

S H I R L E Y
B I A G I

PERSPECTIVES ON MASS
MEDIA INDUSTRIES,
EFFECTS, & ISSUES

MEDIA

READER

THIRD EDITION



Media / Reader

Perspectives on Mass Media

Third Edition

SHIRLEY BIAGI

California State University, Sacramento



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Preface

This third edition *Media/Reader* introduces several new features. First, there is a new chapter on Technology (Chapter Two), with articles about everything from the electronic electorate to how people say they will and will not use the new technologies. There's even an article in this chapter about a new breed of criminal — the Internet pirate.

Media/Reader, Third Edition, also expands its global outlook, with a separate section on international media and articles on some of the issues common to media in all countries sprinkled throughout. Chapter 11, Public Relations, includes an article on public relations in the United Kingdom, and an article about the practice of "hidden advertising" in Russia is discussed in Chapter 15, Ethical Practices.

Each chapter also reflects my belief that changing technology will be the central focus of any discussion of the media for the next decade. You will find articles about on-line newspapers; on-line magazines; the role of

telecommunications companies in the global market; changing methods of TV audience measurement; direct broadcast satellites; and the attempts by media corporations, advertising agencies, and public relations companies to expand their reach overseas.

What are the cultural implications of all this change? You will study, for example, the evolving image of Aunt Jemima and Betty Crocker; learn why your local TV weather-caster may not be your local TV weather-caster; analyze the exploding popcorn exposé; read journalist Molly Ivins' advice about what makes a good journalist; and discover what Stephen King has to say about his fan mail.

The social and economic issues are covered, too, with an analysis of political advertising; a look at portrayals of Native Americans in the movies; a report on advertising to Asian-Americans; a discussion of the U.S. news media's coverage of international conflict; and a review of the role of the traditional TV networks in an era of cable.

These are only some of the highlights. There are 77 selections in this edition of *Media/Reader*, and 51 of them are new additions. *Media/Reader*, divided into 16 chapters, can be used as a stand-alone reader for Introduction to Mass Media and Mass Media and Society courses and for Media Issues seminars. *Media/Reader* also can be used as a companion to any introductory mass media text, including *Media/Impact: An Introduction to Mass Media*. *Media/Reader* follows the same chapter organization as *Media/Impact*.

Media/Reader is divided into five sections:

- Part I Overview (Chapters 1 and 2)*
 - Understanding Mass Media
 - Media in the 21st Century:
 - Interactive and On-line
- Part II The Media Industries (Chapters 3–9)*
 - Print: The Newspaper Industry
 - The Magazine Industry
 - The Book Publishing Industry
 - Audio: The Radio Industry
 - The Recording Industry
 - Video: The Television Industry
 - The Movie Industry
- Part III Support Industries (Chapters 10 and 11)*
 - Advertising
 - Public Relations
- Part IV Issues and Effects (Chapters 12–15)*
 - Ownership Issues; Press
 - Performance Issues
 - Media Effects
 - Legal and Regulatory Issues
 - Ethical Practices
- Part V International Media (Chapter 16)*
 - Global Media

Part IV has been expanded in this edition to give more attention to media issues and effects, and Part V has been completely up-

dated to give expanded attention to the global media marketplace. Throughout the text are many articles designed to reflect multicultural points of view.

A *Perspective* precedes each article, giving a summary of major points in the form of three or four questions for discussion, which will also help students analyze the content critically. Topical articles are designed to keep readers current with the dynamics of today's media industries and issues. Readings from professional journals and newly issued texts highlight the literature of the media. All the articles were chosen to reflect timely, challenging scholarship, selected for readability and accessibility for today's students. I hope you will find these readings provocative.

Acknowledgments

This text could not have been compiled without each of the voices represented here. Their ongoing and productive analysis, criticism, and praise of the world's media are what make the study of mass media so challenging.

In addition, thanks go to my colleagues at universities and colleges throughout the country who have used the first and second editions and written me to suggest new readings for the text. Reviewers for this edition were James Bolick, Colorado State University; Timothy Meyer, University of Wisconsin-Green Bay; Peter K. Pringle, University of Tennessee at Chattanooga; Linda Steiner, Rutgers University; Robert Woodward, Drake University. Second edition reviewers were Thomas L. Beell, Iowa State University; Richard Campbell, University of Michigan, Ann Arbor; Carolyn Johnson, California State University, Fullerton; Dianne M. Lamb, University of New Mexico; Val Limburg, Washington State University; Daniel G. McDonald, Cornell University; Douglass Starr, Texas A & M

University; and John D. Zelezny, California State University, Fresno.

First edition reviewers were Thomas Beell, Iowa State University; Kenneth Harwood, University of Houston-University Park; Seong Lee, Appalachian State University; and Maclyn McClary, Humboldt State University.

Please send your comments, criticisms, and suggestions to me at California State University, 6000 J Street, Sacramento, California 95819, or you can reach me on-line during the school year at INTERNET:sbiagi@saclink.csus.edu. Thank you.

Shirley Biagi

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