



McGRAW-HILL SERIES  
IN MASS  
COMMUNICATION

# INTRODUCING MASS COMMUNICATION

SECOND EDITION

Michael W. Gamble  
Teri Kwal Gamble





# INTRODUCING MASS COMMUNICATION

SECOND EDITION

Michael W. Gamble

*New York Institute of Technology*

Teri Kwal Gamble

*College of New Rochelle*

**McGraw-Hill Book Company**

New York St. Louis San Francisco Auckland Bogotá Caracas  
Colorado Springs Hamburg Lisbon London Madrid Mexico Milan  
Montreal New Delhi Oklahoma City Panama Paris San Juan  
São Paulo Singapore Sydney Tokyo Toronto

## **INTRODUCING MASS COMMUNICATION**

Copyright © 1989, 1986 by McGraw-Hill, Inc. All rights reserved.  
Printed in the United States of America. Except as permitted under the  
United States Copyright Act of 1976, no part of this publication may be  
reproduced or distributed in any form or by any means, or stored in a data  
base or retrieval system, without the prior written permission of the  
publisher.

1 2 3 4 5 6 7 8 9 0 DOC DOC 8 9 3 2 1 0 9 8

**ISBN 0-07-022773-X**

This book was set in Baskerville by Better Graphics, Inc. (CCU).  
The editors were Philip A. Butcher, Judith R. Cornwell, and James R. Belser;  
the designer was Joan E. O'Connor;  
the production supervisor was Louise Karam.  
The drawings were done by Fine Line Illustrations, Inc.  
Cover and part illustrations were drawn by Lindsay Barrett.  
R. R. Donnelley & Sons Company was printer and binder.

### **Library of Congress Cataloging-in-Publication Data**

Gamble, Michael.

Introducing mass communication / Michael W.

Gamble, Teri Kwal Gamble.—2nd ed.

p. cm.—(McGraw Hill series in mass  
communication)

Bibliography: p.

Includes index.

ISBN 0-07-022773-X

I. Mass media. I. Gamble, Teri Kwal. II. Title. III. Series.

P90.G298 1988

001.51—dc19

88-13219

# **INTRODUCING MASS COMMUNICATION**

**McGRAW-HILL SERIES  
IN MASS COMMUNICATION**

CONSULTING EDITOR

**Alan Wurtzel**

Anderson: Communication Research: Issues and Methods

Dordick: Understanding Modern Telecommunications

Fink: Media Ethics: In the Newsroom and Beyond

Gamble and Gamble: Introducing Mass Communication

Sherman: Telecommunications Management: The Broadcast & Cable Industries

Wurtzel and Acker: Television Production

# ABOUT THE AUTHORS

**B**oth Teri and Michael Gamble received Ph.D. degrees in communication arts from New York University. Michael is a professor at New York Institute of Technology, and Teri is a professor at the College of New Rochelle. Award-winning teachers, the Gambles have conducted seminars and short courses for numerous professional and business organizations. They have brought their involving and creative approach to textbook writing to a wide range of subjects in the communication arts. Among their works are *Communication Works* (Random House), *Contacts: Communicating Interpersonally* (Random House), *InterMedia* (Moore Publishing), *Painless Public Speaking* (Macmillan), and *Literature Alive* (National Textbook). In addition, the Gambles have worked as consultants for Children's Television Workshop, Cablevision, and National Public Radio, as well as for KPH&B Marketing in New York and WLMW Advertising in New Jersey.

Teri and Michael have also published in a wide variety of journals and have presented workshops in the communication arts for the Speech Communication Association, the National Council of Teachers of English, the New York State Speech Communication Association, and others. They are currently involved in communication and advertising consulting for the real estate industry.

The Gambles live in New Jersey with their favorite media consumers, 12-year-old Matthew Jon and 6-year-old Lindsay Michele.

