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# MASS MEDIA

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98/99

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# MASS MEDIA 98/99

*Fifth Edition*



Editor

**Joan Gorham**

West Virginia University

Joan Gorham completed her undergraduate work at the University of Wisconsin and received masters and doctoral degrees from Northern Illinois University. She is currently associate dean for academic affairs in the Eberly College of Arts and Sciences and a professor of communication studies at West Virginia University. Dr. Gorham is the author of *Commercial Media and Classroom Teaching* and has published numerous articles on communication in instruction. She has taught classes dealing with mass media and media literacy at the high school and college levels, as well as for teachers throughout the state of West Virginia.

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Fifth Edition

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Members of the Advisory Board are instrumental in the final selection of articles for each edition of ANNUAL EDITIONS. Their review of articles for content, level, currentness, and appropriateness provides critical direction to the editor and staff. We think that you will find their careful consideration well reflected in this volume.

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# To the Reader

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In publishing ANNUAL EDITIONS we recognize the enormous role played by the magazines, newspapers, and journals of the *public press* in providing current, first-rate educational information in a broad spectrum of interest areas. Many of these articles are appropriate for students, researchers, and professionals seeking accurate, current material to help bridge the gap between principles and theories and the real world. These articles, however, become more useful for study when those of lasting value are carefully *collected, organized, indexed, and reproduced* in a *low-cost format*, which provides easy and permanent access when the material is needed. That is the role played by ANNUAL EDITIONS. Under the direction of each volume's *academic editor*, who is an expert in the subject area, and with the guidance of an *Advisory Board*, each year we seek to provide in each ANNUAL EDITION a current, well-balanced, carefully selected collection of the best of the public press for your study and enjoyment. We think that you will find this volume useful, and we hope that you will take a moment to let us know what you think.

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According to the results of a 1994 survey by Veronis, Suhler, and Associates, the average American spends 3,295 hours each year—the equivalent of 137 days or 82 40-hour work weeks—consuming mass media messages. Of these hours, 1,539 are spent watching television, 1,061 listening to the radio, 261 listening to recorded music, 168 reading newspapers, 99 reading books, 84 reading magazines, 51 watching videos at home, 11 watching movies in theaters, and 21 playing video games. Along with schools, the church, and the family, mass media have great potential for shaping American society. And, just as schools and families have been blamed for a variety of society's ills, these media have taken their fair share of heat.

The mass media are a part of the fabric of American society. Learning how to critically evaluate media messages—asking, Who created this message? What is its intent? How objective is it? How does what I am seeing or hearing reflect and/or shape real-world realities?—is a part of being literate in today's society. The organization of these readings reflects this media literacy perspective. Unit 1 introduces concerns that have been raised about the impact of mass media use and content on children, on daily living, and on society. Unit 2 explores media as sources of news and information, along with the public's changing attitude toward news coverage. Unit 3 introduces questions of media ethics. Unit 4 addresses the relationships among advertising, media content, and popular culture. Finally, unit 5 takes a look ahead at the shape of tomorrow's media.

New to this edition are *World Wide Web* sites that can be used to further explore the topics. These sites are cross-referenced by number in the *topic guide*.

You will find that the writers included in this collection frequently use television as a reference point in describing how mass media messages are shaped and interpreted. This is a reflection of the media focus of the public press and of television's rapid acceptance and continuing presence as the "massest" of mass media. Most of the articles, even those that

are primarily descriptive, include an editorial viewpoint and draw conclusions or make recommendations with which you may disagree. These editorial viewpoints are more frequently critical than they are complimentary. They are not necessarily my opinions and should not necessarily become yours. I encourage you to debate these issues, drawing from the information and insights provided in the readings as well as from your own experiences as a media consumer. If you are an "average" American, you have spent a great deal of time with mass media. Your own observations have as much value as those of the writers whose work is included in these pages.

The articles selected for inclusion in this fifth edition of *Annual Editions: Mass Media* reflect three issues of particular concern in the late 1990s. The first is the ongoing debate over the degree to which the U.S. government and legal system should rightfully be involved in regulating either media messengers or media messages. The second is a rekindled debate over ethics in news coverage, over how news is selected and packaged, and over the appropriate response to rising disinterest in "hard news" among media consumers. The third is a heightened awareness of a media landscape profoundly altered by corporate mergers and technological change.

As always, those involved in producing this anthology are sincerely committed to including articles that are timely, informative, and interesting reading. We value your feedback and encourage you to complete and return the postage-paid *article rating form* on the last page of the book to share your suggestions and let us know your opinions.



