media/impact

An Introduction to Mass Media

Fourth Edition

Shirley Biagi

Media/Impact

AN introduction TO MASS MEDIA

FOURTH EDITION

SHIRLEY BIAGI

California State University, Sacramento

Your students' gateway to momentous change . . . as it happens!
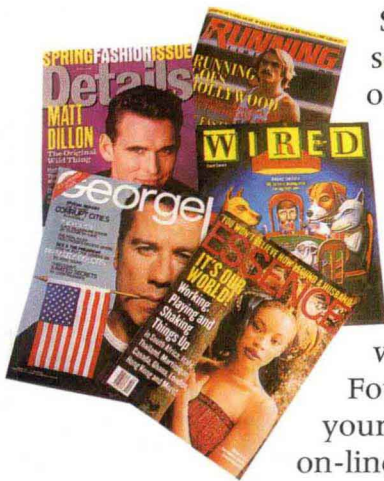
Shirley Biagi captures the many faces of today's mass media so effectively that your students come away from this book not only with knowledge of emerging and established media but also with a real sense of the big picture—a grasp of the interplay between the mass media and economic, social, political and cultural forces.

Going way beyond the coverage in other texts, this edition now includes an additional chapter ("New Media, On-line Media and the Web"), treating these emerging media with the same depth and attention as the traditional media. This Fourth Edition of *Media/Impact* is also your students' gateway to the latest on-line news and research. Throughout every chapter, students are guided to hot topics and emerging information on the web.

Current, probing, accurate . . . this Fourth Edition includes:

- A new introductory chapter that describes how today's changing and emerging media affect the individual, plus new "Impact/On You" boxes
- An extensive, new Chapter 9 describing digital technologies and the Internet
- Greatly expanded material covering the mass media's impact on social issues
- "Watching the Web" sections that offer quality URLs for student exploration
- New "Impact/Technology" boxes with perspectives on the latest trends
- New "TimeFrames" for each medium that feature significant dates and milestone events
- New "Impact/Point of View" boxes that stimulate class discussion

Plus, the most exciting collection of instructor materials and classroom technology ever offered for this course!

P R E V I E W
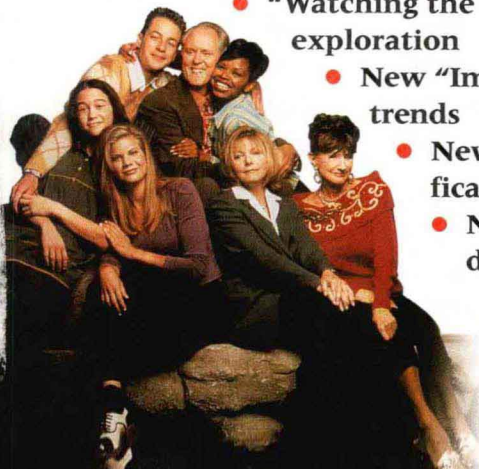
A new introductory chapter and "Impact/On You" boxes impress students with the relevance of media topics to the individual . . .

"You in the New Information Age," a compelling new Chapter 1, brings home to students the very personal, everyday ramifications of how the new media landscape affects them.

Found throughout the book, new "Impact/On You" boxes continue this edition's emphasis on bringing issues to the student's doorstep. "Impact/On You" topics include interesting, newsy developments showing how the media are changing the way they do business to cater to their many audiences.

Who will ride the next avalanche of bits on the (information) super*highway*—and who will be buried under it?

George Gilder, futurist

What's Ahead

Understanding the Communication Process

Taking Advantage of the Information Superhighway

How the Communications Network Will Function

How the New Communications Network Is Different

Five Challenges for the New Network

When Will the New Communications Network Happen?

Understanding the Information Age

Understanding the Mass Media Industries: Three Key Themes

I M P A C T on you

Do the Movies Cause Teenagers to Smoke?