For Matthew Jon and Lindsay Michele

# PREFACE

Our goal in writing this book is not only to familiarize you with the theory and practice of mass communication but also to help you internalize key mass-communication principles and concepts so that you are in a position to become more effective media watchers, consumers, and practitioners. It is our belief that after reading this text, completing the Media Probes (exercises) contained in it, and "living" the course, you will develop a clearer understanding of mass communication. We made very effort to ensure that the text's content and special features work together systematically to precipitate your active participation both in and out of the classroom setting. The materials contained in the work have been tested on a variety of student groups and have succeeded in challenging students of all ages, from the traditional 18-year-old to the adult returning to college.

This second edition of *Introducing Mass Communication* covers the major content areas of mass communication: the media scene, the communication process, radio, television, film, advertising, public relations, journalism, etc. However, this book distinguishes itself from its competition in a number of strategic ways. It alone provides you with a truly complete learning package, a work which not only presents content in a clear, understandable manner but also carefully integrates a series of exercises, interviews, and other features designed to



maintain your interest. The following types of features are used in each chapter: Media Probes, Media Scopes, Media Views, and You Were There.

*Media Probes* are activities that can be used in and outside of the classroom. Recognizing that many introductory classes are often mass lectures, we designed the exercises so that they could be performed by a student working alone or with another person. The Media Probe experiences are there to help you look at mass communication, assess effects, and gain the insight and practice you need to become "media-wise." We do not expect your instructor to use all the Media Probes contained in the text in the course of the semester. Instead, your instructor will pick and choose from them to fit your needs as well as the time available. Each Media Probe that your instructor selects will focus your attention on a specific aspect of mass communication. We believe that these activities will help to make the study of mass communication active and experiential in nature and more exciting and rewarding for you than ever before.

In addition to Media Probes, we offer *Media Scopes*. Media Scopes are charts which chronicle the development of each area of mass communication. Rather than simply providing a series of boxes or a time line, we created a graphically alive format which acts to draw you into the life of the chart—thereby insuring that you do not ignore it or pass over it.

A third feature of our book is *Media Views*. Media Views offer you a series of opinions or behind-the-scenes descriptions of various mass-communication sets and happenings. We have conducted some original interviews for these spots in order to share with you the key insights and experiences of real-world media practitioners. In order to provide as varied a perspective as possible, we also selected statements from well-known representatives of the fields of television, radio, journalism, book and magazine publishing, film, advertising, and public relations.

To complement Media Views, we also offer *You Were There*. This series transports you back in time so that you can be privy to the thoughts and experiences of media figures of the past and have a firsthand eye-witness account of events that occurred. By building on historical research and biographical materials, we help bring yesterday to life for you today.

*Introducing Mass Communication, 2/e*, aids you in other ways as well. Each chapter begins with a *Chapter Preview* that serves to guide you through the text's content. The function of each preview series is to clarify exactly what you should be able to understand or do after completing a chapter; in effect, preview objectives illuminate and specify goals and help prepare you for what is about to occur. Also included at the end of each chapter are a *Summary* of content covered, a list of *Key Terms*, and an annotated list of *Suggestions for Further Reading*. Also, since the mass-communication field has evolved a specialized vocabulary, a *Glossary* is provided at the end of the text for ready reference.

The second edition of *Introducing Mass Communication* was designed for use in the introductory course in mass communication. We believe it meets the needs of all students, whether or not they are majoring in the field, since it presents a framework the media critic, the media viewer, and the hopeful media practitioner can respond to. The text requires no prerequisites.

The following aspects of mass communication are covered in the book:

- Part One, "The Mediated Window: A Beginning," lays the foundation for your future study by defining key communication processes and examining the effects of today's media on the individual and society.
- Part Two, "The Print Media: The Window Opens," guides you through the history, functions, and key issues surrounding the book, newspaper, and magazine industries.
- Part Three, "Radio, Television, and Film: The Electronic Window," offers you a chance to explore the historical developments and present operation of each of these media forms.
- Part Four, "Persuasion: More Than Window Decoration," provides a comprehensive treatment of two of mass communication's growing areas: advertising and public relations.
- Part Five, "Media Perspectives at Home and Abroad" give you a chance to become familiar with two prominent media arenas; the relationship shared by the media and our government and the international media scene.