Joan Gorham  
Editor

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## UNIT 1

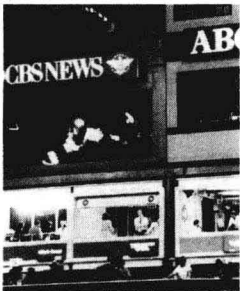


### Living with Media

Eleven articles discuss the impact of mass media on daily living and on society.

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Selected World Wide Web Sites	4
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1. TV without Guilt: Group Portrait with Television, David Finkel, <i>The Washington Post Magazine</i> , January 16, 1994. David Finkel presents a portrait of life in one American family—the Delmars—and <i>the impact of television</i> on the rhythms of its <i>daily routines</i> .	8
2. The X Factor, Carl Sessions Stepp, <i>American Journalism Review</i> , November 1996. Carl Sessions Stepp describes <i>media-use habits of young adults</i> and offers advice to <i>news media</i> seeking to capture the attention of Generation X consumers.	14
3. Television Is Losing Its Largest Viewing Audience, Frank Conaway, <i>USA Today Magazine (Society for the Advancement of Education)</i> , May 1997. Americans over the age of 50, who traditionally watch more television than any other group, are increasingly critical of television programming. Frank Conaway summarizes the results of a study conducted by the <i>Primetime Advisory Network (PLAN)</i> , concluding with advice to networks and <i>advertisers</i> that they not ignore the realities of the <i>mature marketplace</i> .	17
4. Maybe Younger Isn't Better, Douglas Gomery, <i>American Journalism Review</i> , May 1997. Douglas Gomery describes CBS's move to position itself as the network of choice for 50-something <i>baby boomers</i> and the <i>advertisers</i> who want to reach them.	19
5. The Last Gasp of Mass Media? Joshua Levine, from <i>Impact of Mass Media: Current Issues</i> , Longman Publishing, 1995. Joshua Levine focuses on the shift from mass circulation to <i>special interest magazines</i> , and from broadcasting to <i>narrowcasting</i> in television programming, as advertisers look for means of <i>target marketing</i> select consumer groups.	21
6. So Big: The Telecommunications Act at Year One, Neil Hickey, <i>Columbia Journalism Review</i> , January/February 1997. The <i>1996 Telecommunications Act</i> was heralded as ushering in a new information age. A year after its enactment, Neil Hickey analyzes the act's impact on <i>media ownership</i> , <i>news bias</i> , community service, and <i>diversity of choice</i> .	24
7. Gendered Media: The Influence of Media on Views of Gender, Julia T. Wood, from <i>Gendered Lives: Communication, Gender, and Culture</i> , Wadsworth, 1994. Julia Wood contends that media exert a powerful influence on how we view men and women, minorities, and the elderly. The <i>effects of media's images</i> on male/female roles and interactions, perceptions of our bodies, and abuse of and violence against women are explored.	30

## UNIT 2



### Covering News

The ten articles in this unit provide critical perspectives on news gathering and how it is delivered to the public.

8. **Bewitching Teen Heroines**, Ginia Bellafante, *Time*, May 5, 1997. 40  
In the face of criticisms that *television* consistently reinforces stereotypical female roles, Ginia Bellafante finds noteworthy examples of *smart, self-possessed role models for pre-teen and teenage girls*.
9. **The Context of Television Violence**, Ellen A. Wartella, *Carroll C. Arnold Distinguished Lecture*, November 23, 1996. 42  
Ellen Wartella, a participant in the National Television Violence Study, explores issues of violence in society, *violence in media*, the *V-chip*, and media *content ratings*. Arguing from a *feedforward perspective*, she challenges the television industry "to own up to the role it has played in lowering the threshold for real violence in our society."
10. **TV's Black Flight**, Christopher John Farley, *Time*, June 3, 1996. 52  
Christopher John Farley describes a shift in television entertainment programming that has largely separated "white programming" from "*minority programming*," segregating audiences who seek media images of themselves.
11. **Roll Over, Ward Cleaver**, Bruce Handy, *Time*, April 14, 1997. 54  
As Ellen DeGeneres comes out as a lesbian in both her personal life and on her television show, Bruce Handy looks at *television's* history of tackling *controversial social issues*.