By Richard Klein

Toward the end of the hit film comedy "My Best Friend's Wedding," Julia Roberts is hunched on the floor of a hotel hallway, her back propped against the door. The man she wants to marry is in the room getting news of her betrayals. We see her extract—from her bra, it appears—a pack of Marlboros. Hesitantly, shakily she lights a cigarette. The viewer is supposed to see the cigarette and her nervous smoking as a visible counterpart to the panicky feelings of imminent loss that are sweeping over her. She's about to explode, and this cigarette, as it often is in films, is a fuse. Utterly desolate, out of the cold, Ms. Roberts never looked more appealing, huddled around a brief flame and warming
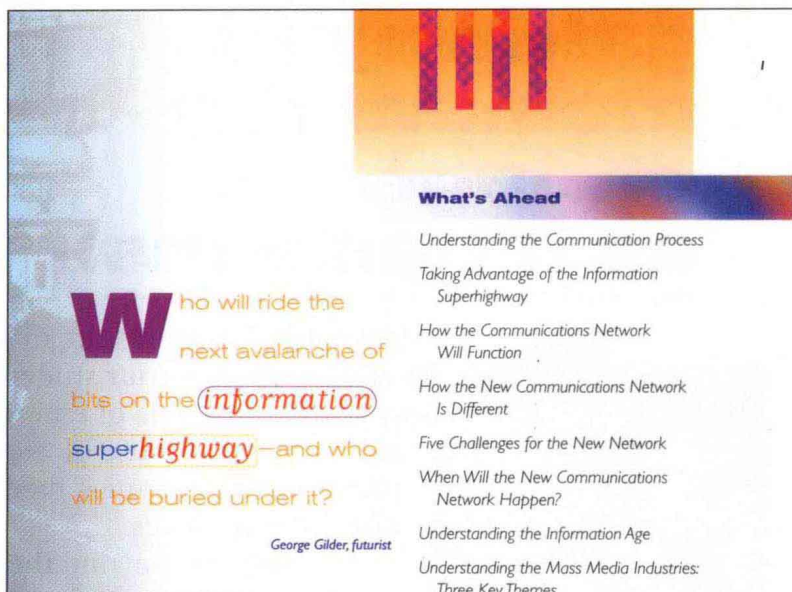
cinder, smoke steaming glamorously from her nose.

Smoking, once again, is hot in the entertainment media. Half the movies released between 1990 and 1995 featured a major character who chose to light up on screen, a significant increase compared with 29 percent in the 1970's, according to a recent study at the University of California, San Francisco. And the trend appears to be accelerating. In her syndicated column . . . Hillary Rodham Clinton noted that 77 percent of all films last year had scenes depicting smoking, as did every film nominated for best picture at the Academy Awards. She went on to denounce films that "equate

Photodisc, Inc.

smoking with status, power, confidence and glamour." Mrs. Clinton cites these facts in order to blame Hollywood for an increase in teenage smoking, "despite," she says, "the best efforts of parents and teachers to educate children about the dangerous effects of tobacco."

There can be no doubt about those efforts. In the last four and

Imagine an appliance that's as easy to use as the telephone, with pictures and sound, offering a massive choice of information, entertainment and services whenever you want them. You can use this appliance to:

- Watch your favorite program whenever you want to see it
- See a first-run movie and have an on-screen dialog with the movie's producer about her latest movie release
- Order food delivered from a local restaurant
- Play the newest video game online with three people you've never met
- Conduct research for your college term paper
- Make airline reservations for a trip home during semester break
- Transfer funds from your savings account to your checking account to cover checks you wrote today

With all of these services, you decide what time you want to use them.

. . . and new "TimeFrames" give historical perspective

"TimeFrames" for each of the mass media ground students with significant dates and milestone events so they can place new information into historical perspective.

T I M E F R A M E

Today to 1978: Digital media brings the world to your desktop

TODAY The Internet is causing an explosion of new media development.

1998 One in four U.S. households is on-line.

1997 Roger Fidler invents the term "mediamorphosis" to describe the changes taking place in every media industry simultaneously.

1996 On-line advertising reaches $200 million.

1995 The movie *Disclosure* popularizes the concept of virtual reality.

1994 Marc Andreessen and his colleagues at the University of Illinois introduce Mosaic, a browser that allows people to combine pictures and text in the same on-line document. (Netscape is today's most popular browser.)

**1989** Tim Berners-Lee develops programming languages that

allow people to share all types of information on-line and the first browser, which allows people to search on-line for the information they want.

