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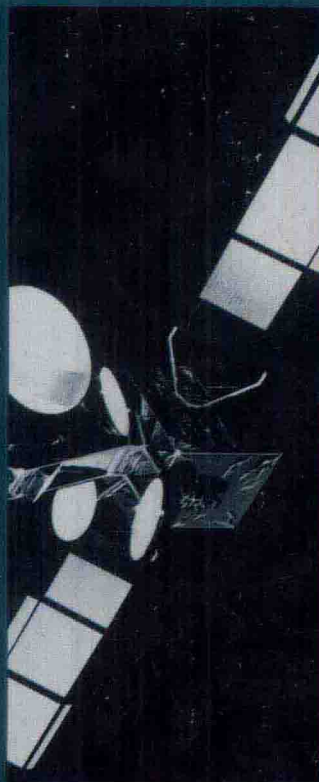
AN INTRODUCTION

COMMUNICATION

Containing the freshest Advice

From January 6, to January

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JOHN R. BITTNER

MASS COMMUNICATION

An Introduction

4th edition

John R. Bittner

*The University of North Carolina
at Chapel Hill*

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PREFACE

Three topic areas are making an unprecedented impact on the field of mass communication. *1/100 presidential*

First, the impact of computers, and more specifically personal computers, is being felt in every facet of the field. *3/26*

Secondly, the age of true "international" mass communication is upon us. *1/100*
We can no longer responsibly study mass communication from the parochial dimension of one country.

Thirdly, new technologies continue to impact and change the definition of "media."

At the request of users of the previous edition, this new edition includes:

- A new chapter on "Computers and Data Processing in Mass Communication," dealing with the history and impact of computer technology and the personal computer in the communication process.
- A new chapter on "International Mass Communication: History and Control," tracing the role of international communication technologies including the roots of the international telegraph, the control of modern international media through the ITU, comparative broadcast systems and theories of the press.
- Retention of the popular chapter "Mass Communication and New Technologies," which pulls together *in one place* the new technologies affecting media and society.

In addition, other features include:

- Material *1/100 sensitive to* the important contributions of women and minorities in mass communication.
- A Glossary of media terms in one location at the back of the text for easy reference.

- Illustrations which add to comprehension are included throughout the text.
- Expanded photo captions directly tied to the text which fully explain the illustrations, permitting easier comprehension and grasp of the textual material.
- Clearly understood and meaningful subheads.
- An unabridged table of contents which permits the reader to find *in one place* the material to be covered in the book.
- Contemporary updates of new material.
- A comprehensive instructor's manual and test bank from Prentice-Hall, Inc.

The text retains the author's direct and sole involvement in the content of the work.

It remains a complete overview of the field with detail appropriate to the responsible treatment of the discipline so students do not leave the course with a superficial understanding of the field.

Every attempt has been made to balance the print and electronic media dimensions of the text. While examples from "careers" complement many areas of the text, it remains sensitive to instructors who demand a balance between theory and practice.

The text is designed for future responsible consumers of mass media in society as well as future media professionals.

ACKNOWLEDGMENTS

Robert Haliwanger and Lucy Weeks are invaluable. Charles Briquleur, Jack McGarrie, Jim Panther, Ben Nowell, Bill Firth, and George Ragland all deserve mention. At the risk of missing someone, I must resort to a general "thank you" to everyone who reports to the aforementioned team. Virginia McCarthy is on her second assignment with the same author. Gert Glassen is also helping. Liz O'Brien is filling an important position and has already distinguished herself. Steve Dalphin provides liaison.

I would be remiss not to thank my own colleagues who, each in their own way, contribute to the vitality of The University of North Carolina at Chapel Hill and their respective programs in the Department of Radio, Television, and Motion Pictures; the School of Journalism; and the Department of Speech Communication.

While this book was being completed, I found myself chairing a department and serving on the Administrative Board of the Graduate School as well as the Graduate Council of the UNC system. Dean Renee Dobbins deserves my deepest thanks for keeping me informed, looking out for my interests, and keeping our program on course.

In the world of writing, having Doris Betts as a friend and keeping cognizant of John Jake's discipline also help.

John, Donald, Stormy (soaking wet this morning after another run through the night) are all loved.

As always, no one deserves more credit than Denise.

J.R.B.
Chapel Hill and Ocracoke

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