

THE **MEDIA** OF
MASS COMMUNICATION



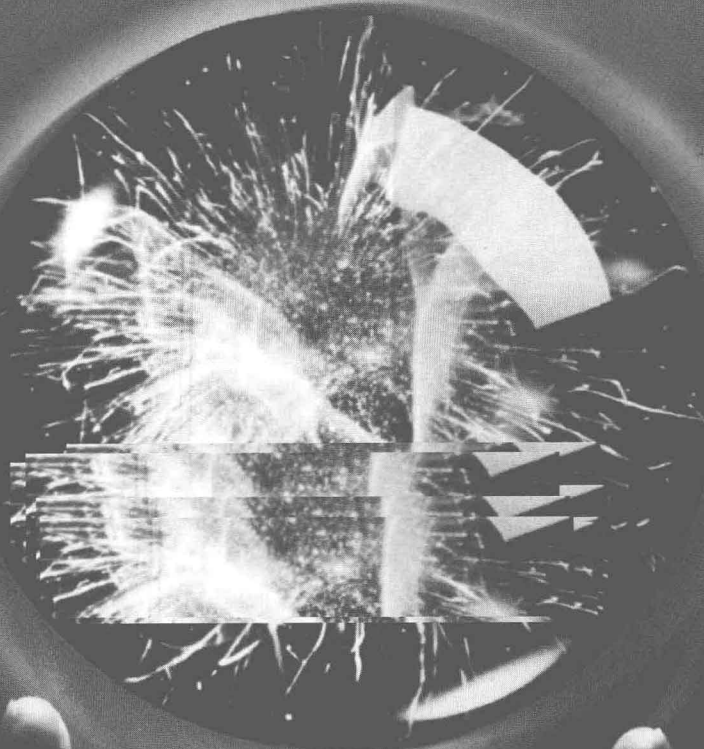
THIRD
EDITION

J O H N V I V I A N

THE MEDIA OF

MASS COMMUNICATION

JOHN VIVIAN
WINONA STATE UNIVERSITY



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To Harold Vivian, my father,
who sparked my curiosity about the mass
media at age five by asking what was black and
white and read all over.

And to Elaine Vivian, my mother,
who nurtured this curiosity by keeping the
house stocked with books, magazines and
reading material of every sort.

PREFACE

How did you keep up to date on the O. J. Simpson drama? On the U.S. military intervention in Haiti? Why did you choose one brand of athletic shoes over another? Do you trust Bill Clinton? Bob Dole? Saddam Hussein? David Letterman? If you saw the movie *The Lion King* but not *The Color of Night*, why? How did you learn about the existence of the latest CD or tape you purchased? Would you agree if your local library removed *Playboy* magazine from the shelves? Should *In the Night Kitchen* be banned? *Grapes of Wrath*? *Huckleberry Finn*? Who decides what music gets played on the radio? Who chooses the news stories? Can you trust *The New York Times*? *The National Enquirer*? CNN? *Rolling Stone*? Should you worry about little children imitating Rambo? Barbie? Butt-head? Is there too much sex on television?

Everybody faces these kinds of questions in this age of mass communication. The media are everywhere, and they affect almost every aspect of our lives, including our knowledge of the world around us, the decisions we make as consumers and the values we embrace. The third edition of *The Media of Mass Communication* is designed to help you become more informed and discerning as a user of the mass media. It is also designed to provide a comprehensive foundation for students majoring in mass communication.

New in this edition is a chapter on the emerging new media. You will learn what is at stake on the information superhighway everyone is talking about. You also will get a peek at the forms the media will take in the future. For example, the next generation of college students probably won't be learning from a textbook like this one. What will replace it? Read on.

How This Book Is Organized

OVERVIEW. Chapter 1 orients you to the mass media and the process of mass communication. You will learn some of the themes that come up in later chapters.

THE MEDIA. Separate chapters deal with each major mass medium in the sequence they developed: books, magazines, newspapers, sound recordings, movies, radio and television.

NEW MEDIA. Chapter 9, "Mass Media Tomorrow," is new in this edition. You will learn about the emerging technology that is transforming the mass media.

MEDIA ISSUES. The remaining nine chapters focus on media research, theories, effects, law and ethics.

QUESTIONS FOR REVIEW. These questions are keyed to the major topics and themes in the chapter. Use them for a quick assessment of whether you caught the major points.

