

SIXTH EDITION

THE MEDIA OF MASS COMMUNICATION



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JOHN VIVIAN

The Media of Mass Communication

S I X T H E D I T I O N

John Vivian
Winona State University

Allyn and Bacon

Boston ■ London ■ Toronto ■ Sydney ■ Tokyo ■ Singapore

to Harold Vivian, my father,

who sparked my curiosity about the mass media at age 5 by asking what
was black and white and read all over.

AND

to Elaine Vivian, my mother,

who nurtured this curiosity by keeping the house stocked with books,
magazines and reading material of every sort.

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A Pearson Education Company
75 Arlington Street
Boston, MA 02116

Internet: www.ablongman.com

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Library of Congress Cataloging-in-Publication Data

Vivian, John.

The media of mass communication / John Vivian.—6th ed.

p. cm.

Includes index.

ISBN 0-205-33540-3

1. Mass media. I. Title.

P90 .V53 2002

302.23—dc21

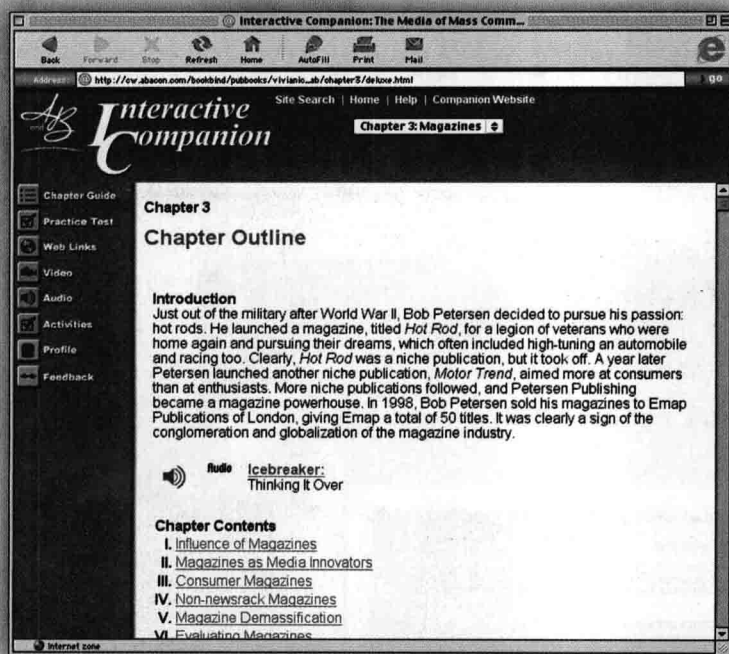
2001022606

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1 VHP 06 05 04 03 02 01

Credits can be found on pages 509–510, which constitute an extension of the copyright
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Introducing the Interactive Companion Web site for *The Media of Mass Communication*, 6/e



With the purchase of a new copy of Vivian's *The Media of Mass Communication*, 6/e, you'll get access to this PIN-code protected Web site **FREE** of charge. The Allyn & Bacon Interactive Companion Web site represents an exciting new study tool that uses the latest in multimedia to review, enrich, and expand upon key concepts presented in its companion textbook.

Using chapter highlights as its organizing structure, the Interactive Companion helps you apply what you've learned by presenting you with hundreds of links to audio and video clips, Web sites, activities, and practice tests. These links are annotated with brief descriptions that help you understand the value and purpose of each type of media in the context of the chapter.

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How will you benefit from using the Interactive Companion Web site?

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“

A major advantage of the Web site is that it allows students to connect with a wealth of learning support any time and any place. Professors can create a vast array of assignments and projects, knowing that all students – those in dorms and those commuting from home miles away, those with easy access to libraries and those who are more isolated – have the resources to complete the assignments and projects.

