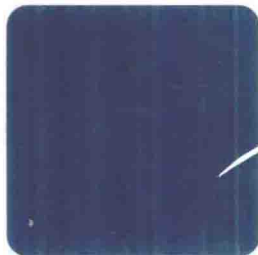



Media Now

FOURTH EDITION

UNDERSTANDING MEDIA, CULTURE, AND TECHNOLOGY



STRAUBHAAR
LaROSE



Media Now

FOURTH EDITION

UNDERSTANDING MEDIA, CULTURE, AND TECHNOLOGY

JOSEPH STRAUBHAAR

University of Texas, Austin

ROBERT LaROSE

Michigan State University

THOMSON

WADSWORTH

Australia • Canada • Mexico • Singapore • Spain
United Kingdom • United States



Publisher: Holly J. Allen
 Senior Development Editor: Eric Carlson
 Assistant Editor: Shona Burke
 Editorial Assistant: Laryssa Polika
 Technology Project Manager: Jeanette Wiseman
 Media Assistant: Bryan Davis
 Marketing Manager: Kimberly Russell
 Marketing Assistant: Neena Chandra
 Advertising Project Manager: Shemika Britt
 Project Manager, Editorial Production: Mary Noel
 Print/Media Buyer: Judy Inouye

Permissions Editor: Robert Kauser
 Production Service: Thompson Steele, Inc.
 Text and Cover Designer: Preston Thomas
 Photo Researchers: Laurie Frankenthaler, Abby Reip
 Copy Editor: Thompson Steele, Inc.
 Cover Images (clockwise from top left): PunchStock; PunchStock;
 Photonica/Gregor Schuster; Getty Images/Rod Atkins; Getty
 Images/Kathleen Campbell; PunchStock
 Cover Printer: Phoenix Color Corp
 Compositor: Thompson Steele, Inc.
 Printer: Courier Corporation/Kendallville

COPYRIGHT © 2004 Wadsworth, a division of Thomson Learning, Inc. Thomson Learning™ is a trademark used herein under license.

ALL RIGHTS RESERVED. No part of this work covered by the copyright hereon may be reproduced or used in any form or by any means—graphic, electronic, or mechanical, including but not limited to photocopying, recording, taping, Web distribution, information networks, or information storage and retrieval systems—without the written permission of the publisher.

Printed in the United States of America

1 2 3 4 5 6 7 07 06 05 04 03

For more information about our products, contact us at:
 Thomson Learning Academic Resource Center
 1-800-423-0563
 For permission to use material from this text, contact us by:
 Phone: 1-800-730-2214
 Fax: 1-800-730-2215
 Web: <http://www.thomsonrights.com>

ExamView® and ExamView Pro® are registered trademarks of FSCreations, Inc. Windows is a registered trademark of the Microsoft Corporation used herein under license. Macintosh and Power Macintosh are registered trademarks of Apple Computer, Inc. Used herein under license.

COPYRIGHT © 2004 Thomson Learning, Inc. All Rights Reserved. Thomson Learning WebTutor™ is a trademark of Thomson Learning, Inc.

Library of Congress Control Number: 2003103071

Student Edition: ISBN 0-534-62019-1

Instructor's Edition: ISBN 0-534-62021-3

Chapter Opening Photos: Chapter 1, Anthony Redpath/CORBIS; Chapter 2, David McNew/Getty Images; Chapter 3, Copyright © 2003 Conde Nast Publications. All rights reserved. Reprinted by permission of Wired. Daisy image: Davies & Starr/Getty Images; gas nozzle image: PhotoDisc/Getty Images; Chapter 4, Ron Watts/CORBIS; Chapter 5, Bettmann/CORBIS; Chapter 6, Everett Collection; Chapter 7, Everett Collection; Chapter 8, PhotoDisc/Getty Images; Chapter 9, Courtesy of AT&T; Chapter 10, AP/Wide World Photos; Chapter 11, Duomo/CORBIS; Chapter 12, Ted Horowitz/CORBIS; Chapter 13, Paul Conklin/Photo Edit; Chapter 14, John Li/Getty Images; Chapter 15, AP/Wide World Photos

Wadsworth/Thomson Learning

10 Davis Drive
 Belmont, CA 94002-3098
 USA

Asia

Thomson Learning
 5 Shenton Way #01-01
 UIC Building
 Singapore 068808

Australia/New Zealand

Thomson Learning
 102 Dodds Street
 Southbank, Victoria 3006

Canada

Nelson
 1120 Birchmount Road
 Toronto, Ontario M1K 5G4
 Canada

Europe/Middle East/Africa

Thomson Learning
 High Holborn House
 50/51 Bedford Row
 London WC1R 4LR
 United Kingdom

Latin America

Thomson Learning
 Seneca, 53
 Colonia Polanco
 11560 Mexico D.F.
 Mexico

Spain/Portugal

Paraninfo
 Calle/Magallanes, 25
 28015 Madrid, Spain

Preface

We wrote this book to lead a new generation of textbooks about mass communication. Our focus is on all types of communication that are mediated by technology. We expanded the traditional focus to include new media that are rapidly changing our conceptions of “mass” media—and even blurring the meaning of that term—such as computers, the Internet, and the digital telecommunications infrastructure that underlies all the media. Our theme is that the convergence of these technologies is creating a new communications environment and is impacting the culture we all share. Our goal is to prepare students to thrive in that environment. Our approach is to provide an integrated treatment of traditional media and new media.