- Part Six, "Research and Mass Communication," exposes you to research methodology and provides you with a survey of research opportunities.
- Part Seven, "The Future: The Window Widens . . . Or Does It?" offers you the chance to examine today's media environment and read predictions about its survival.

First edition users will find that this new edition of *Introducing Mass Communication* has a number of significant changes.

- In Chapter 1, additional attention is paid to media trends and transformations.
- In Chapter 2, additional attention is paid to copyright legislation, mergers and takeovers, publishing economics, and book censorship.
- In Chapter 3, we enhanced our coverage of newspaper readership patterns and the minority press.
- In Chapter 4, the following sections are expanded: legal restraints including libel, privacy issues, and our right to know.
- In Chapter 5, in addition to updating our information, we also enhanced our coverage of women and magazines.
- In Chapter 6, we added to our coverage of records and compact disks, minorities and the music industry, rock music and its effects, and introduced a section on shock radio.
- Chapter 7 also underwent some change; increased attention is given to networks and media deregulation.
- In Chapter 8, we added to our treatment of ratings and broadcast news.
- In Chapter 9, we enhanced our coverage of audiences and costs.
- In Chapter 11, we enlarged our treatment of the lobbying function, promotion and publicity.
- Both Chapters 12 and 13 are completely new.
- While Chapter 14 was not changed substantially, in Chapter 15 we expanded our coverage of viewing options, VCRs, interactive TV, teletext, and videotex.
- In Chapter 16, the future prognoses of experts were updated.

The last chapter of the book presents you with a very special feature—a program for developing a life-long appreciation of the media and their impact on you and your world. This is the only text that contains suggestions and strategies for continuing your study of mass communication once the course has ended or for entering a media-related career. As such, we hope it helps to increase the relevancy and importance of the materials you have studied.

We believe that *Introducing Mass Communication* will permit you to learn by reading, doing, observing, and experimenting—it will encourage you to learn by thinking and experiencing, to learn by direct and immediate involvement. In conclusion, what we offer you is an up-to-date resource that you will enjoy reading at the same time that it helps you to develop the critical perspectives you need to become skilled media processors. What this book provides is the foundation needed to understand the media, appreciate their development and evolution, and realize how you play a role in determining whether the media achieve their potential to enrich our lives.

We want to thank the people at McGraw-Hill for working so hard to ensure that the first edition of this book accomplished its goals, thereby paving the way for this second edition. Phil Butcher, our editor, played a very key role in shaping this second edition, as did Associate Editor Judy Cornwell; we are very appreciative of their efforts and also inspired by their talents. Their close reading and critical insights helped keep us on track. Once again, we owe a debt of thanks to Jim Belser for helping us refine the work and move it expeditiously through the publishing maze. To the designer, Joan O'Connor, goes credit for the book's visual appeal.

In addition, we want to offer a special thanks to Dan McCarthy, James O'Brien, and W. J. Howell, Jr., our colleagues who shared their knowledge of the relationship between the media and the government, film and international communication with us, and more importantly for preparing first drafts of those chapters. But above all, the following reviewers from the first and second editions not only reinforced our belief in this book but also gave generously of their time and talent to ensure the book's accuracy, effectiveness, and success: Larry Augustine, Susquehanna University; John Bigby, Santa Rosa Community College; Stuart Bullion,

Southern Illinois University; Juliette Lushbough Dee, University of Delaware; Sue K. Fathree, East Central University; Joseph Foley, Ohio State University; Bruce Garrison, University of Miami; Steve Goldman, Polk Community College; Wat Hopkins, Virginia Polytech Institute; Rick Houlberg, San Francisco State University; Garth S. Jowett, University of Houston; Cherie Lewis, University of California, Los Angeles; Val. E. Limburg, Washington State University; Marilyn J. Matelski, Boston College; Richard Peacock, Palomar College; Tina Pieraccini,

State University of New York at Oswego; William Rugg, Oklahoma State University; James R. Saville, Albany Junior College; Peter Seely, Illinois Benedictine College; Maurice Shelby, University of Massachusetts; Marti Thomas, Loyola University, and Denise M. Trauth, Bowling Green State University.

