



# *m*edia / i**mpact**

**An Introduction to Mass Media**

**Fourth Edition**

*S h i r l e y B i a g i*



# Media/Impact

## AN **introduction** TO **M**ASS **M**EDIA

FOURTH EDITION

**SHIRLEY BIAGI**

*California State University, Sacramento*



**Wadsworth Publishing Company**

**ITP®** An International Thomson Publishing Company

Belmont, CA • Albany, NY • Bonn • Boston • Cincinnati • Detroit • Johannesburg • London • Madrid •  
Melbourne • Mexico City • New York • Paris • Singapore • Tokyo • Toronto • Washington

Publisher: Karen Allanson  
Executive Editor: Deirdre Cavanaugh  
Development Editor: Sherry Symington  
Media Editor: Maureen Rosener  
Assistant Editor: Ryan E. Vesely  
Editorial Assistant: Matthew Lamm  
Marketing Manager: Mike Dew  
Marketing Assistant: Shannon Ryan  
Advertising Project Manager: Tami Strang  
Project Editor: Cathy Linberg  
Print Buyer: Barbara Britton  
Permissions Editor: Susan Walters  
Production: Electronic Publishing Services Inc., NYC  
Copy Editor: Electronic Publishing Services Inc., NYC  
Interior and Cover Design: Studio Montage  
Cover Image: PhotoDisc  
Compositor: Electronic Publishing Services Inc., NYC  
Printer: World Color Book Services, Taunton  
Cover Printer: Phoenix Color

**Chapter Opener Photo Credits:** *Chapter 1* Sygma/Brooks Kraft; *Chapter 2* PhotoEdit/Michael Newman; *Chapter 3* Electronic Publishing Services Inc., NYC/Francis Hogan; *Chapter 4* PhotoDisc, Inc.; *Chapter 5* PhotoEdit/Deborah Davis; *Chapter 6* Electronic Publishing Services Inc., NYC/Francis Hogan; *Chapter 7* © Uniphoto Picture Agency/Peter Beck; *Chapter 8* Electronic Publishing Services Inc., NYC/Francis Hogan; *Chapter 9* Electronic Publishing Services Inc., NYC/Francis Hogan; *Chapter 10* © Goodby, Silverstein & Partners; *Chapter 11* AP/Wide World Photos/Nick Ut; *Chapter 12* PhotoEdit/John Neubauer; *Chapter 13* Courtesy of The New York Daily News; *Chapter 14* Sygma/N. Tully; *Chapter 15* Reuters/Ian Waldie/Archive Photos; *Chapter 16* © Ulrike Welsch/StockBoston

COPYRIGHT © 1999 by Wadsworth Publishing Company

A Division of International Thomson Publishing Inc.

ITP® The ITP logo is a registered trademark under license.

Printed in the United States of America

3 4 5 6 7 8 9 10

For more information, contact Wadsworth Publishing Company, 10 Davis Drive, Belmont, CA 94002, or electronically at <http://www.wadsworth.com>

International Thomson Publishing Europe  
Berkshire House  
168-173 High Holborn  
London, WC1V 7AA, United Kingdom

International Thomson Editores  
Seneca, 53  
Colonia Polanco  
11560 Mexico D.F. Mexico

Nelson ITP, Australia  
102 Dodds Street  
South Melbourne  
Victoria 3205 Australia

International Thomson Publishing Asia  
60 Albert Street  
#15-01 Albert Complex  
Singapore 189969

Nelson Canada  
1120 Birchmount Road  
Scarborough, Ontario  
Canada M1K 5G4

International Thomson Publishing Japan  
Hirakawa-cho Kyowa Building, 3F  
2-2-1 Hirakawa-cho, Chiyoda-ku  
Tokyo 102 Japan

International Thomson Publishing Southern Africa  
Building 18, Constantia Square  
138 Sixteenth Road, P.O. Box 2459  
Halfway House, 1685 South Africa

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 photocopying, recording, taping, or information storage and retrieval systems without the written permission of the publisher.

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

Biagi, Shirley.

Media / impact : an introduction to mass media / Shirley Biagi. —

4th ed.

p. cm.

Includes bibliographical references and index.

ISBN 0-534-54810-5 (pbk.)