”

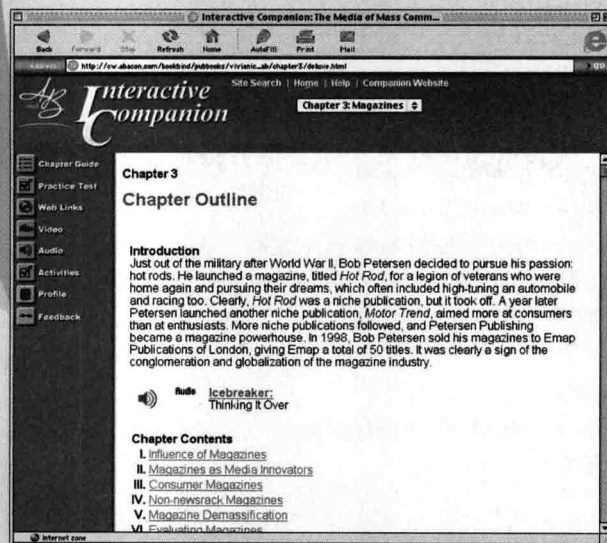
Anita Woolfolk
Educational Psychology Professor
The Ohio State University



Easy navigation that lets you study the way you want!



1. Each chapter begins with an attention-grabbing opener. **Click on the associated audio icon and you'll hear questions or issues framed around the chapter opener;** this allows you to hear as well as read about new concepts.
2. **Chapter learning objectives are linked to the various topic areas,** allowing you to go directly from what you need to learn in the chapter to the media assets that will help you learn this new information.
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4. **Every chapter ends with three items:**
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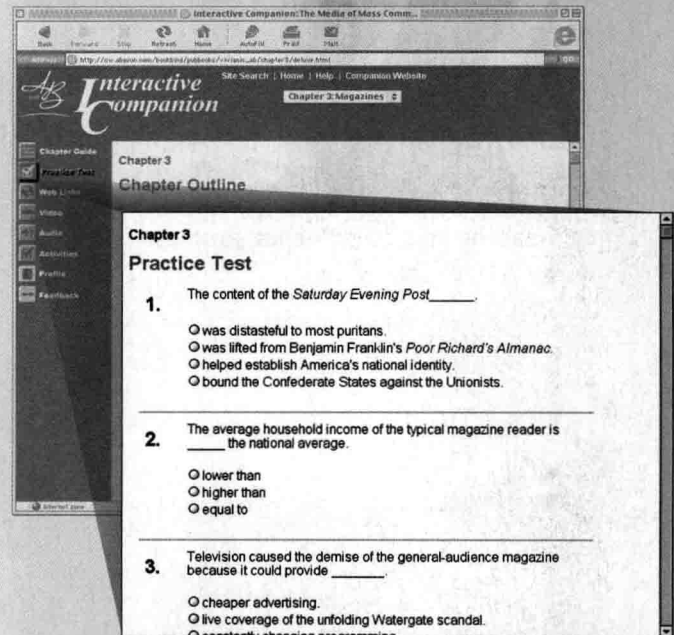
Interactive ways to prepare for that in-class exam and research paper!

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Click on a “Practice Test” icon and you’ll be able to test your understanding of the chapter material by completing a self-scoring practice test. You’ll receive immediate results and feedback from your test, allowing you to review your weak areas in preparation for the actual in-class exam.

“I think it’s great. You can take practice tests so that when you really get tested, you already know what to expect. I think it really contributes to your learning.
Gloria, age 27”