We are especially grateful to them.

*Michael W. Gamble*  
*Teri Kwal Gamble*

# **INTRODUCING MASS COMMUNICATION**

# CONTENTS

PREFACE	xiii	• Key Terms	16
		• Notes	16
		• Suggestions for Further Reading	16
<b>PART ONE THE MEDIATED WINDOW: A BEGINNING</b>	1		
<b>CHAPTER 1 COMMUNICATION, THE MASS MEDIA, AND YOU</b>	3	<b>PART TWO THE PRINT MEDIA: THE WINDOW OPENS</b>	17
• Defining Communication: The Wide-Angle View	4	<b>CHAPTER 2 BOOKS: MADE TO LAST</b>	19
• Defining Mass Communication: Focusing In	9	• How Books Were Developed	21
• What the Mass Media Do	10	• The Birth of the Popular Book	27
• The Role of the Mass Media in Your Life	12	• The Modern Book Industry	29
• Summary	15	• The Publishing Process	36
		• Book Censorship	46
		• Summary	53

• Key Terms	53
• Notes	54
• Suggestions for Further Reading	54

### **CHAPTER 3 NEWSPAPERS: THE MEDIUM AND ITS MAKERS** 57

• The Early Years: Setting Precedents	60
• The Penny Press: A Mass Medium	64
• The Post-Civil War Period: Yellow Journalism	67
• The Twentieth Century: Objectivity Returns	72
• Newspapers Today: Something for Everybody	75
• The Organization of a Newspaper: Who Does What?	84
• Summary	90
• Key Terms	90
• Notes	90
• Suggestions for Further Reading	91

### **CHAPTER 4 NEWSPAPERS: THE CONTENT AND THE ISSUES** 93

• What Is News?	94
• Gathering the News	95
• Writing the News	98
• A Look at Legal Restraints	102
• Ethical Considerations	115
• Summary	122
• Key Terms	123
• Notes	123
• Suggestions for Further Reading	124

### **CHAPTER 5 MAGAZINES: FORMS, FUNCTIONS, AUDIENCES** 125

• The Way Things Were	126
• Magazines Target the General Audience	131
• Magazine Publishing in the Television Age	135
• Magazine Organization: Who Does What?	140
• Contemporary Magazine Editing	142
• Summary	149
• Key Terms	150
• Notes	150
• Suggestions for Further Reading	151

## **PART THREE RADIO, TELEVISION, AND FILM: ELECTRONIC WINDOW** 153

### **CHAPTER 6 RADIO AND RECORDINGS: THE WINDOW HAS EARS** 155

• Pioneers: Early Developments and Developers	156
• The Business Takes Shape	160
• Federal Regulation of Broadcasting	163
• Programming through the Years	166
• The Recording Industry	170
• Restructuring the Radio Medium	186
• National Public Radio	193
• Station Operation: Who Does What?	194
• Playing to Win: Radio and Ratings	198
• Summary	202
• Key Terms	202
• Notes	202
• Suggestions for Further Reading	203

### **CHAPTER 7 TELEVISION: THE IMAGE EMERGES** 205

• Television: An "I" View	206
• Looking Backward	208
• The Emerging Structure	215
• The Control and Regulation of Television	218
• How the Station Operates	223
• The Promise of Public Television and Cable TV	224
• Summary	229
• Key Terms	230
• Notes	230
• Suggestions for Further Reading	231

### **CHAPTER 8 TELEVISION: ASSESSING THE IMAGE** 233

• Programming: Principles, Practices, and Pressures	234
• Focus on Television News and the Electronic Journalist	243
• Television versus Real Life	250
• Is Television Taking Away Childhood?	252
• Television Violence and Children	252
• Advertising and Children	258



• Images of Women and Minorities	260
• Summary	261
• Key Terms	262
• Notes	262
• Suggestions for Further Reading	263