1988 Only 1 percent of U.S. households is on-line.

1978 Nicholas Negroponte at the Massachusetts Institute of Technology uses the term "convergence" to describe the intersection of the media industries.

Even more attention to social issues and the media . . .

A greatly expanded and revised Chapter 12, "Mass Media and Social Issues" now focuses exclusively on the very powerful effects that the mass media have on our society. Within the chapter, an interesting new section, "Multiculturalism and the Mass Media," describes how media attention to diverse cultures is being handled by both mainstream and special audience media outlets. Another new section, "Alternative Lifestyles and the Mass Media," offers current information on how portraying gay and lesbian social issues presents many challenging problems for print and broadcast media.
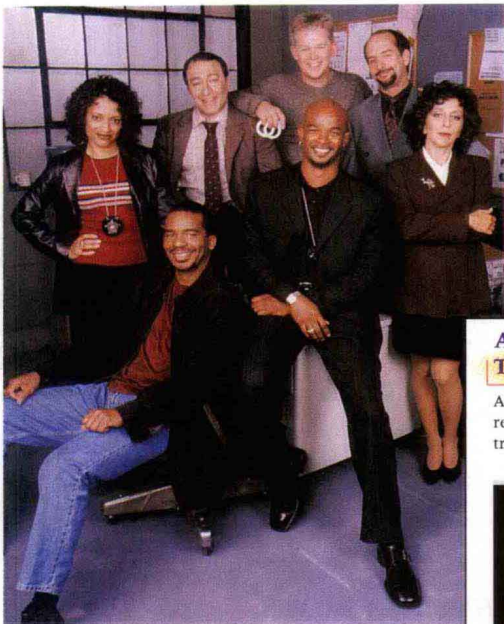
The implication in Modleski's research is that women who read romance novels will believe they should act like the women in the novels they read. A stereotype that has existed since 1740 is unlikely to change quickly.

MULTICULTURALISM AND THE MASS MEDIA

In the year 2000, the U.S. census will allow Americans to use more than one racial category to describe themselves, and the categories have been changed to reflect America's changing face. In the past, people were forced to choose ... ; Asian or Pacific ...er—specify in writing." ...ecked "Other"—nearly

ALTERNATIVE LIFESTYLES AND THE MASS MEDIA

An understanding of the media portrayals of Americans' diverse lifestyles received extra attention in 1997, when the television program *Ellen* portrayed two women exchanging a romantic kiss. Although promoted as the
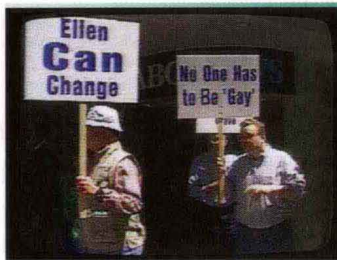
The alternative lifestyle portrayed by the ABC program *Ellen* prompted this protest outside the network's offices.

. . . plus, new "Impact/Point of View" boxes that get students thinking critically and discussing the issues

"Impact/Point of View" boxes throughout the book offering provocative, short essays on contemporary media topics are sure to draw your students into heated debate.

IMPACT
point of view

Magazine Ads Should Portray People of Color More Accurately

By Lawrence Bowen and Jill Schmid

For most of its life as a nation, America has been referred to as the world's "melting pot." The emphasis has been on the "melt"—not what was in the pot. *E Pluribus Unum* was to be both motto and model, with acculturation and assimilation the keys to nation building. Institutional imperatives called for an "integrated" society where people of color could work together and live in harmony. Mass media, in general, and advertising, in particular, were seen as

important windows on the melting pot, where progress, or the lack thereof, would be readily apparent. Television brought the window into America's living room, and a number of window gazers were quick to point out that the view was suburban, predominantly young, white, and middle class. . . .

In the past decade, we've seen the "melting pot" metaphor challenged by multiculturalists calling for separate but equal approaches of life, liberty, and the pursuit of happiness. It's likely that something like "peaceful coexistence" or "different strokes for different

folks" may eventuate, but meanwhile, many are caught between the pot and those who would stir it. Not the least among them are those marketers and their advertising agencies who must serve up appealing images that are politically correct and racially sensitive, images that motive us to buy. . . .