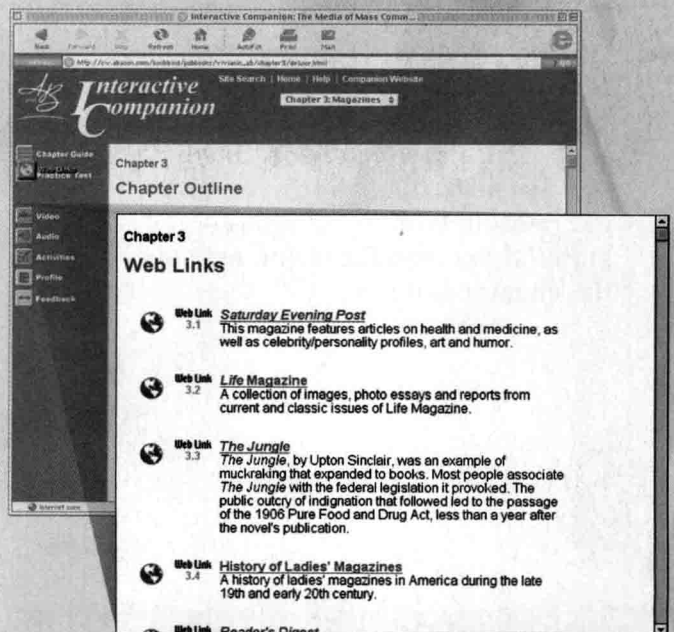


Web links



With the benefit of an Internet connection, by clicking on the “Web links” icon you’ll jump to current Web sites that provide you with additional information about the specific topics you’re studying. Web links are continuously monitored and updated by Allyn & Bacon, so you’ll always have the most current sites to access. This is a great resource for you to utilize when writing a research paper!

“These Web links help me find quality internet resources for the types of assignments required for class.
Debra, age 22”



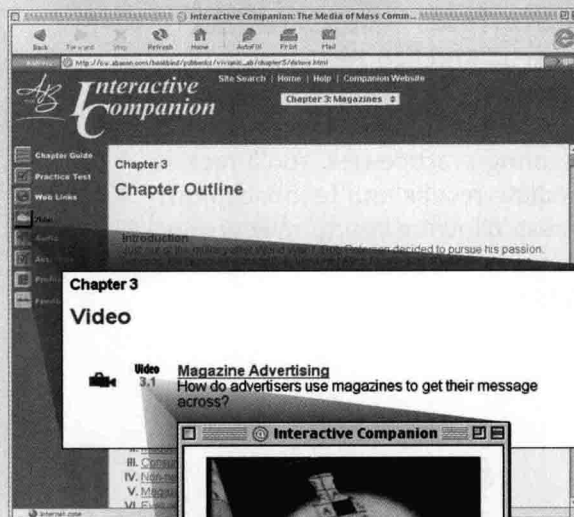
Information comes alive when you see it and hear it!

Video



Click on a **"Video"** icon and you'll be captivated by the **sights and sounds of video segments directly related to the material you just read.** These compelling video segments come from leading television news sources.

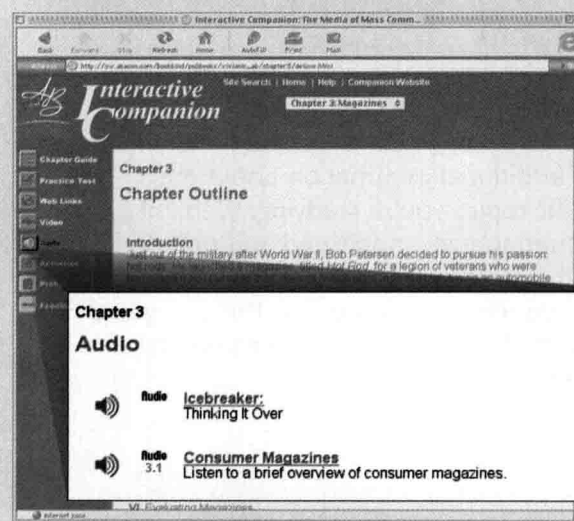
*"The audio, feedback, and videos help me understand each chapter."
Janel, age 40*



Audio



Click on an **"Audio"** icon and you'll hear either the author of the textbook or a specialist in the field speaking directly about concepts in the book. Often the **"voice"** will add **background information or give examples – material that enhances and extends the chapter material.**

