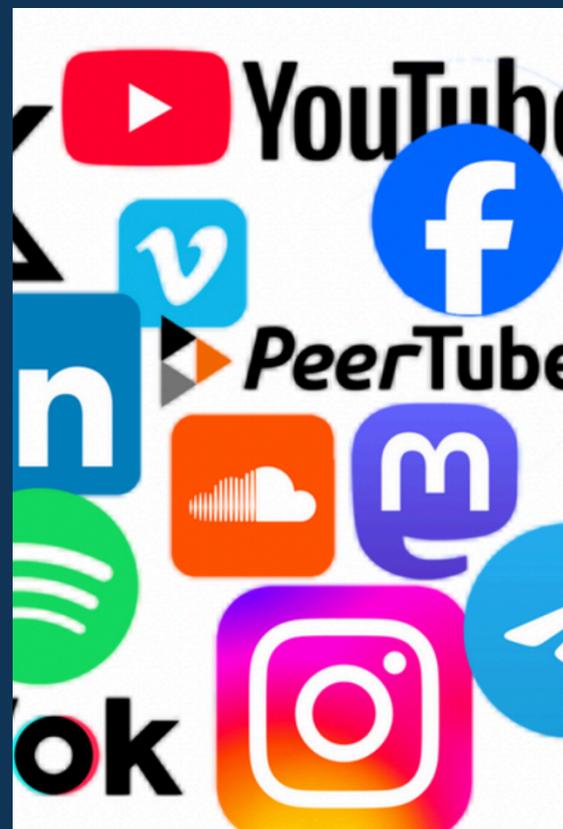
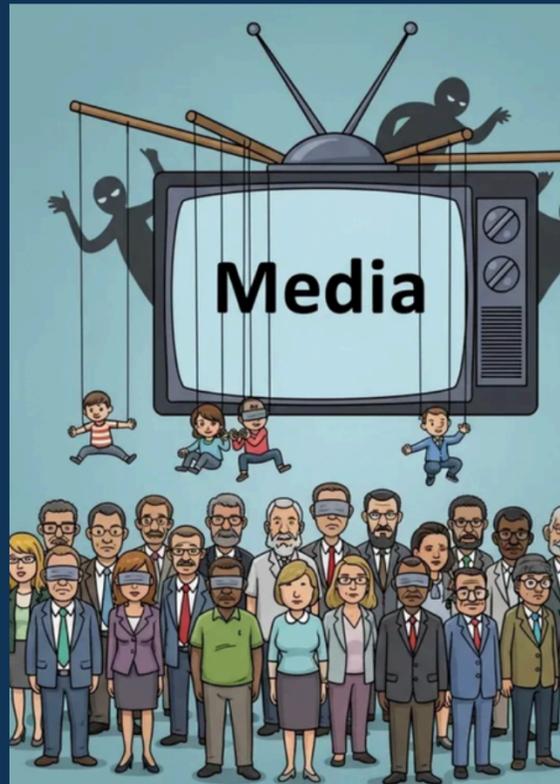
- **MEDIA DIVERSITY**  
France has many newspapers, TV channels and online platforms.
- **EMERGENCE OF ALTERNATIVE MEDIA**  
Independent investigative and digital media challenge mainstream narratives.
- **DIGITAL MEDIA AND SOCIAL NETWORKS**  
New platforms allow alternative voices and perspectives.

## CONCLUSION

Media influence exists, but it is increasingly contested.

# Discussion

## Two competing interpretations



### INTERPRETATION 1

Media reproduce dominant economic and political interests.

### Interpretation 2

Media reflect a competitive and pluralistic public sphere.

Key question

Is media influence a form of cultural domination or simply a reflection of social debates?

# Conclusion

French media can contribute to **the diffusion of dominant ideas** through ownership concentration and editorial framing.

However, the growth of **independent media** and **digital platforms** challenges this dominance.

## FINAL CONCLUSION

The French media landscape reflects both power structures and increasing pluralism.

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Thank  
**You!**

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