Overall, it is encouraging to note greater use of African Americans in mainstream magazine advertising. Simple inclusion is a necessary first step, but it does not equal integration or fair representation. Asians and Latinos are still woefully under-represented. Moreover, there are few advertise-

Emerging technology and new media share the stage with traditional media

A new Chapter 9, "New Media, On-line Media and the Web," focuses on how the contributions of digital technology and the Internet are transforming traditional media. Going way beyond coverage in other texts, this comprehensive chapter treats emerging media with the same depth and attention that is given to established media.

New "Impact/Technology" boxes throughout—These new perspectives on the latest technological trends emphasize the importance of technology to emerging and established media.

> "**Nobody ever designed the (Web.)** There are no rules, no laws."
>
> Craig McKee, Department of Sociology and Anthropology, Carleton University, Ottawa, Canada, who maintains his own website.

> "**The** Internet is the new frontier of American life, the electronic equivalent of the Wild West," writes David Shaw, media critic of the *Los Angeles Times*. "About the only point on which even the pioneers in this still primitive digital culture seem to agree is that virtually everything being done now . . . will either have to change radically or fail."[1]
>
> The Internet is actually a combination of thousands of computer networks sending and receiving data from all over the world—competing interests joined together by a common purpose, but no common owner. "No government or commercial entity owns the Net or directly profits from its operation," notes information designer Roger Fidler. "It has no president, chief executive officer, or central headquarters."[2]
>
> In its global size and absence of central control, the Internet is completely different from traditional media. Originally developed to aid communication among researchers and educators (see Chapter 1), the Internet has "evolved in a way no one planned or expected," says Fidler. "Important

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IMPACT TECHNOLOGY

High Court Strikes Down Internet Smut Law

By Edward Felsenthal and Jared Sandberg
Staff Reporters of *The Wall Street Journal*

The Supreme Court has called off the traffic cops on the information superhighway.

The court struck down a federal law designed to keep smut off the Internet, making it much harder for Congress and states to keep Internet users from saying and doing whatever they want.

The 7-2 decision, which praised the vast democratic potential of cyberspace, concluded that it is entitled to the fullest possible free-speech protection. But the ruling could allow for some narrow, carefully designed regulations to protect Internet users from copyright violations, invasions of privacy and consumer fraud.

"The interest in encouraging freedom of expression in a democratic society outweighs any the-oretical but unproved censorship," Justice Stevens wrote for the

Industry executives and free speech advocates w "The Supreme Cou the First Amendme 21st century," said Berman, executive the Center for Dem Technology. Attorn Ennis, who represe odd groups challen called the ruling "t certificate of the In

The ruling strikes called Communicat Act, a provision of t Telecommunication made it a crime to t cent" material to mi able by two years in $250,000 fine. Alth didn't explicitly hol vices responsible fo transmitted by users they could be found indecent material tu site they promoted.

Excerpts from the Ruling

- *Through the use of chat rooms, any person with a phone line can become a town crier with a voice that resonates farther than it could from any soapbox. Through the use of Web pages, mail exploders, and newsgroups, the same individual can become a pamphleteer.*
- *We presume that governmental regulation of the content of speech is more likely to interfere with the free exchange of ideas than to encourage it.*
- *Moreover, the Internet is not as 'invasive' as radio or television. . . . Users seldom encounter content 'by accident.'*
  —Justice John Paul Stevens striking down the Communications Decency Act

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IMPACT/TECHNOLOGY BOXES:

- The Dawn of Technomania
- Communication's New Frontier
- The Renaissance of the Daily Newspaper
- Magazines That Help Surfers to Surf
- Jeff Bezos Puts the Book Business On-line at Amazon.com
- Radio Waves to the Future
- So What Exactly Is Digital Television?
- Hollywood Goes After Internet Pirates
- From Big Screen to Your Screen
- The Web's View of a Ballpark in Progress
- Oh, Baby, Baby! Audiences Go Goo-goo over *Ally McBeal*'s Dancing Tyke
- Knock, Knock! Who's There? Noisy New Internet Ads
- Public Relations Plugs into an On-line World of Information
- High Court Strikes Down Internet Smut Law
- Internet Gossip Columnist Drudge Defends His Online Ethics
- World Treaties for Internet Copyrights: 'Cornerstone' for the Information Age
- Japan's New Heartthrobs Are Sexy, Talented and Virtual