1. Mass media. I. Title.

P90.B489 1998b

302.23—dc21

98-22567

## Impact Boxes



- The Dawn of Technomania *by Nathan Myhrvold* 8
- Communication's New Frontier *by Kevin Maney* 32
- The Renaissance of the Daily Newspaper *by John Cassidy* 57
- Magazines That Help Surfers to Surf *by John Burks* 80
- Jeff Bezos Puts the Book Business On-line at Amazon.com *by Eric Scigliano* 102
- Radio Waves to the Future *by Josh Hyatt* 128
- So What Exactly Is Digital Television? *by Bryan Gruley and Kyle Pope* 174
- Hollywood Goes After Internet Pirates *by Constance Sommer* 198
- From Big Screen to Your Screen *by Laura Evenson* 208
- The Web's View of a Ballpark in Progress 224
- Oh Baby, Baby! Audiences Go Goo-goo over *Ally McBeal's* Dancing Tyke *by Sylvia Rubin* 225
- Knock, Knock! Who's There? Noisy New Internet Ads *by Sally Goll Beatty* 244
- Public Relations Plugs into an On-Line World of Information *by Betsy Wiesendanger* 262
- High Court Strikes Down Internet Smut Law *by Edward Felsenthal and Jared Sandberg* 320
- Internet Gossip Columnist Drudge Defends His Online Ethics *by Karen Kaplan* 352
- World Treaties for Internet Copyrights: 'Cornerstone' for the Information Age 370
- Japan's Newest Heartthrobs Are Sexy, Talented and Virtual *by Andrew Pollack* 384



- For Whom the Data Highway Tolls *by Michael Schrange* 14
- Dailies Offer More "News You Can Use" *by David Armstrong* 55
- Magazines for the Rich Rake in Readers *by Anita Sharpe* 79
- Independent Booksellers Are Struggling to Survive *by Barbara Carton* 92
- Click On, Tune In *by Jon Swartz* 122
- Women on Top of Pop, But Not with One Voice *by Neal Karlen* 140



- Viewers Identify with TV Characters *by Eileen Kinsella* 161  
 Cut the Cute Stuff: Kids Flock to Adult Flicks *by Bruce Orwall* 200  
 No One Will Be Famous Unless They're Famous Online  
*by Nathaniel Wice* 211  
 Marketers Seek the "Naked" Truth from Consumers *by Yumiko Ono* 238  
 How Public Relations Sells You Products: Tickle Me Elmo & Sing &  
 Snore Ernie Benefit from Public Relations *by Bruce Horovitz* 257  
 Do Movies Cause Teenagers to Smoke? *by Richard Klein* 274  
 News Versus Advertising: How Can You Tell the Difference *by Paul  
 Farhi* 302  
 Privacy Concerns: Can Online Public Data Be Too Public?  
*by Thomas E. Weber* 331

## IMPACT



### profile

- Three Moguls of the Media 28  
 Ernie Pyle: The War Correspondent Who Hated War *by Dan  
 Thomasson* 52  
 Ida Tarbell Targets John D. Rockefeller 72  
 Rival Publishers Reel from Stephen King Thrillers *by Doreen  
 Carvajal* 100  
 Edward R. Murrow (1908–1965) *by Theodore H. White* 158  
 Tim Berners-Lee: The Man Who Invented the Web *by Robert  
 Wright* 220

## IMPACT



### point of view

- The Business of Media *by Jeff Greenfield* 20  
 Recording Industry: Between Rock and Hard Place *by David  
 Lieberman* 146  
 A Vaster Wasteland *by Newton N. Minow* 164  
 Lighting Up a Black Screen *by Teresa Moore* 190  
 A Wrong Kind of Education *by Esther Dyson* 222  
 Nike Maps Lofty Goals for the Web *by Jeff Jensen* 246  
 Public Relations Mixes Celebrities and Politics *by Faye Fiore* 264  
 Magazine Ads Should Portray People of Color More  
 Accurately *by Lawrence Bowen and Jill Schmid* 284  
 The Next Corporate Media Order *by Ken Auletta* 295  
 It's Bigger Than Big: It's More Than News; It's a Defining  
 Moment *by G. Pascal Zachary* 304  
 Excerpts from the 1943 Code of Wartime Practices for American  
 Broadcasters 314  
 From Here to Immodesty: Milestones in the Toppling of TV's  
 Taboos *by Sheila Muto* 316  
 The Diana Effect: Will Anything Change? *by Richard Lambert* 347  
 Ethics Clinic *by Bob Steele* 358  
 Ernie Uses Hebrew, Bert Speaks Arabic; Moses, He's a  
 Grouch *by Amy Dockser Marcus* 374

## Preface

In spring 1997, an extraordinary meeting took place at the San Francisco Bay Area office of Wadsworth Publishing. I was invited by Wadsworth to meet with 10 members of the Wadsworth staff who publish communications texts for the company. Around a large conference room table, everyone from the company's new president to the editorial assistant for communications participated actively in an intense discussion that lasted more than eight hours. We all shared the same goal—to create the best possible fourth edition of *Media/Impact*.