The specific reason we wrote this book is that we could not find an existing introductory mass communications textbook that adequately prepares our students for the real world as it stands today. Our title, *Media Now: Understanding Media, Culture, and Technology*, reflects our desire to focus on the cutting edge of both the traditional mass media (magazines, books, newspapers, radio, film, and television), the new media (cable, satellite, computer media, interactive television, the Internet, and digital telecommunications), and the culture that surrounds them.

We saw too many students diligently studying mass media in the traditional way, only to discover after graduation that the vast majority of today’s real jobs require skills and a knowledge base that their textbooks had barely touched on. Students in media, advertising, journalism, and public relations now find jobs faster if they also know how to design and construct a Web page and how to find information on the Web. Many students find their first jobs in innovative places—with phone companies and Internet service providers, in corporate telecommunications departments and Web design firms, and so on—but discover they do not always know enough to succeed in these new environments.

Since our first edition was published, the Telecommunications Act of 1996 changed the rules to further encourage convergence and competition across media industries. That has led to fairly traditional combinations, such as the merging of movie studios, television networks,

and cable operations, but also to new alliances such as AOL Time Warner. And despite the recent downturn in the fortunes of Internet companies, the Web seemingly pervades all aspects of the daily lives of our students, from how they research their course papers to how they listen to music, to how they experience their own cultures.

This book shows where today’s communications industries came from and how they got to where they are. But more importantly, it also seriously assesses their trajectories into the future. It helps students understand how mass media are being transformed as they converge with technologies such as the computer, Internet, and telephone. It helps them create a vision of their future in the information society and information economy.

Our purpose is not to be cheerleaders for communication technology. In fact, we raise critical and ethical issues about the implications of information technologies, parallel to our discussion of the implications of mass media. However, we have seen the lights turn on behind our students’ eyes when we begin a class discussion with a headline from the morning paper. They realize that the convergence of technologies we are talking about is not dry history or mere speculation, but is really happening right now and affects them directly. It is important to expose them to—and to demystify—communications technologies and the economic and social forces that shape technology. This book is designed to help both professor and student do that.

NEW TO THIS EDITION

In this fourth edition, our goal is to widen our book’s innovative coverage of the technology and the social and cultural implications of convergence. We have continued our in-depth coverage of traditional media, with full chapters for magazine and book publishing, newspapers, audio and radio, film, and TV. We have expanded and updated coverage of computer media, communications infrastructure, and the relationship between media and society, and media and the individual. We have also expanded our coverage of ethical issues and updated and revised information on policy and law.

Media Literacy

We have expanded our critical coverage and commentary on the communication industries. Students must gain both professional knowledge and critical appreciation of the changing communication media in order to understand media and prepare for careers in the area. Each media chapter now contains specific issue attention to political economy and to cultural impacts of the media. We focus throughout these chapters and in the law and policy chapter on changes in the concentration of ownership resulting from both industry imperatives and the deregulation in the 1996 Telecommunications Act. We also focus on the implications of many changes for the diversity of content and the quality of the information created. Our chapters have Media Literacy sections in which we focus on the key media issues that confront each sector of the media industry.

Media Ethics

We have added a chapter highlighting the ethical dilemmas that media professionals face. In an era of scandals that have touched all sectors of the communications industry, this topic deserves greater emphasis. Unlike other approaches to media ethics, ours places the issue in the broader context of corporate ethical practices. It also provides a focus on the ethical decisions of the media consumer, decisions that our students face every day as they consider whether to download a pirated movie or impersonate someone else in an Internet chat room.

Updated Features

This book comes with a rich set of features to aid in learning:

- **Glossary** Key terms are defined in the margins, and a complete glossary is included in the back of the book.
- **Time Lines** Major events in each media industry are summarized in chart form.
- **Boxed Features** Boxed features are designed to target specific issues:
 - **MEDIA & CULTURE** highlights cultural issues in the media.
 - **PROFILE** focuses on key media figures.
 - **MEDIA IMPACT** examines the impact of some key aspect of media on the individual and society.
 - **TECHNOLOGY DEMYSTIFIED** explains technological background information simply.
 - **TECHNOLOGY TRENDS** (in select chapters) focuses on technological changes in the various media.