QUESTIONS FOR CRITICAL THINKING. These questions ask you both to recall specific information and to use your imagination and critical thinking abilities to restructure the material.

FOR FURTHER LEARNING. If you have a special interest in the material introduced in a chapter, you can use the end-of-chapter bibliographies to identify more detailed examinations in other sources. The notes can help orient you to the perspective of the authors of these sources, as well as to the level at which they are written. The sources range from easily digested articles in popular magazines to scholarly works that press the boundaries of human knowledge and understanding.

FOR KEEPING UP TO DATE. These sections list professional and trade journals, magazines, newspapers and other periodical references to help you keep current on media developments and issues. Most of these periodicals are available in college libraries.

BOXES. Throughout the book, you will find four kinds of boxes that illustrate significant points. *Media People* boxes introduce personalities who have had a major impact on the media or whose story illustrates a major point of media history. *Media Abroad* boxes tell about practices in other countries to help you assess our own media's performance. The *Media Databank* boxes contain tables to help you see certain facts about the mass media at a glance. In the *Media and You* boxes, you will be challenged to bring your experience as a media consumer to major issues and come to your own conclusions.

U SING THIS BOOK

The Media of Mass Communication, third edition, contains many tools to help you master the material:

INTRODUCTORY VIGNETTES. Chapters open with colorful descriptions of major mass media traditions or issues. These are stories about people who contributed significantly to the mass media or who exemplify important aspects of media operations.

LEARNING GOALS. Chapters begin with learning goals to help guide your thoughts as you read through the chapters.

STUDY PREVIEWS. Chapters include frequent summaries of the material in subsequent paragraphs. These study previews can help prepare you for the material ahead.

ACKNOWLEDGEMENTS

This book represents many new approaches for introducing students to the media of mass communication. The imaginative and far-sighted team at Allyn and Bacon deserves much of the credit for these innovations. When Bill Barke was vice president and editorial director, he chose to make this the most colorful and visually oriented text available for mass communication survey courses. Communications editor Steve Hull, who has a passion for the mass media, especially movies, and who shared Bill's commitment to make this book as colorful and interesting as the media themselves, organized the people and resources to see the project to completion.

The innovations would have been for naught had not Lou Kennedy brought her promotional genius to the project. Lou has created a series of attention-grabbing campaigns that put the book on the agenda of masscom professors throughout the country. The book has been adopted at more than 300 colleges and universities.

By every measure, my students during 23 years of teaching mass media survey courses have been the most influential factor in the creation of this third edition of *The Media of Mass Communication*. In responding to their curiosity and questions, I have developed a storehouse of ideas on how the story of mass media and their role in our lives should be told. To these students, at Marquette University, the University of Wisconsin—Waukesha County, UW—Washington County, New Mexico State University, University of North Dakota and Winona State University, I am deeply grateful.

I also appreciate the thoughtful suggestions of colleagues who reviewed the manuscript in whole or in part, at various stages in the first or subsequent editions:

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The dazzling cover and other design revisions reflect the talent of Linda Knowles, Gayle Robertson and DeNee Reiton Skipper, who built on the eye-catching yet functional interior design that Cynthia Newby created for the last edition, which has been retained.

Appreciation goes also to Suzi Howard, whose zest and energy as a photo researcher have contributed to this book becoming a leader among mass communication textbooks in showing, not just telling, the story of the mass media. I am also indebted to copy editor Karen Stone, whose eagle eyes headed off a great many gremlins that inevitably creep into a manuscript. To Karen Mason, DeNee Reiton Skipper, Phyllis Coyne et al. and Michele Locatelli who put the package together, my thanks too.

While a tremendous amount of talent has gone into *The Media of Mass Communication*, third edition, a book like this is never finished. The media are rapidly

changing, and the next edition will reflect that. You as a student using this textbook can be the most significant contributor the next time. Please let me know how this book has helped you through your course and, also, how I can improve the next edition. My address is Box 160, Fountain City, WI 54629-0160. You can also call me at (507) 457-5231 or fax me at (608) 687-3104. On e-mail, I'm at

jvivian@vax2.msus.winona.edu

May your experience with *The Media of Mass Communication*, third edition, be a good one.

John Vivian
Fountain City, Wisconsin

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