Just a few months since the previous edition of *Media/Impact* had been published, we were talking about a very ambitious revision, to be accomplished within a year. It seemed an impossibility, but you are holding in your hands the exciting result of a commitment that began with that meeting: the fourth edition of *Media/Impact*, comprehensively explaining today's mass media with the most timely information available, published in a beautifully redesigned, accessible format.

### EXCITING NEW FEATURES THAT MAKE THIS EDITION DIFFERENT

To the strong foundation established in previous editions, I have added the following new features:

- A new **Chapter One: You in the New Information Age**, that describes and explains how the new media landscape will affect today's students.
- A new **Chapter Nine: New Media, On-line Media and the Web**, that focuses on how the contributions of digital technology and the Internet are transforming traditional media.
- A completely revised **Chapter Twelve: Mass Media and Social Issues**, with new information on multiculturalism and the media, plus a discussion of the media's portrayal of alternative lifestyles.
- **Impact/On You**, a new feature in each chapter that highlights information about how the mass media affect people in their everyday lives.





- **Impact/Technology**, 17 new perspectives on the latest trends, including forecasts for the media's digital transformation.
- **Impact/Point of View**, offering provocative short essays throughout the book on contemporary media topics to stimulate critical discussion.
- **Impact/Profiles** throughout the text feature the contributions of significant people—Ida Tarbell, Ernie Pyle, Edward R. Murrow and others—who have shaped the development of the mass media.
- **TimeFrames**, adding context to explain each mass media industry, in an innovative format that begins today, and then moves backward in time to uncover each medium's early origins.
- **Watching the Web**, offering important website information at the end of each chapter for on-line media research.

## IMPORTANT FEATURES THAT I RETAINED AND IMPROVED

This edition of *Media/Impact* maintains the strongest features of earlier editions, including:

- A contextual basis for historical information to add perspective to today's developments.
- A thematic approach that encourages critical thinking.
- The best current scholarship on mass media topics from contemporary experts.
- All the important statistics that anyone could ever need to keep track of the shifting electronic media marketplace.
- A writing style that presents information in a way students can understand and enjoy.

I also have revised and improved many other important features of *Media/Impact* that teachers and students have sought from the first edition, including:



- Nine totally redesigned **Industry Windows** to vividly portray the key elements of each media business.
- **Impact/Profiles** throughout the text, featuring the contributions of significant people who have shaped the media's development.
- A completely updated **Media Glossary**, including the latest terms to help enhance students digital vocabulary.
- A comprehensive, revised **Student Resource Guide**, including an alphabetical listing of **100 website resources** for media information, organized for easy reference.

## WADSWORTH OFFERS NEW RESOURCES FOR STUDENTS AND TEACHERS



To this exciting new edition, Wadsworth has added important new resources. *InfoTrac College Edition*, a searchable on-line database with more than half a million full-text articles, allows students to expand their knowledge of media issues with contemporary articles from all the major media, plus video clips from library and network news sources. In addition, a series of *CNN Videos*, with video segments keyed to material in the text, is available to professors by arrangement with Wadsworth.



For teachers, author Jan Haag has totally revised the *Instructor's Manual*, including complete lecture outlines, multiple choice and essay test items, suggested student assignments, InfoTrac exercises, and a list of CNN videos available through Wadsworth for classroom use. For more information, instructors can request the *Media/Impact Instructor's Manual* package from their Wadsworth Sales Representative or contact Wadsworth Faculty Support by visiting their website at:

<http://www.wadsworth.com/communications>

Also, the most comprehensive multimedia presentation and lecture tool available will now be provided on a new cross-platform CD-ROM, as well as on the Wadsworth World Wide Web site. Designed to assist professors teaching in this dynamic field, this Microsoft PowerPoint® supplement has been revised by author Raymond Koegel and covers all the current information included in the text.

## ACKNOWLEDGMENTS

Every detail of this book's format and design is the result of the painstaking care of the Wadsworth team that created this edition of *Media/Impact*. Their names appear on the copyright page.