PREVIEW

So many features make this best-seller unique

World Wide Web is Tim
...ree in physics (see
...va, Switzerland, at the
...eral new programming

**TML (hypertext markup
...ocol)** that allowed people
...ation electronically and also
...urce of information to an-
...n the Web's early days, but
...r own Web pages without

...nisms that would allow
...ally, Berners-Lee gave this
...riginal goal was working to-
...was supposed to be a cre-

...allows people to search elec-
...y want. The browser was fur-
...at the University of Illinois,
...which allowed people to put
...e of the successors to Mosaic
...d commercial browser.
...rch engine. This is a tool
... Some familiar search en-
... devices turn your typed
...go and search for what you

...Berners-Lee and
...domain, which meant that
...nload them from the

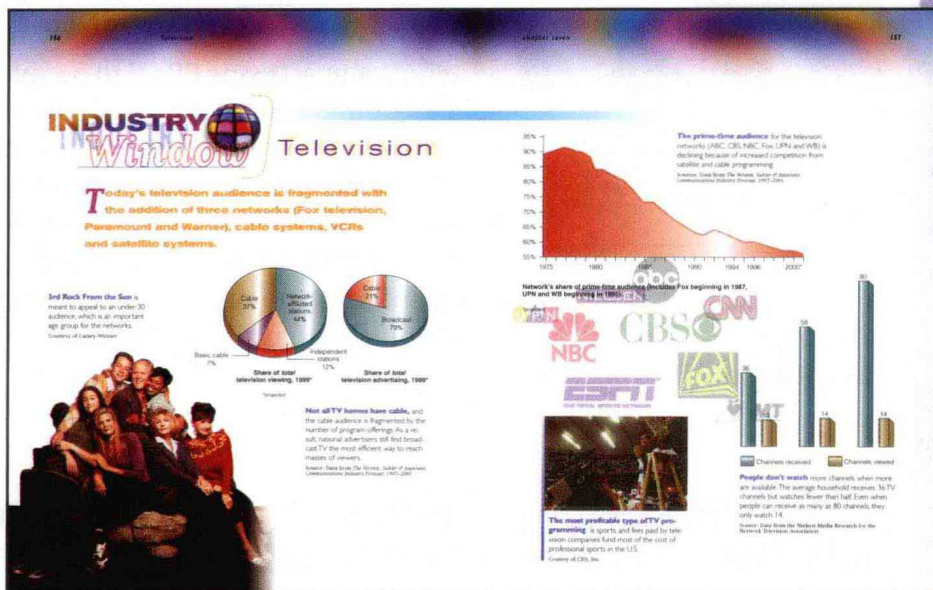**HTML** hypertext markup
language.

HTTP hypertext transfer
protocol.

links electronic connections
from one source of information
to another.

browser software that allows
people to search electronically
among many documents to find
what they want on-line.

search engine the tool used
to locate information in a com-
puter database.

A new, running glossary in the margins gives students immediate access to definitions of terms as they read about them in the text. This edition's Media Glossary has been completely updated, including the latest terms to enhance students' digital vocabulary.

Nine totally redesigned Industry Windows summarize the major features of each media industry, giving students a solid base of knowledge.

Impact/Profiles throughout the text feature the contributions of significant people—Ida Tarbell, Ernie Pyle, Edward R. Murrow, Tim Berners-Lee and others—who have shaped the development of the mass media.

IMPACT

profile
Tim Berners-Lee: The Man Who Invented the Web
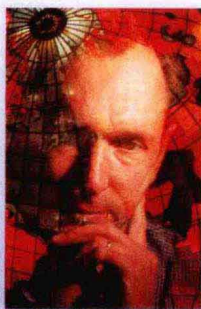
By Robert Wright

You might think that someone who invented a giant electronic brain for Planet Earth would have a pretty impressive brain of his own. And Tim Berners-Lee, 41, the creator of the World Wide Web, no doubt does. But his brain also has one shortcoming, and, by his own account, this neural glitch may have been the key to the Web's inception.