- **Electronic Resources** Many of the boxes and sources cited contain electronic resources—places to look on the Internet or in InfoTrac College Edition for further information. (See next page for more information about this resource.)

RESOURCES FOR STUDENTS AND TEACHERS

For this edition, important resources have been enhanced:

- **Media Connection CD-ROM** This fourth edition of Media Now is created to work in concert with the newly created Media Connection CD-ROM—free to students when purchasing a new text. The CD-ROM immediately connects students with the media they're studying, and through it they can connect to the Media Now Web Site. These powerful resources enhance every chapter of the text by providing students with a large section of interactive and engaging resources.
- **Chapter ending screen grabs** prompt students to link to the Media Connection CD-ROM.
- **Media in Motion** concept animations help clarify hard-to-understand technical concepts. Taken from many of the text's illustrations, these animations allow students to view and interact with the material.
- **Chapter-related Critical View** news clips from CNN® bring to life media concepts and theories through real news accounts.
- **Career Profiles** with media professionals open students' eyes to the variety of media opportunities that are out there and show students how they can get their start. These short clips inform students how professionals got their starts in the media and what career opportunities are available.
- **Media Now Web Site.** See next page for further details.
- **InfoTrac® College Edition.** See next page for further details.
- **Media Now Web Site:** http://communication.wadsworth.com/media_now4 The Media Now Web Site can be accessed through the Media Connection CD-ROM providing students with essential chapter-by-chapter resources, including interactive chapter outlines, Web links, quizzes, exercises, InfoTrac College Edition activities, and more. The book's Stop and Review feature is enhanced by an on-line tutorial (with answers) at this Web site. Students also now have access to News Edge—an authoritative news service that delivers customized news feeds daily.

- **InfoTrac College Edition** Automatically packaged free with each new copy of the book, this world-class on-line university library offers the full text of nearly 10 million articles from almost 4,000 scholarly and popular publications, which include *Advertising Age*, *American Journalism Review*, *Broadcasting and Cable*, *Communication World*, *Digital Media*, *New Media Age*, *Telecommunications*, and thousands more! Both adopters and their students receive unlimited access for four months.
- **Instructor's Resource Manual** This essential manual includes chapter objectives, lecture outlines, suggested student assignments, InfoTrac College Edition exercises, worksheets for in-class discussion, test bank questions, sample syllabi, and a *CNN Today* video correlation guide for classroom use.
- **WebTutor ToolBox for Blackboard or WebCT** Preloaded with content and available free via pincode when packaged with this text, **WebTutor ToolBox for Blackboard or WebCT** pairs all the content of this text's rich Book Companion Web Site with all the sophisticated course management functionality of a Blackboard or WebCT product. You can assign materials (including online quizzes) and have the results flow automatically to your gradebook. **ToolBox** is ready to use as soon as you log on—or, you can customize its preloaded content by uploading images and other resources, adding Web links, or creating your own practice materials. Students have access only to student resources on the Web site. Instructors can enter a pincode for access to password-protected Instructor Resources. *Contact your Thomson representative for information on packaging WebTutor ToolBox with this text.*
- **ExamView Computerized Testing** Create, deliver and customize tests and study guides (both print and on-line) in minutes with this easy-to-use assessment and tutorial system. ExamView offers both a Quick Test Wizard and an Online Test Wizard that guided you step-by-step through the process of creating tests, while its unique "what-you-see-is-what-you-get" capability allows you to see the test you are creating on the screen exactly as it will print out or display on-line.
- **Multimedia Manager for Media Now: A Microsoft® PowerPoint® Link Tool** Invigorate your lectures with predesigned Microsoft PowerPoint presentations, containing hundreds of images, text, and cued CNN and student speech videos. The unique Media in Motion concept animations are also included in this dynamic tool.
- **CNN TodayVideos: Mass Communication** A Wadsworth exclusive, these videos allow professors to integrate the newsgathering and programming power of CNN into the classroom to show students the relevance of media issues to their everyday lives and possible future careers. Each video in the series consists of approximately 45 minutes of footage originally broadcast on CNN within the last several years. The videos are broken into short, one- to five-minute segments that are perfect for classroom use as lecture launchers or to illustrate key concepts.
- **Media Literacy in Mass Communication: A Workbook** This workbook encourages students to think critically about media with 45 engaging exercises.
- **InfoTrac College Edition Student Activities Workbook for Mass Communication 2.0** Become a better on-line researcher with this helpful workbook containing numerous activities that can be completed using InfoTrac College Edition.

ACKNOWLEDGMENTS

We wish to thank our spouses, Sandy Straubhaar and Betty Whipple, for both their patience and valuable ideas. We also want to thank a number of our undergraduate students, as well as Julia Rolf and Chris Straubhaar for insights into their culture and concerns.

We would also like to thank our team at Wadsworth Publishing: Eric Carlson, senior development editor; Holly Allen, publisher; Mary Noel, production project manager; Shona Burke, assistant editor; and Karla Maki, our production editor at Thompson Steele.