This fourth edition of *Media/Impact* also reflects the suggestions, contributions, and wisdom of the reviewers, for which I am very grateful. They are: Ed Adams, Angelo State University; Thomas L. Beell, Iowa State University; Michael Carlebach, University of Miami; Meta G. Carstarphen, University of North Texas; Thomas E. Diamond, Montana State University; Irving Fang, University of Minnesota; Tom Grimes, Kansas State University; Kenneth Harwood, University of Houston; Jules d'Hemecourt, Louisiana State University; Sharon Hollenback, Syracuse University; Steve Jones, Tulsa University; Robert G. Main, California State University, Chico; Maclyn McClary, Humboldt State University; Kenneth D. McMillen, University of Oklahoma; Jim Mitchell, University of Arizona; Tina Pieraccini, State University of New York, Oswego; Peter K. Pringle, University of Tennessee, Chattanooga; Marshall Rossow, Menkato State University; Randall R. Scott, University of Alabama, Birmingham; Ronald Spielberg, University of Memphis; Linda Steiner, Rutgers University; Lee Thomas, Doane College; Mary Trapp, California State University, Hayward; John Ullman, University of Wisconsin-Eau Claire; Hazel Warlaumont, California State University, Fullerton; Bill Withers, Buena Vista University; and Miriam Zimmerman, College of Notre Dame.



## PEOPLE WHO ARE CRUCIALLY IMPORTANT

None of this would have been possible, of course, without that spring 1997 meeting. And the spring 1997 meeting would not have happened without the support of Susan Badger, Wadsworth's president, who I believe has been central to this edition's success. For her continued interest and belief in *Media/Impact*, I am very grateful.

I also would like to thank the current Wadsworth communications team for their patience with my persistent personality; my students, who give me continuing inspiration; and all the members of my family, who nurture me with constant humor and great new ideas.

I hope you have an opportunity to explore all of *Media/Impact's* features. And please let me know what you think. My email address is

sbiagi@saclink.csus.edu

Shirley Biagi

## About the Author



**S**hirley Biagi is a professor in the Department of Communication Studies at California State University, Sacramento. She is the author of several Wadsworth communications texts besides *Media/Impact*, including *Media/Reader: Perspectives on Mass Media Industries, Effects and Issues*; and *Interviews That Work: A Practical Guide for Journalists*. She is co-author, with Marilyn Kern-Foxworth of Texas A&M University, of *Facing Difference: Race, Gender and Mass Media*, published by Pine Forge Press. She also is editor of the national media history quarterly *American Journalism*, published by the American Journalism Historians Association.

She has served as guest faculty for the Poynter Institute, the American Press Institute, the National Writers Workshop, the California Newspaper Publishers Association, and the Southern Newspaper Publishers Association. She also has been a project interviewer for the Washington (DC) Press Club Foundation's Women in Journalism Oral History Project, which completed 57 oral histories of female pioneers in journalism. Her international experience includes guest lecture appointments at El Ahram Press Institute in Cairo, Egypt, and Queensland University in Brisbane, Australia.