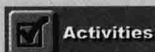


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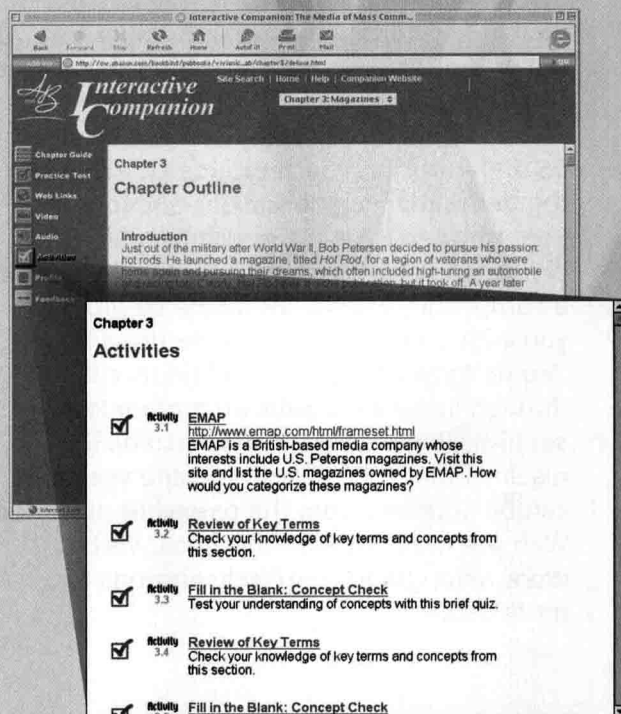
Activities give you more opportunities to test your level of understanding!

Activities



Click on an “Activities” icon and you can complete interesting activities directly related to the information presented in the textbook. **You’ll be asked to research, discuss, think critically, and more!**

“
I enjoyed using the Web site!
The matching games and the
vocabulary terms helped me
the most.
Andy, age 18
”



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By entering your profile on the site, you can avoid retyping it every time you need to submit homework. Once saved, the information will appear automatically whenever it's required.

Feedback

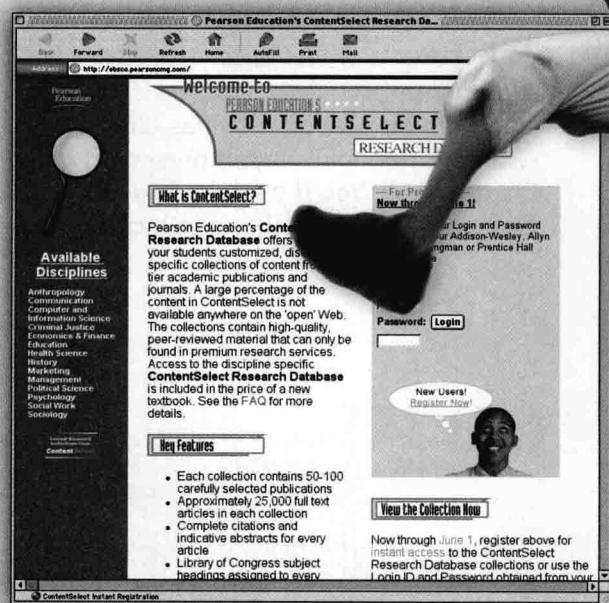
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We're committed to helping instructors with their technology needs! Let us help you piece it together!



When *The Media of Mass Communication* was introduced in 1991, it was an entirely new approach in mass communication education. Two Allyn and Bacon editors, Bill Barke and Steve Hull, had the vision to create the first full-color book in the field. It made sense. Media content had become colorful itself, with even traditionally black-and-white newspapers making the switch. Another original concept for the first edition was that it would help professors teach the media by using the media. Adopters, for example, were given a videotape of news items about the media. This was an expensive, risky new direction, but it found immediate success and the book, now through six U.S. and two Canadian editions, is easily the world's most-adopted textbook for introductory mass communication survey courses.

This new edition not only is a thorough update for a fast-changing field but is also significant in yet another way. An expanded companion web site, available free, is online at www.ablongman.com/vivian. You can take practice tests online and get immediate feedback. Exhaustive bibliographies, arranged with the most recent works first, can help with research papers. You will find special sections on media careers.