We wish to thank the following reviewers for their thoughtful suggestions and guidance in the preparation of this fourth edition: R. Thomas Berner, Pennsylvania State University; Erik Bucy, Indiana University; Tsan-Kuo Chang, University of Minnesota—Twin Cities; Lyombe Eko, University of Maine; John Hodgson, Oklahoma State University; Robert Main, California State University—Chico; Judith Marlane, California State University—Northridge; Norma Pecora, Ohio University; Cristina Pieraccini, State University of New York—Oswego; Ronald Rice, Rutgers University; Shelly Rodgers, University of Minnesota—Twin Cities.

We also thank the following individuals for their reviews of the previous editions: R. Thomas Berner, Pennsylvania State University; Elena Bertozzi, Indiana University; Larry Bohlender, Glendale Community College; Sandra Braman, University of Wisconsin—Milwaukee;

Erik Bucy, Indiana University; Larry Campbell, University of Alaska–Anchorage; Richard Caplan, University of Akron; Meta Carstarphen-Delgado, University of Oklahoma; John Chapin, Rutgers University; Joseph Chuk, Kutztown University of Pennsylvania; Dan Close, Wichita State University; David Donnelly, University of Houston; Michael Doyle, Arkansas State; Linda Fuller, Worcester State College; Tom Grimes, Kansas State University; Larry Haapanen, Lewis and Clark State College; Ken Hadwiger, Eastern Illinois University; Kevin Howley, Northeastern University; Jack Hodgson, Oklahoma State University; Rich Houlberg, San Francisco State University; James Hoyt, University of Wisconsin–Green Bay; Harvey Jassem, University of Hartford; Howard Keim, Tabor College; Randall King, Point Loma Nazarene University; Seong H. Lee, Appalachian State University; William Lingle, Linfield College; Linda Lumsden, Western Kentucky University; Reed Markham, Salt Lake Community College; Stephen McDowell, Florida State University; Timothy P. Meyer, University of Wisconsin, Green Bay; Kyle Nicholas, Old Dominion University; Daniel Panici, University of Southern Maine; Peter Pringle, University of Tennessee–Chattanooga; Hoyt Purvis, University of Arkansas; Arthur Raney, Indiana University; Humphrey Regis, University of South Florida; Marshall Rossow, Mankato State University;

Gay Russell, Grossmont College; Joseph Russomanno, Arizona State University; Marc Ryan, Marist College; Tom Shaker, Northeastern University; Roger Soenksen, James Madison University; Don Stacks, University of Miami; Michelle J. Stanton, California State University, Northridge; Jill D. Swenson, Ithaca College; Michael Ray Taylor, Henderson State University; Don Tomlinson, Texas A&M University; Max Utsler, University of Kansas; Hazel Warlaumont, California State University–Fullerton; Clifford Wexler, Columbia-Greene Community College; Glynn R. Wilson, Loyola University–New Orleans; Alan Winegarden, Concordia University; J. Emmett Winn, Auburn University; and Phyllis Zagano, Boston University.

We also gratefully acknowledge the assistance of the guest writers of our advertising and public relations chapters. Dr. Daniel Stout is Associate Professor of Communications at Brigham Young University, where he has taught advertising and mass communication courses for 15 years. Don Bates is Managing Director of Marketing and New Media for Media -Distribution Services (MDS), which is headquartered in New York, N.Y. Mr. Bates has taught graduate and undergraduate courses in public relations for nonprofit organizations and in the use of new technology in public relations at the New School University and at the New York Institute of Technology.

About the Authors



DR. JOSEPH D. STRAUBHAAR is the Amon G. Carter Centennial Professor of Communications in the Radio-TV-Film Department of the University of Texas at Austin. He is the Director of the Center for Brazilian Studies within the Lozano Long Institute for Latin American Studies. He is also Associate Director for International Programs of the Telecommunication and Information Policy Institute at the University of Texas. He has published books, articles, and essays on international communications, international telecommunications, Brazilian television, Latin American media, comparative analyses of new television technologies, media flow and culture, and other topics appearing in a number of journals, edited books, and elsewhere. His primary teaching, research and writing interests are in international communication and cultural theory, the digital divide in the U.S. and other countries, and comparative analysis of new technologies. He does research in Latin America, Asia and Africa, and has taken student groups to Latin America and Asia. He has done seminars abroad on media research, television programming strategies, and telecommunications privatization. He is on the editorial board for the *Howard Journal of Communications*, *Studies in Latin American Popular Culture*, and *Revista Intercom*.

Visit Joe Straubhaar on the Web at

<http://www.utexas.edu/ftp/coc/rtf/faculty/Straubhaar.html>

DR. ROBERT LAROSE is currently a Full Professor and Director of MA Studies in the Department of Telecommunication at Michigan State University. He conducts research on the uses and effects of the Internet. He has published and presented numerous articles, essays and books on computer-mediated communication, social cognitive explanations of the Internet and its effects on behavior, understanding Internet usage, privacy, and much more. In addition to his teaching and research he is an avid watercolor painter and traveler.