## Brief Contents

### \* Chapter 1

You in the New  
Information Age 1

### \* Chapter 2

Newspapers 37

### \* • Chapter 3

Magazines 67

### \* • Chapter 4

Books 85

### \* Chapter 5

Radio 107

### \* • Chapter 6

Recordings 133

### • Chapter 7

Television 151

### • Chapter 8

Movies 179

### • Chapter 9

New Media, On-line Media  
and the Web 205

### \* Chapter 10

Advertising 231

### \* Chapter 11

Public Relations 251

### \* Chapter 12

Mass Media  
and Social Issues 269

### Chapter 13

Media Ownership  
and Press Performance 293

### \* Chapter 14

Law and Regulation 309

### \* Chapter 15

Ethics 343

### Chapter 16

A Global Media  
Marketplace 363

### Student Resource Guide

Glossary of Media Terms 389

Media Research Directory 392

End Notes 405

Index 413





# Detailed Contents

## Preface **xxi**

## Chapter 1

### You in the New Information Age 1

#### Understanding the Communication Process 2

#### Taking Advantage of the Information

##### Superhighway 4

One-Way Versus Two-Way Communication 4

"Dumb" Versus "Smart" Communications 5

#### How the New Communications Network Will Function 6

The Receiver (You, the Subscriber) 6

The Channel (Cable, Telephone and Satellite Companies) 7

#### ■ **IMPACT / technology** The Dawn of Technomania by Nathan Myhrvold 8

The Sender (Program Services) 9

The Message (Content) 9

#### How the New Communications Network Is Different 10

Creating the Network 11

Government Regulation 11

Copyrights for Intellectual Property 12

#### Five Challenges for the New Network 12

Improved Storage 12

A Coordinated Delivery System 13

#### ■ **IMPACT / on you** For Whom the Data Highway Tolls by Michael Schrange 14

A "Smart" Set-Top Box 14

Usable Menus 15

Secure Ordering and Billing Systems 16

## When Will the New Communications Network Happen? 16

### Understanding the Information Age 17

### Understanding the Mass Media Industries: Three Key Themes 18

The Media as Businesses 19

**I M P A C T / point of view** The Business of Media by Jeff Greenfield 20

**T I M E F R A M E** Today to 3500 B.C. 21

The Media and Communications Technology 25

**I M P A C T / profile** Three Moguls of the Media 28

The Media and Political, Social and Cultural Institutions 30

**I M P A C T / technology** Communication's New Frontier by Kevin Maney 32

**I N F O C U S** 32

**WATCHING THE WEB** 35

## Chapter 2

### Newspapers 37

#### Toward an Independent Press 38

**T I M E F R A M E** Newspapers: Today to 1690 39

Truth Versus Libel: The Zenger Trial 39

Women's Early Role as Publishers 40

Birth of the Partisan Press 40

#### Taking Advantage of 19th-Century Technology: Newspapers Diversify 41

**I N D U S T R Y** Window Newspapers 42

Frontier Journalism 44

Ethnic and Native American Newspapers 44

Dissident Voices: The Alternative Press 45

**T I M E F R A M E** Newspapers: 1889 to 1690 46

#### Making Newspapers Profitable 46

Toward Mass Readership: The Penny Press 46

Cooperative and For-Profit News Gathering 47

#### Accreditation and Photojournalism: The Civil War Years 47

Government Accreditation of Journalists 47

The Birth of Photojournalism 47

#### Newspapers Dominate the Country 48

Competition Breeds Sensationalism 48

The Birth of Yellow Journalism: Hearst's Role in the Spanish-American War 49

Tabloid Journalism: Sex and Violence Sell	49
<b>Unionization Encourages Professionalism</b>	<b>50</b>
<b>Newspapers in the Television Era</b>	<b>50</b>
The Revival of the Dissident Press	51
Declining Readership	51
<b>IMPACT / profile</b> Ernie Pyle: The War Correspondent	
Who Hated War by <i>Dan Thomasson</i>	52
<b>Working for Newspapers</b>	<b>52</b>
<b>The Business of Newspapers</b>	<b>54</b>
On-line Newspapers	54
<b>IMPACT / on you</b> Dailies Offer More "News You Can Use" by <i>David Armstrong</i>	55
National Newspapers	55
News Service	56
Syndicates	56
<b>Technology and the Future</b>	<b>56</b>
<b>IMPACT / technology</b> The Renaissance of the Daily Newspaper by <i>John Cassidy</i>	57
Unions Versus Technology	58
Chain Power	59
A Scramble for Readers	60
<b>IN FOCUS</b>	<b>61</b>
<b>WATCHING THE WEB</b>	<b>62</b>

## Chapter 3

### Magazines 65

<b>Colonial Competitors</b>	<b>66</b>
<b>TIMEFRAME</b> <i>Magazines: Today to 1821</i>	67
<b>The First National Mass Medium</b>	<b>67</b>
<b>Reaching New Readers</b>	<b>67</b>
Women's Issues	68
Social Crusades	68
Fostering a Literary Tradition	68
Political Commentary	69
The Postal Act's Effects	69
<b>The Muckrakers: Magazine Journalists Campaign for Change</b>	<b>69</b>
<b>INDUSTRY Window</b> <i>Magazines</i>	70
<b>IMPACT / profile</b> <i>Ida Tarbell Targets John D. Rockefeller</i>	72
<b>Targeted Versus Broad Readership: The New Yorker and Time Magazines</b>	<b>73</b>



