

Rupert Murdoch's Media Empire Expansion

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Introduction

Rupert Murdoch is a celebrity as a result of being a man behind one of the most successful media in the world and as an exemplary scholar for individuals pursuing cultural and media studies. Murdoch has created a large media business empire despite having a humble beginning, which has made many researchers and scholars follow his political intrigue and business dealings. The Murdoch business empire has caused economic, political, and social ripples in many parts of the world. The convergence of global media technologies, as an essential aspect of institutional change, is represented as a “murdochinization”, the name that originated from Murdoch’s influences in the media business.

The success of Murdoch’s organization is independent of the financial and political institutions; therefore, scholars and researchers have developed more interest in his New Corporation. Murdoch became a managing director of Australia’s New Limited at the age of 21. In 1979, Murdoch founded the second largest media company, the New Corporation. He has occasionally increased his market share by continuing to buy smaller publishing and media businesses. However, he is involved in politics and social and economic push to bring equality to Australia. Murdoch has brought radical change both in Australia and the entire world sector. Therefore, this essay aims to chart out the path Rupert Murdoch has sailed up to become a renowned personality in the media industry as an influential person. The paper will achieve the above objective by giving a concise description of Rupert Murdoch’s history.

The Inheritance Of Family Business

Rupert completed his studies in 1952. His father died after Rupert finished his studies in England. His father controlled Australia’s largest newspaper corporation, but he owned a few shares. Furthermore, funds of the family were used to settle both the death and debt duties. The family of Rupert later inherited a radio station, The Sunday Mail, and The Adelaide News (Gilding 2005). Lord Beaverbrook, an old friend of Rupert’s father, gave Rupert a job at Daily Express. He was hired as a sub-editor. The position aimed to impart to him the relevant experience needed in the media industry. Rupert Murdoch took charge of his inheritance in September 1953. *The News* and *The Sunday Mail* were about to go bankrupt when Rupert took the position of chief editor. His enthusiastic work in all the departments branded him a name as a “boy publisher” at the age of 22. Every employee resolved to work hard to keep his pace since he was regarded as a person with a whirlwind kind. A new challenge emerged in the early 1960s when *The Adelaide News* was thriving (Arsenault & Castells 2008). The

former employer of Rupert's father called Peckers, was behind the move to chase the "boy publisher" and close *The Adelaide News* in the media industry. Nevertheless, Murdoch retaliated strongly to Pecker's action to chase him out of the Australian media industry. In the end, Rupert's business benefited since Sir Frank Packer retreated and requested the two businesses to merge and be managed by the "boy publisher."

Activities In Australia And New Zealand

In 1956, Murdoch purchased the *New Idea* and published Melbourne weekly magazine as a first attempt to expand his business. He transformed the business into a financially stable business, and he later acquired *The Sunday Times*, which was owned by Perth. However, the board of directors of Adelaide News was against the idea of acquiring *the Sunday Times* since it was located in the outcast of Adelaide, which would pose a major challenge in its management (Dascher & Jens 1999). Murdoch ensured the Perth newspaper rejuvenated from rags to riches so that he could prove a point to the board of directors that the move was right. He was again branded the name "publisher of sensation" because he made sure every corner of Australia received the newspaper regardless of the cost. "*Conception of a Monster, Leper rapes Virgin*" were the common sensational blood-freezing headline in the newspaper Murdoch. This new strategy that was implemented by Murdoch worked well since it took the lead in the Australian market.

Murdoch became more interested in the entertainment world, which made him venture into television in the mid-1950s. He was able to anticipate the changes that technology would bring to the entertainment industry. In 1957, Murdoch bought one channel immediately after the first television was launched in Australia. He decided to study internal mechanisms in the United States to ensure the smooth running of Channel 9. He made sure the channel was licensed and acquired the program packet. Murdoch had a great interest in the U.S. Strip Street and the Culture when he first stopped in Las Vegas (Thomas 2006). Leonard was the first Murdoch's mentor in the broadcasting business. He was the chairman and the founder of the American Broadcasting Company. Leonard had a contract with Disney, which made him an important public figure, specifically as a magician. Murdoch needed a way to ensure Leonard continued supplying television programs to channel 9, so he decided to sell 6% of his new corporation to him. After completing the new studies in internal mechanisms and meeting Leonard, he had a new, thrilling perspective on the entertainment industry, and he intended to create a "TV Guide" with an Australian identity. He mandated collaboration between Channel 9 and the newspaper in the news broadcasting. The TV channel gained more fame, which facilitated the expansion of Rupert Murdoch's Empire.

In the 1960s, Murdoch continued expanding his company to cover the Australian market. Sidney's tabloid, *The Daily Mirror*, was one of the businesses bought by Murdoch in the 1960s (Griffen-Foley 2002). *The Daily Mirror* also gained popularity in Australia since it deals with erotic publications and criminal chronicles. One of the greatest achievements in 1964 made by Murdoch was the release of a nationwide newspaper called *The Australian*. In 1972, approximately 75,000 issues were in circulation.

The success of Rupert Murdoch in Australia was thriving in TV channels, magazines, newspapers, and personal business. He gained ownership of the *Sunday Telegraph* and *Daily News*, initially owned by the Parker family in 1972 (Bye 2006). Murdoch's success in the media was a conservative political agitation tool and a decisive force in the Australian market.

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