The web site is designed to take this edition to another level of “using the media to teach the media,” our motto since the first edition. The printed material is the core of the content, while the web site provides the energy and excitement of the media itself.

We also have used the web to address our disappointment over the years that there was more to tell than the confines of a 500-page book could accommodate. Two new chapters, one on visual communication, the other on media roles within political systems, are on the book's PIN-coded web site (www.abinteractive.com/login), which is available if you purchased a new copy of this book. On this site, look for the Interactive Companion. It's where you can find web links, activities, video and audio clips plus additional practice tests designed to enrich and reinforce your learning experience.

How This Book Is Organized

This book has three sections, each intended to examine a different aspect of the mass media.

The Mass Media: Chapter 1, “Mass Media,” provides a foundation for understanding the mass media and the dynamics that affect the messages that they transmit. The next eight chapters deal with each of the major mass media—books, magazines, newspapers, recordings, movies, radio, television and the web.

Mass Messages: Then come chapters on the major content forms disseminated by the media to mass audiences. These include news, public relations and advertising. A chapter on media research is also included.

Mass Media Issues: The rest of the book focuses on issues, including mass communication, media effects, the mass media and society, global mass media, media and governance, law and ethics.

Using This Book

This edition retains many of the popular features that have helped your predecessors master the subject.

- **Introductory Vignettes.** Chapters open with colorful descriptions about people who contributed significantly to the mass media or who exemplify important aspects of media operations.
- **Learning Goals.** Chapters begin with learning goals to help you guide your thoughts as you read through the chapters.
- **Study Previews.** Chapters include frequent summaries of the material in subsequent paragraphs. These study previews can help prepare you for the material ahead.
- **Running Glossary.** You will find glossary definitions in the margins, on the same page that the name or concept is introduced in the text.
- **Media Online.** The margins also contain hundreds of web addresses to guide your learning about the mass media beyond the textbook and the classroom.
- **Questions for Review.** These questions are keyed to the major topics and themes in the chapter. Use them for a quick assessment of whether you caught the major points.
- **Questions for Critical Thinking.** These questions ask you both to recall specific information and to use your imagination and critical thinking abilities to restructure the material.
- **Keeping Up to Date.** These sections list professional and trade journals, magazines, newspapers and other periodical references to help you keep current on media developments and issues. Most of these periodicals are available in college libraries.
- **Boxes.** Throughout the book, you will find four kinds of boxes that illustrate significant points. *Media People* boxes introduce personalities who have had a major impact on the media or whose story illustrates a major point of media history. *Media Abroad* boxes tell about practices in other countries to help you assess your own country's media performance. The *Media Databank* boxes contain tables to help you see certain facts about the mass media at a glance. The *Media Timeline* boxes will help you see the sequence of important media events at a glance.
- **Web Site.** You can go online for a great array of material designed especially to augment this edition (www.ablongman.com/vivian). The book's site includes review questions, glossaries, personality profiles, media abroad vignettes and even guidelines on how to build a media career, beginning with landing that first job. The additional PIN-coded site includes bonus chapters and the Interactive Companion (www.abinteractive.com/login).

Supplements

INSTRUCTOR SUPPLEMENTS

INSTRUCTOR'S RESOURCE MANUAL (IRM). This manual is designed to ease the time-consuming demands of instructional preparation, enhance lectures and provide helpful suggestions to organize the course. The IRM consists of helpful teaching resources and lecture enrichment including outlines, synopses, glossaries and an "at-a-glance" guide to the wealth of resources available in the package.

TEST BANK. The test bank includes more than 2,200 multiple choice, true/false, matching, fill-in-the-blank, short answer and essay questions.

COMPUTERIZED TEST BANK. The test bank is also available as an integrated suite of testing tools for Windows and Macintosh. Using the best-selling ESATEST III software, this computerized test bank allows instructors to edit, create and print tests using any combination of questions from the printed test bank.