Visit Robert LaRose on the Web at

<http://www.mov.edu/~larose>

Contents

Media and the Information Age



CHAPTER 1

THE CHANGING MEDIA 3

The Media in our Lives	3
Media in the Post-911 World	4
The Rise of the Internet	5
Technology Demystified: A Digital	
Media Primer	6
Changing Media Technologies	6
Old Media, New Media	8
Changing Media in a Changing World	10
Merging Technologies	10
Profile: Richard Parsons	11
Merging Industries	11
Media Impact: Watch the Industries Merge	
and Converge	12
Changing Lifestyles	12
Challenging Careers	13
Shifting Regulations	14
Rising Social Issues	15
Media and Culture: A New Balance	
of Power?	16
Changing Media Throughout History	16
Preagricultural Society	17
Agricultural Society	18
Industrial Society	18
Information Society	19
Changing Conceptions of the Media	19
The SMCR Model	19
Types of Communication	21
What is New About the New Media?	22
Technological Determinism	26
Cultural Determinism	27
Summary and Review	29
Media Connection	30
Key Terms	31

CHAPTER 2

MEDIA THEORY 33

Understanding the Media	33
Media Economics	34
Mass Production, Mass Distribution	34
Media Impact: Follow the Money	37
Media Monopolies	37
The Profit Motive	39
How Media Make Money	40
From Mass Markets to Market Segments	40
The New Media Economics	42
Critical and Cultural Studies	45
Political Economy	45
Feminist Studies	47
Ethnic Studies	47
Media Criticism	48
Setting the Public Agenda	48
Media and Culture: Postmodernism	50
The Active Audience	51
Societal Functions of the Media	51
Functions of the Media	52
Interactive Media Functions	52
Behavioral Theories	53
Uses and Gratifications	53
Learning Media Behavior	53
Computer-Mediated Communication	54
Media Impact: Where Have All	
the Theories Gone?	55
Diffusion of Innovations	55
Profile: Everett Rogers	56
Summary and Review	58
Media Connection	60
Key Terms	60

The Media



CHAPTER 3

BOOKS AND MAGAZINES 63

History: Before and After Gutenberg 63

Early Print Media 63

Media and Culture: Goodbye Gutenberg 65

The Gutenberg Revolution 65

The First American Print Media 66

Media Impact: Early Magazines
and Books 67

Modern Magazines 70

Profile: Oprah Winfrey 72

Publishing Giants 73

Technology Trends: From Chapbook to E-Book 74

After Gutenberg 74

Publishing in the Information Age 75

E-Publishing 76

Technology Demystified: Cuddling Up
with a Nice Electronic Book? 77

Industry: Going Global 78

Magazine Economics 78

Magazine Industry Proliferation
and Consolidation 79

Magazine Circulation and Advertising 80

Magazine Distribution and Marketing 81

The Economics of Book Publishing 81

Book Publishing Houses 82

Bookstores 82

Book Purchasers 83

Selling Books On-line 83

Genres 84

Magazines for Every Taste 84

Book Publishing 85

Media Literacy: The Culture of Print 86

Books as Ideas, Books as Commodities 86

Redefining the Role of Magazines 87

Intellectual Property and Copyright 87

Censorship, Freedom of Speech, and the First
Amendment 88

Need to promote Education and Literacy? 89

Summary and Review 89

Media Connection 91

Key Terms 91

CHAPTER 4

NEWSPAPERS 93

Newspaper History: Journalism in the Making 93

Newspapers Are Born 93

The Colonial and Revolutionary

Freedom Struggles 94

The First Amendment 95

Diversity in the Press 95

The Penny Press 96

Following the Frontier 97

War Coverage 97

The New Journalism 97

Yellow Journalism 98

Media Impact: Citizen Hearst and the Spanish-
American War 99

Responsible Journalism 99

Newspapers Reach Their Peak 100

Professional Journalism 100

Competing for the News 101

The Watchdogs 101

Newspapers in the Information Age 102

Technology: Roll the Presses! 103

Newsgathering Trends 103

Production Trends 104

Distribution Trends 104

Industry: Keeping the News in Chains? 105

The Newspaper Landscape 106

Chain Ownership 110

Content: Turning the Pages 110

Newspaper Sections 110

Media and Culture: Television and McPaper 111

Media Literacy: Responsible Reporting 111

Local Monopolies on the News 111

Media Impact: Diverse Voices 112

Freedom of Speech and the First Amendment 112

Libel 113

Accuracy 114

Privacy of Newsmakers 114

Being a Good Watchdog 116

Journalism Education	116
Profile: Maureen Dowd	117
Newspapers, Gatekeeping, and “Information Glut”	117