Berners-Lee isn't good at "random connections," he says. "I'm certainly terrible at names and faces." (No kidding. He asked

first two hours of conversation.) Back in 1980 he wrote some software to help keep track of such links—a memory substitute." The rest is history. This prosthetic extension of his mind took a vast evolutionary leap a decade later, and then grew to encompass the world. It is the reason that today you can be online looking at a photo, then mouse-click on the photographer's name to learn about her, then click on "Nikon" to see the camera she uses—traveling from computers in one end of the world to those in another with no sense of motion.

Berners-Lee is the unsung—or ...—hero of the

Student Resource Guide

GLOSSARY OF MEDIA TERMS

MEDIA RESEARCH DIRECTORY

END NOTES

Excellent coverage of the global media— Chapter 16—gives your students international perspective! This chapter has been completely updated and enhanced.

A comprehensive Student Resource Guide at the end of the text includes an alphabetical listing of web site resources for media information—all organized for easy reference.

A full-service website connects you and your students to new teaching information and hot topics

COMMUNICATIONS CAFÉ
www.wadsworth.com/communications

Media/Impact—together with the exciting range of web services available on Communications Café—offers you a truly interactive learning system. And the best news of all . . . site access is FREE to adopters and their students. The Communications Café resource center features a wealth of on-line material linked directly to this text, plus: links to interesting sites relevant to the mass media and all other major communications disciplines, links to communications organizations, news and discussion, a comprehensive catalog featuring information on Wadsworth's large selection of communications titles, information about available videos, ordering information, and links to Wadsworth editors.

New "Watching the Web" sections in this Fourth Edition

Now included at the end of every chapter, this edition's "Watching the Web" sections guide students to quality research on the web.

WATCHING THE WEB

- **BBC News**
  http://news.bbc.co.uk/default/htm
- **Canadian Broadcasting Corporation (CBC) Newsworld**
  http://www.newsworld.cbc.ca
- **The Electronic Telegraph**
  http://www.telegraph.co.uk/
- **The Exile (from Moscow)**
  http://www.exile.ru/index/htm
- **Jerusalem Post**
  http://www.jpost.co.il
- **Mediapolis**
  http://mediapolis.es/
- **World Net Daily**
  http://www.WorldNetDaily.com

And now, you can create your own dynamic website with Thomson World Class Course!

This service to adopters of Biagi's *Media/Impact* offers you the ability to create a unique website for your course and to immediately post it on an existing server—all without the investment of time and resources—either yours or your school's—in technology or support. You can post course information, office hours, contact information, related-interest links, lesson information (by lesson, day or week), assignments, related readings, sample tests or quiz questions, grade postings, and any other categories you choose. You can also link to web content, including student review and enrichment material from Wadsworth. If you can use a word processor and access the Internet, you can create your own World Class Course website! Learn more at: http://www.worldclasslearning.com

InfoTrac College Edition—A fully searchable on-line library of current periodicals correlated with exercises in this book!
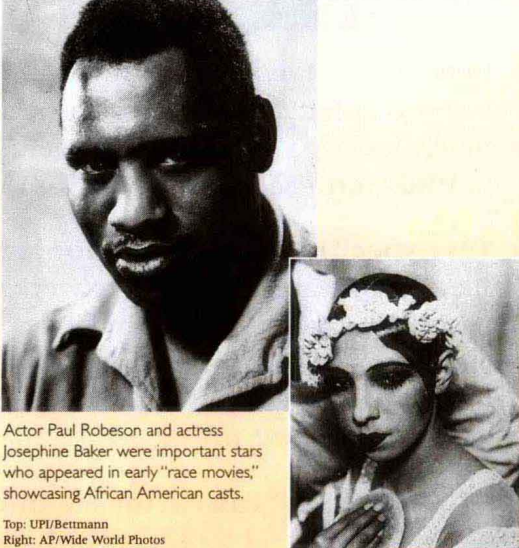
Bundle 0-534-77226-9

Available for cost-effective bundling with each copy of this text, InfoTrac College Edition is an on-line library that gives students access to full-text articles from more than 600 popular and scholarly publications. In each chapter of this Fourth Edition, *Media/Impact* contains research exercises that ask students to expand their knowledge by accessing articles from InfoTrac College Edition.