INSTRUCTOR'S MULTIMEDIA RESOURCE CD-ROM. This multimedia resource is designed to provide, in one convenient location, the wealth of materials offered by Allyn and Bacon to enrich your teaching of the introductory mass communication course. The Instructor's Resource Manual and Test Bank are provided here in their entirety in an electronic format. Also included are art images from the text, the entire PowerPoint package, the Interactive Companion (also available on the PIN-coded web site) plus two bonus online text chapters.

TEACHING TOOL FOR THE INTERACTIVE COMPANION. This manual contains activities, teaching suggestions and test questions to help the instructor integrate the media assets in the Interactive Companion into his or her own teaching style and classroom environment.

THE ALLYN & BACON INTERACTIVE VIDEO PROGRAM. Thirty specially selected news segments include commentary and on-screen critical thinking questions that deal with a variety of media issues and problems to help you bring media issues to life in your classroom. Includes an accompanying video user's guide.

POWERPOINT PRESENTATION PACKAGE. This package consists of a collection of lecture outlines and graphic images keyed to every chapter in the text and is available on the web at www.ablongman.com/ppt.

ALLYN & BACON DIGITAL MEDIA ARCHIVE FOR COMMUNICATION VERSION 2.0. This collection of communication media images, video and audio clips, lecture resources and web links is available on CD-ROM for Windows and Macintosh and illustrates concepts in all areas of communication.

ALLYN & BACON MASS COMMUNICATION VIDEO LIBRARY. This library of videos, produced by Insight Media and Films for the Humanities and Sciences, includes full-length videos such as *Functions of Mass Communication*, *Making of a Newspaper*, *Illusions of News* and *The Truth about Lies*.

BLOCKBUSTER VIDEO GUIDE FOR INTRODUCTORY MASS COMMUNICATION CLASSES. This guide is intended to help teachers of mass communication use film and video to convey basic media concepts and historical facts or to illustrate complex media interrelationships.

ALLYN & BACON COMMUNICATION VIDEO LIBRARY. Contains a collection of communication videos produced by Films for the Humanities and Sciences (some restrictions apply).

STUDENT SUPPLEMENTS

INTERACTIVE COMPANION WEB SITE. This exciting new way to learn expands the traditional text by using the latest in multimedia. The Interactive Companion links the learning objectives established by the author to a wealth of media assets including video and audio clips, web links, activities and practice tests. Also featured are two bonus chapters, one on visual communication and one on media roles within political systems. This companion is available via a PIN-coded web site (www.abinteractive.com/login) to students who purchase a new text.

COMPANION WEB SITE. Updated and improved for the sixth edition, this web site (www.ablongman.com/vivian) includes links to media-related web sites including those featured in the text's Media Online boxes, media profiles, critical thinking questions from the Interactive Video and a complete online study guide including chapter objectives, practice tests and an online glossary. Also includes Careers in Media featuring links to various web sites specializing in media careers.

MEDIA LITERACY GUIDE. By Ralph Carmode of Jacksonville State University, this activity guide encourages your students to use critical thinking skills to develop an awareness and understanding of how and why media and their messages affect each of us.

MASS COMMUNICATION ON THE NET. By Ronald Roat, University of Southern Indiana, this booklet includes the basics of using the Internet, conducting web searches and critically evaluating and documenting Internet sources. It also contains Internet activities and URLs specific to the discipline of mass communication.

Acknowledgments

This book represents many new approaches for introducing students to the media of mass communication. The imaginative and far-sighted team at Allyn and Bacon deserves much of the credit for these innovations. When Bill Barke was editorial director, he chose to make this the most colorful and visually oriented text available for mass communication survey courses. Communication editor Steve Hull, who has a passion for the mass media, especially movies, and who shared Bill's commitment to make this book as colorful and interesting as the media themselves, organized the people and resources to see the project to completion. Joe Opiela, humanities editor, shepherded innovations that kept *The Media of Mass Communication* at the head of its field, including the accompanying web site.