Summary and Review 118

Media Connection 120

Key Terms 120

CHAPTER 5

RADIO AND RECORDED MUSIC 123

History: How the Sound Began 123

Before There Was Radio 123

Media and Culture: Ripping Off
 Black Music? 125

Save the Titanic: Wireless Telegraphy 125

Broadcasting is Born 126

Media Impact: BBC, License Fees, and the Road
 Not Taken 127

The Rise of Radio Networks 128

Big Band and the Radio Days 129

Media Impact: DJs Rock Around the Clock 130

National Radio Networks and Their Power 130

Networks Fall, Disc Jockeys Rule 130

The Record Boom 131

The FM Revolution 132

Music on the Internet 135

Technology: Let's Make Music 136

From the Victrola to the CD 136

How Radio Works 138

Technology Demystified: Experiments
 with Electromagnetism 140

Industry: Radio Groups and Music Labels 141

Radio, Recording, and the New

 Media Giants 141

The Recording Industry 142

Radio Stations 144

Genres Around the Dial 145

Radio Formats 145

Music Genres and Radio Formats 146

Talk Radio 147

Noncommercial Radio 147

Radio Programming Services 147

Media Literacy: The Impact of the Sound 148

Who Controls the Airwaves? 148

Concentrating Ownership, Reducing
Diversity? 149

Networks and Program Control 149

Is MTV Too Powerful? 150

You Can't Say That on the Radio 150

The MP3 and Napster Threat 151

Profile: David Geffen 152

Summary and Review 153

Media Connection 156

Key Terms 156

CHAPTER 6

FILM AND HOME VIDEO 159

History: Golden Moments of Film 159

Silent Films Set the Patterns 161

Stars and Studios 162

Look Who's Talking 162

The Peak of Movie Impact? 164

The Studio System 164

Media Impact: Orson Welles's
 Citizen Kane 166

Film Faces Television, 1948-1960 166

Studios in Decline 168

Hollywood Meets HBO 168

Profile: George Lucas 170

Technology: Making Movie Magic 171

Movie Sound 171

Making Movies Look Better 171

Special Effects 171

The Digital Revolution 172

Movie Viewing 174

Technology Demystified: You Ought to Be
 in Pictures 175

Industry Organization 176

The Film Industry 176

Independent Filmmakers 176

Film Distribution 177

Consolidation and Change in Film

 Industry Ownership 178

Film Content	178
Creating Movies	179
Genres in Film	180
Movies for Segmented Audiences	180
Media Literacy: Film and Society	181
Violence, Sex, Profanity, and Film Ratings	181
Political Economy: Vertical and Horizontal Integration	182
Film Piracy	183
Film Preservation	184
Summary and Review	185
Media Connection	187
Key Terms	187

CHAPTER 7

TELEVISION 189

A History of Network Television	189
TV Pioneers	189
The Freeze 1948-1952	190
The Golden Age	190
The Rise of the Big Three	191
And Now, a Word from Our Sponsor	192
The Golden Age Gets Canceled	192
Media Impact: Going by the Numbers	193
Television Goes to Hollywood	193
Television and Society	194
A Vast Wasteland?	195
Competition in the Making	195
The Big Three in Decline	196
The Second Coming of Network TV	197
Television Enters the Information Age	200
Technology: Inside Your TV	200
From a Single Point of Light	200
Television Transmission	201
Making Pictures	202
Video Recording	203
Video Production Trends	204
Where is Digital Television?	205
Technology Demystified: Inside Digital Television	206
Interactive TV?	207

Industry: Who Runs the Show?	207
Inside the Big Five	207
Profile: Rupert Murdoch	209
Content Creation	209
National Television Distribution	211
Local Television Distribution	213
Noncommercial Stations	215
Television Advertisers	215
Genres: What's on TV?	216
Network Prime-Time Genres	216
Rounding out the Schedule	217
Commercial Programming Strategies	218
PBS Programming	218
What's on Cable?	219

Media Literacy: Out of the Wasteland	220
The New Television Hegemony	220
Children and Television	220
Media and Culture: Diversity in Television	221
Is Television Fair?	222
The Fate of Public Broadcasting	222
Media and Culture: Television and the Days of Our Lives?	223
Preserving Commercial Broadcasting	224
Summary and Review	225
Media Connection	227
Key Terms	227

CHAPTER 8

THE INTERNET 229

History: Spinning the Web	229
The Victorian Computer Age	229
Computers Go to War	230
Early Data Networks	230
Computers Move to the Desktop	230
The Birth of On-line Services	232
The Web is Born	232
Media in the Internet Age	234
Technology: Moore's Law	234
Inside Your Computer	234
Software	236
Computer Technology Trends	236