Unlimited use for one academic term

If you decide to bundle InfoTrac College Edition with this book, both you and each of your students receive personal account identification numbers that allow unlimited use of InfoTrac College Edition for the duration of one academic term. Your students will even be able to print complete articles whenever it's convenient for them!

A virtual library—updated daily

Opening the door to the full text and images of countless articles, this virtual library is expertly indexed and ready to use. InfoTrac College Edition is updated daily with articles going back as far as four years. Access through a simple interface quickly and seamlessly gives you and your students the answers you need. Developed by Information Access Company, InfoTrac College Edition is available exclusively from Wadsworth. (Please contact your ITP representative for policy, pricing and availability. International and school distribution is limited.)

Actor Paul Robeson and actress Josephine Baker were important stars who appeared in early "race movies," showcasing African American casts.

Top: UPI/Bettmann
Right: AP/Wide World Photos

whites in blackface cavorted on-screen. African Americans formed their own production companies, making hundreds of features and shorts.

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InfoTrac College Edition Search

To learn more about this topic, you can conduct an electronic search. *Hint:* If you are using *InfoTrac College Edition*, enter the following search terms: Black cinema, Black films, Paul Robeson, Race movies.

P R E V I E W

Presentation tools, lecture-launching videos . . . everything for your classroom

CNN Mass Communication Today Video—Now, you can launch your lectures with riveting news footage on mass media topics! FREE to adopters, this exciting 45-minute video features clips from CNN broadcasts that are directly tied to the contents of Biagi's *Media/Impact*. The video is divided into segments ranging from one to seven minutes in length. Each segment is narrated by a CNN personality. Every year for the next three years, adopters will receive a new video containing current, timely footage. Produced by Turner Learning, Inc., these videos are available exclusively to Wadsworth adopters. 0-534-54813-X

Text-specific PowerPoint® for lectures with punch!—FREE to adopters, this text-specific software is designed to work with the *PowerPoint®* presentation program. Includes: professionally created text and images to illustrate important concepts in this text—plus graphs and tables. The built-in flexibility lets you add your own slides, make changes to or delete existing slides and rearrange slide order. Now on one cross-platform. CD-ROM: 0-534-54817-2
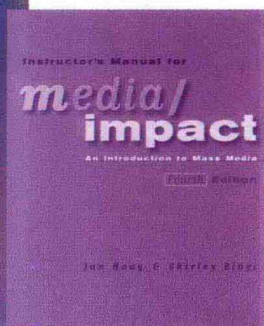
Instructor's Manual with Test Items—by Jan Haag and Shirley Biagi. A totally revised manual that includes complete lecture outlines, multiple choice and essay test questions, suggested student assignments, InfoTrac College Edition exercises and a correlation guide of CNN videos for classroom use. 0-534-54812-1

World Class Testing Tools—A fully integrated suite of test creation, test delivery and classroom management tools that features all the test items found in the *Instructor's Manual!* You can generate tests randomly, select specific questions, and write or import your own questions. The tutorial feature allows students to answer sample test questions and receive immediate feedback as to why a particular answer was wrong. Windows: 0-534-54814-8. Macintosh: 0-534-54815-6

The Wadsworth Communication Video Library—Choose from a varied selection of videos featuring topics covered in communications courses. Your Wadsworth/ITP representative will be happy to provide a complete list of titles. Videos are complimentary to qualified adopters based on adoption size.

Mass Communication Videotape, "The Effects of New Technologies"—Case studies in the history, development and implications of the electronic age. Complimentary to adopters based on adoption size. 0-534-25832-8

Some restrictions may apply. Please contact your local ITP representative for more information.

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

- *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

- *Impact/Technology,* 17 new perspectives on the latest trends, including forecasts for the media's digital transformation.

IMPACT
point of view

- *Impact/Point of View,* offering provocative short essays throughout the book on contemporary media topics to stimulate critical discussion.

IMPACT
profile

- *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.

TIMEFRAME

- *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 reearch.

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:

INDUSTRY
Window

- 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 Wadworth 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 Spielberger, 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.

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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

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About the Author

Shirley 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.

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