## **CHAPTER 9 MOVIES: THE WINDOW SCREEN** 265

• Movies: The Personal Experience	266
• Movies: A Social and Psychological Happening	268
• The Beginnings of Cinema: From Dreams to Pioneers	270
• Modern Times	278
• Censorship: Too Close for Comfort	291
• The Movie Business	294
• Promoting the Film: Outside Influences	302
• Film Watching: A Viewer's Guide	304
• Documentaries and Short Films	306
• Film and Video: Two Media or One?	307
• Summary	309
• Key Terms	309
• Notes	309
• Suggestions for Further Reading	310

## **PART FOUR PERSUASION: MORE THAN WINDOW DECORATION** 311

### **CHAPTER 10 ADVERTISING: THE PROPELLING POWER** 313

• The Environment: Display Window for Advertising	314
• The Development of Advertising	319
• The Method behind the Magic	322
• The Medium behind the Message	336
• The Advertising Agency: Industry Nerve Center	344
• Who Watches the Advertisers? The Regulators	347
• Where Do You Stand?	350
• Summary	354
• Key Terms	354
• Notes	355
• Suggestions for Further Reading	355

## **CHAPTER 11 PUBLIC RELATIONS: THE PRACTICE OF COMMUNICATION** 359

• Explaining Public Relations	360
• The Public Relations Practitioner	367
• Communication and Public Relations	373
• The Ethics of Public Relations	379
• A Message for Our Time	384
• Summary	386
• Key Terms	387
• Notes	387
• Suggestions for Further Reading	387

## **CHAPTER 12 THE MEDIA AND THE GOVERNMENT: A LOOK AT THEIR RELATIONSHIP** 389

• Libel: Public Officials and the Media	390
• Regulation of Broadcasting: Changes	392
• Censorship: Direct Government Control	393
• Fair Trials and the Press	395
• Politicians and the Press	396
• The Effects of Media on Politics	398
• Media Bias	411
• Summary	412
• Key Terms	413
• Notes	413
• Suggestions for Further Reading	413

## **PART FIVE MEDIA PERSPECTIVES: AT HOME AND ABROAD** 415

### **CHAPTER 13 MASS COMMUNICATION: A WORLD VIEW** 417

• Mondo Media: Our Window on the World	418
• Why Study International Communication?	419
• A Tour of the World's Mass Media	420
• The Contexts	420
• The Channels	422
• The Messages	432
• Audiences	438
• Organizations	440
• Issues	441
• Summary	447

• Key Terms	447	<b>CHAPTER 15 THE NEW TECHNOLOGY: DEMASSIFYING THE MEDIA</b>	471
• Notes	448		
• Suggestions for Further Reading	449		
 <b>PART SIX RESEARCH AND MASS COMMUNICATION: THE OTHER SIDE OF THE WINDOW</b>	451		
 <b>CHAPTER 14 RESEARCHING THE MASS MEDIA: LOOKING FOR ANSWERS</b>	453		
• The Role of Mass-Media Research	454	• The Changing Media Environment: Plugging In, Tuning Out	472
• Mass-Media Research: Key to Changing Theories	454	• The Home Video Revolution	473
• Media Research: A Potpourri of Approaches	456	• The Impact of the New Technology	487
• Summary	466	• Summary	488
• Key Terms	466	• Key Terms	488
• Notes	466	• Notes	488
• Suggestions for Further Reading	467	• Suggestions for Further Reading	489
 <b>PART SEVEN THE FUTURE: THE WINDOW WIDENS . . . OR DOES IT?</b>	469	 <b>CHAPTER 16 NOT THE LAST WORD: YOUR ROLE BEYOND THIS BOOK</b>	491
		• Where Do You Go from Here? Looking for a Career	492
		• Where Will the Media Go from Here?	494
		• Where Do You Go from Here? Living with the Media	516
		• Summary	518
		• Notes	518
		• Suggestions for Further Reading	518
		 <b>GLOSSARY</b>	519
		<b>INDEX</b>	529

# PART ONE

## THE MEDIATED WINDOW: A BEGINNING