Inside the Internet	237
Technology Demystified: Make Your Own Web Page from Scratch!	239
Surfing the Web	239
Internet Trends	240
The Industry: David vs. Goliath	245
Computer Toy Makers	245
Where Microsoft Rules	245
AOL and Company	246
Content Providers	246
Internet Organizations	247
Content: What's on the Internet?	247
Media Impact: What's in a Name?	248
Media Impact: Join the Debate	251
Media and Culture: Media, the Internet, and the Stories We Tell about Ourselves	252
Profile: Meg Whitman	253
Electronic Commerce	253
What Makes a Good Web Page?	254
Media Literacy: Who Shall Rule the Internet?	256
Internet as a Robber Barony?	256
A Corporate Hegemony?	257
The Ruling Class?	257
Government?	258
Media and Culture: Let the Internet Rule Itself?	259
Crooks, Hackers, and Spammers?	260
Summary and Review	261
Media Connection	262
Key Terms	263

CHAPTER 9

THE COMMUNICATIONS INFRASTRUCTURE 265

History: Access for All?	265
What Hath God Wrought?	265
Mr. Watson Come Here	266
The First Electronic Media	266
Ma Bell	267
You Ain't Heard Nothin' Yet	267
Break Up Bell!	268

Cutting the Wires	268
The Broadband Infrastructure	269
The Government Steps Aside	269
Technology: Understanding the Infrastructure	270
Applied Electromagnetism	271
Do You Hear Me?	271
Will Everybody Please Get Off This Line?	271
Technology Demystified: Squeezing the Bits Out with Digital Compression	273
Number, Please?	274
Becoming Digital	277
Technology Demystified: Whistling Your Computer's Tune, or, How Modems Work	278
Communicating Anywhere	279
Technology Demystified: Cellular Radio	280
Infrastructure Services	282
From POTS to CLASS	282
Digital Phone Services	283
Mobile Phone	283
Media Impact: Our Internet Connection Options	284
Long Distance	284
Cable Services	285
At the Tone, the Time Will Be ...	285
What Should the Infrastructure Do?	286
The Industry: The Telecom Mosaic	286
Too Many Telephone Companies!	286
Cable Companies	288
Mobile Carriers	289
Profile: Brian L. Roberts	290
Satellite Carriers	290
Private Networks	291
Media Literacy: Infrastructure for Everyone?	291
The Political Economy of Telecommunications	291
Media Impact: Monitoring the Telecom Act	292
Whose Subsidies Are Unfair?	292
Who Owns the Airwaves?	293
Media and Culture: Preserving Universal Service	294
Who Owns the Wires?	294

All of Our Circuits Are ... Destroyed	295
Big Brother is Listening	295
Summary and Review	297
Media Connection	298
Key Terms	299

CHAPTER 10

PUBLIC RELATIONS 301

History: To Inform and Persuade	301
Civilization and its Public Relations	301
The American Way	302
Age of the Robber Barons	303
PR Pioneers	303
Public Relations Matures	304
The New Millennium Meltdown	306
Media Impact: PR “D-Day”: The 911 Attacks	307
Technology: New Public Relations Venues	308
Video Conferences	308
Video News Releases	309
Webcasting	309
Personal Computer	310
On-Line Monitoring	310
The E-Mail Revolution	311
Interactive Public Relations	312
Media Impact: Cyber Crisis—A New Public Relations Worry	313
The Corporate Home Page	314
Genres: Forms of Public Relations	315
The Publics of Public Relations	316
Industry: The Practice	317
Good vs. Bad PR: A Commentary	317
Media Impact: A Year in the Life of a Public Relations Campaign	318
Elements of Successful Public Relations	318
Industry Profile	321
Profile: Helen Ostrowski	322
Professional Resources	322
Media Literacy: In Whose Interest?	323
Private Interests vs. the Public Interest	323

Media and Culture: The Velvet Ghetto	324
Hiding the Truth?	325
Professional Development	326
Use of Research and Evaluation	326

Summary and Review 327

Media Connection 328

Key Terms 329

CHAPTER 11

ADVERTISING 331

History: Origins of Advertising	331
Advertising in America	332
The Rise of the Advertising Profession	334
The Rise of Broadcast Advertisers	334
Hard Sell vs. Soft Sell	335
The Era of Integrated Marketing Communication (IMC)	335
Advertising Today	336
Technology: New Advertising Media	336
On-Line Advertising	
They Have Our Number	338
Technology Trends: “Minority Report”	
Database Marketing in the Movies	339
The Rise of E-Commerce	340
More New Advertising Media	341
Industry: The Anatomy of a Campaign	342
Advertisers	342
Inside the Advertising Agency	344
Profile: Scott Remy	345
Media Impact: Elements of an Advertising Plan or Campaign	346
Advertising Media	347
Research	348
Genres: Forms of Persuasion	350
Pop Culture Parodies	350
Relationship Marketing	350
Direct Marketing	351
Media Impact: Other Forms of Marketing Communication Related to Advertising	352
Targeting the Market	353
Understanding Consumer Needs	354