Most of all, I am grateful to Karon Bowers, who took over as Allyn and Bacon's editor for the fifth edition. She knows the pulse beat of adopters, which helps me keep the book current with their needs. Just as important, Karon and her successor, Molly Taylor, continue the innovations that have marked *The Media of Mass Communication* since the beginning and aren't afraid to try innovations, like the extraordinary web accoutrements with this edition.

Since the first edition, *The Media of Mass Communication* has been noted for exceptional photos, tables and screen captures that underscore learning points. This edition outdoes its predecessors, thanks to the enterprise and imagination of Kate Cook at Allyn and Bacon and Anne Rogers and the team at Omegatype Typography,

Inc. Forty percent of the photos are new, some as current as the 2000 Florida presidential recount and the 2001 XFL launch.

The greatest ongoing contributions have been those of Carol Alper, developmental editor. She not only has applied her lively imagination and good sense to the book's content but also has coordinated all the complexities of moving the manuscript to production.

With this level of support from the publisher, it's no wonder that more than 400 colleges and universities have adopted *The Media of Mass Communication*. Nor is it any wonder that Canadian editions, with my coauthor Pete Maurin, have been well received.

At Winona State University in Minnesota, several colleagues have been generous in sharing ideas from their teaching and reviewing portions of the manuscript. I especially want to thank Mike Cavanagh, whose web savviness and wit yielded continuing insights, and John Weis, who also read portions of the manuscript and made valuable suggestions.

Among the students who have written thoughtful suggestions that have shaped this edition are Niele Anderson of Grambling State University; Krislynn Barnhart, Green River Community College; Mamie Bush, Winthrop University; Lashaunda Carruth, Forest Park Community College; Mike Costache, Pepperdine University; Scott DeWitt, University of Montana; James Grades, Michigan State University; Dion Hillman, Grambling State University; Rebecca Iserman, Saint Olaf University; Scott Wayne Joyner, Michigan State University; Nicholas Nabokov, University of Montana; June Siple, University of Montana; and Candace Webb, Oxnard College. Matt Smith, son of Allyn and Bacon editor-in-chief Paul Smith, collected numerous examples of media effects on young people that have found their way into this new edition.

I also appreciate the thoughtful suggestions of colleagues who reviewed the manuscript in whole or in part:

Edward Adams, Angelo State University	Debbie Chasteen, Mercer University
Ralph D. Barney, Brigham Young University	Danae Clark, University of Pittsburgh
Thomas Beell, Iowa State University	Jeremy Cohen, Stanford University
Robert Bellamy, Duquesne University	Michael Colgan, University of South Carolina
ElDean Bennett, Arizona State University	Ross F. Collins, North Dakota State University
Lori Bergen, Wichita State University	David Donnelly, University of Houston
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- Ralph Frasca, University of Toledo
Mary Lou Galician, Arizona State University
Andy Gallagher, West Virginia State College
Ronald Garay, Louisiana State University
Steve Grommesch, Winona State University
Donna Halper, Emerson College
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Donald K. Wright, University of South Alabama
Alan Zarembo, Northeastern University
Eugenia Zerbinos, University of Maryland

Keeping Current

To you, as a student, I want to emphasize that this book is a tool to help you become a more intelligent and discerning media consumer. If you plan on a media career, the book is intended to orient you to the courses that will follow in your curriculum. This book, though, is only one of many tools for staying on top of the subject for many years to come. A feature at the end of every chapter, “Keeping Up to Date,” has tips on how to keep current even when your course is over.

Stay in Touch

Please feel free to contact me with questions and also ideas for improving the next edition. My e-mail is jvivian@winona.msus.edu. My address is Route 1, Box 32, Lewiston, MN 55952. My phone: (507) 523-2294.

May your experience with *The Media of Mass Communication* be a good one.

—John Vivian