Harold Ross and *The New Yorker* 73

Henry Luce's Empire: *Time* 73

### **Specialized Magazines Take Over 74**

### **Working for Magazines 75**

### **The Business of Magazines 76**

Segmenting the Audience 77

Magazine Start-Ups 78

A Valuable Audience 78

**I M P A C T / on you** Magazines for the Rich Rake  
in Readers by *Anita Sharpe* 79

### **Technology and the Future 79**

**I M P A C T / technology** Magazines That Help Surfers  
to Surf by *John Burks* 80

### **IN FOCUS 82**

### **WATCHING THE WEB 83**

## **Chapter 4**

### **Books 85**

### **How American Book Publishing Grew 86**

**T I M E F R A M E** *Books: Today to 1620* 87

### **Reaching a Wider Audience 87**

### **INDUSTRY Window** Book Publishing 88

Political Pamphlets 87

Novels and Poetry 87

Humor 90

International Copyright Law of 1891 90

Publishing Houses 91

Compulsory Education 91

### **Creating a Mass Market 91**

Book Clubs 91

Paperbacks 91

**I M P A C T / on you** Independent Booksellers Are  
Struggling to Survive by *Barbara Carton* 92

Grove Press Tests Censorship 92

### **Book Publishing Consolidates 93**

### **Working in Book Publishing 94**

Authors and Agents 94

The Publishing Process 95

### **The Business of Book Publishing**

Trade Books 96

Religious Books 97

Professional Books 97

Mass Market Paperbacks	97
Textbooks	97
University Press Books	97
<b>Corporations Demand Higher Profits</b>	<b>98</b>
Subsidiary Rights	98
Blockbusters	98
<b>Chain Bookstores</b>	<b>99</b>
<b>IMPACT / profile</b> Rival Publishers Reel from Stephen King Thrillers by Doreen Carvajal	100
<b>Small Presses Challenge Corporate Publishing</b>	<b>100</b>
<b>IMPACT / technology</b> Jeff Bezos Puts the Book Business On-line at Amazon.com by Eric Scigliano	102
<b>Technology and the Future</b>	<b>103</b>
<b>IN FOCUS</b>	<b>104</b>
<b>WATCHING THE WEB</b>	<b>105</b>

## Chapter 5

### Radio 107

<b>Radio: A Technological Leap</b>	<b>108</b>
Radio's Revolution	109
<b>TIMEFRAME</b> Radio: Today to 1899	110
<b>Federal Government Polices the Airwaves</b>	<b>112</b>
<b>Experimental Stations Multiply</b>	<b>112</b>
<b>KDKA Launches Commercial Broadcasting</b>	<b>113</b>
<b>The Radio Audience Expands Quickly</b>	<b>113</b>
<b>INDUSTRY Window</b> Radio	114
Blanket Licensing	116
Commercial Sponsorship	116
<b>Congress Regulates Radio</b>	<b>116</b>
<b>The Nation Tunes In</b>	<b>117</b>
<b>"War of the Worlds" Challenges Radio's Credibility</b>	<b>118</b>
<b>Radio Networks Expand</b>	<b>118</b>
David Sarnoff Launches NBC	118
William S. Paley Starts CBS	119
Edward Noble Buys ABC	119
<b>Radio in the TV Era</b>	<b>119</b>
The FCC Recognizes FM: Edwin H. Armstrong	119
Licensed Recordings Launch Disc Jockeys	120
Gordon McLendon Introduces Format Radio	120
Clock and Car Radios Make Radio Portable	120

Alan Freed and the Payola Scandals 121

## **Working in Radio 121**

**IMPACT / on you** Click On, Tune In by Jon Swartz 122

## **The Business of Radio 122**

FM Beats AM 123

The Telecommunications Act of 1996 Overhauls Radio 123

Are Radio Ratings Accurate? 124

Radio Depends on Ready-Made Formats 125

## **Technology and the Future 127**

**IMPACT / technology** Radio Waves to the Future  
by Josh Hyatt 129

**IN FOCUS 128**

**WATCHING THE WEB 130**

# **Chapter 6**

## **Recordings 133**

**From Edison's Amazing Talking Machine to  
33 $\frac{1}{2}$  rpm Records 134**

**TIME FRAME** *Recordings: Today to 1877* 136

**Hi-Fi and Stereo Rock In 136**

**Working in the Recording Industry 137**

**INDUSTRY Window** *Recordings* 138

**IMPACT / on you** Women on Top of Pop, But Not  
with One Voice by Neal Karlen 140

**The Recording Business 141**

Where the Money Is: Sales and Licensing 142

**Challenges to Income and Content 143**

Pirates Steal Industry Revenue 144

Content of Recordings 145

**Authenticity of Performances 145**

**IMPACT / point of view** *Recording Industry:  
Between Rock and Hard Place* by David Lieberman 146

**Technology and the Future 146**

**IN FOCUS 148**

**WATCHING THE WEB 149**

# **Chapter 7**

## **Television 151**

**Television Technology: Beginnings 153**

**TIME FRAME** *Television: Today to 1884* 154