The Changing Nature of the Consumer	355
Media Literacy: Analyzing Advertising	356
Hidden Messages	356
Teaching Children the Critical Skills Necessary to Analyze Advertising	357
Media & Culture: You've (Not) Come a Long Way Baby	357
Summary and Review	360
Media Connection	361
Key Terms	361

Media Issues



CHAPTER 12

MEDIA IMPACTS 363

Bashing the Media	363
Studying Media Impacts	364
Contrasting Approaches	365
Profile: Neil Postman	366
Content Analysis	366
Experimental Research	367
Survey Research	369
Technology Demystified: The Science of Sampling	370
Ethnographic Research	371
Theories of Media Impacts	372
Media as Hypodermic Needle	373
The Multistep Flow	373
Selective Processes	374
Social Learning Theory	374
Cultivation Theory	375
Priming	375
Agenda Setting	375
Catharsis	375
Critical Theories	375
Media and Antisocial Behavior	376
Violence	376
Prejudice	379
Sexual Behavior	380

Drug Abuse	381
The Impacts of Computer Media	382
Media Impact: The Latest Internet Horror	383

Communications Media and Prosocial Behavior 384

Information Campaigns	385
Informal Education	386
Distance Education	386
The Impacts of Advertising	387
The Impacts of Political Communication	389

Understanding Societal Impacts	390
Communications Media and Social Inequality	391
Discrimination in Media Industries	392
Media and Community	393
Health and Environment	394
Media and the Economy	394
Media Impact: What About Your Job?	396

Summary and Review	398
---------------------------	-----

Media Connection	400
-------------------------	-----

Key Terms	400
------------------	-----

CHAPTER 13

MEDIA POLICY AND LAW 403

Policy and Law in Communications 403

Key Communications Policies	404
Freedom of Speech and the First Amendment	404
Limits on the First Amendment	406
The Fourth Amendment and Protecting Privacy	410
Media Impact: Consumer Privacy Tips and Rights	411
Patents and Copyright Law: Protecting Intellectual Property	413
Ownership Issues	415
Concentration of Ownership	417

Access to Media and Universal Service	418
Who Gets to Use Radio Frequencies	419
Defining Technical Standards for Media	420

The Policy-Making Process	421
Federal Regulation and Policy Making	421

Profile: Michael K. Powell	423
State and Local Regulation	426
Lobbies	427
The Fifth Estate	427

Summary and Review 428

Media Connection 429

Key Terms 429

CHAPTER 14

MEDIA ETHICS 431

Ethical Standards 431

Media and Culture: “Sexing Up” Cosmo	433
General Considerations in Individual Ethics	434

Codes of Ethics 435

Social Responsibility and Ethics	435
Processes for Thinking Through Ethical problems:	
Potter’s Box	436

Media Impact: Society of Professional Journalists’	
Code of Ethics	438

Profile: Michael Getler	439
--------------------------------	-----

Ethical Issues for Media Professionals	440
Journalism Ethics Issues	440
Sensationalism	442
Junkets, Freebies, and Expenses	443
Commercialism	443
Press Releases and Journalism	444
Privacy and Ethics	445

Key Ethical Issues 445

The Crisis in Business Ethics	445
Looking For Corporate Ethics?	446
Ethical Entertainment	446
Radio Ethics Issues Payola and Plugola	448
Public Relations Ethics	449
Media Impact: PR Ethics	450
Advertising Ethics	450
Media Consumer Ethics	454
Plagiarism	455
Intellectual Property and Ethics	455
Research Ethics	456

Media Impact: Net Filter for Safety?	457
---	-----

Summary and Review 458

Media Connection 460

Key Terms 460

CHAPTER 15

GLOBALIZATION OF COMMUNICATIONS MEDIA 463

Acting Globally, Regionally, and Nationally 463

Profile: Jack Valenti	423
------------------------------	-----

Regionalization	465
Cultural Proximity	466
National Production	467

The Global Media 467

News Agencies	469
Radio Broadcasting	469

Media Impact: The Cuba-American	
Radio War	471

Music	471
-------	-----

Film	472
------	-----

Television	474
------------	-----

Media and Culture: Soap Operas	
Around the World	476

Cable and Satellite TV	478
------------------------	-----

Telecommunications Systems	479
----------------------------	-----

The Internet	483
--------------	-----

Media Impact: The Zapatista Revolution	
on the Internet	484

Technology Demystified: A closed or an Open	
Internet—The Great Red Firewall of China	485

International Regulation 486

Media Literacy: Whose World is It? 487

Political Economy of Transborder Data Flows	487
The Political Economy of Cultural Imperialism	488
Cultural Impact of Media	
and Information Flows	488

Trade in Media	490
----------------	-----

Media and National Development	490
--------------------------------	-----

Summary and Review 491

Media Connection 492

Key Terms 492

Media Now