### Overview 58

12. **Do You Believe What Newspeople Tell You?** Judith Valente, *Parade*, March 2, 1997. 60  
Judith Valente summarizes results of a survey conducted by the Roper Center that probed Americans' *attitudes toward news media*.
13. **Read All About It**, Elizabeth Gleick, *Time*, October 21, 1996. 64  
Downsizing, cost cutting, merging, and closing down have been recent themes among U.S. *newspapers*. As readership declines and *advertisers* shift their investments to other media, publishers find themselves redefining their niche and seeking *definable markets*.
14. **Designer Papers**, Alicia C. Shepard, *American Journalism Review*, December 1996. 67  
Design experts have revolutionized the look of America's *newspapers*, with color photos, graphics, and teasers defining newspapers' "new look." New relationships have been forged among reporters, editors, artists, and designers. Alicia Shepard looks at the pros and cons of current *trends in "information design."*
15. **"You News,"** Andie Tucher, *Columbia Journalism Review*, May/June 1997. 72  
Andie Tucher analyzes trends in *television news*, among them the changing balance of "*hard news*" versus "*soft news*"—or "news you need" versus "news you want"—and the different philosophies of ABC, CBS, and NBC news operations as they encounter declining *ratings for nightly newscasts*.

16. **Bringing News to the Masses**, Michael Rust, *Insight*, June 30, 1997. 78  
Media corporations are spending tens of millions of dollars to launch **all-news channels** that are reaching only a very small fraction of the viewing public. Critics wonder who will be served by this strategy.
17. **Parachute Journalism**, Sharyn Wizda, *American Journalism Review*, July/August 1997. 81  
Reporters understand the necessity of providing background to their stories, of helping news consumers understand where heroes and villains and issues come from, of giving news stories **context**. They also understand the necessity of writing on deadline. In this essay, Sharyn Wizda questions the degree to which **stereotypes** are created and reinforced in **news reporting**.
18. **The Seven Daily Sins of Television News**, Andrew Heyward, *Television Quarterly*, Volume 28, Number 4, 1997. 85  
CBS News President Andrew Heyward worries about **network news** losing viewers. While recognizing the effect of competition on declining interest in the news, he also blames seven **trends in covering news**: imitation, predictability, artificiality, laziness, oversimplification, hype, and cynicism.
19. **Tales from the Trail**, James McCartney, *American Journalism Review*, October 1996. 89  
**Covering presidential elections** is among the responsibilities held most sacred among journalists. Reporters develop strong relationships with candidates and their press managers over the course of a campaign. James McCartney reviews the peculiarities of what members of the press corps observe, and what they do and do not report.
20. **News You Can Abuse**, Tom Dowe, *Wired*, January 1997. 93  
The **Internet** provides a new source of news, including Web sites devoted to divulging inside dirt from unnamed sources. Tom Dowe explores the Net and its **paranews**—information that used to be called rumor, gossip, or the grapevine—and its frequently paranoid overtones.
21. **Myths of the Global Information Village**, Claude Moisy, *Foreign Policy*, Summer 1997. 98  
The universal flow of information, it was once thought, would necessarily make the conduct of **foreign policy** more open and responsive to the desires of common folk. However, as the world becomes fully wired, the public seems to be becoming less aware rather than more aware of **foreign news**. Claude Moisy suggests reasons for the paradox of having more information to offer and less demand to partake.



# UNIT 3

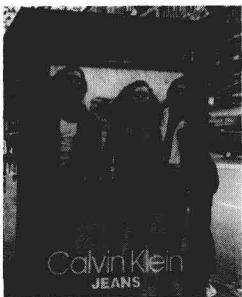


## Defining the Rules

Nine selections explore how presenting newsworthy information can be complicated by considerations of what is ethically right and wrong.

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22. Missing on the Home Front, George H. Roeder Jr., <i>National Forum</i> , Fall 1995.	106
Photographs in <i>Life</i> magazine and other illustrated publications, newsreels, and films played a major role in educating Americans as to the nature of World War II. Thousands of photographs deemed likely to undermine home front morale were <i>censored</i> . George Roeder discusses these <i>images the public did not see</i> , and why they were withheld.	
23. In Greensboro: Damning Undercover Tactics as "Fraud," Russ Baker, <i>Columbia Journalism Review</i> , March/April 1997.	111
In <i>Food Lion v. Capital Cities/ABC</i> , <i>investigative reporting</i> practices that resulted in a <i>Prime Time Live</i> report of food handling practices in the Food Lion grocery chain came under legal attack. Rather than pursue a <i>libel</i> case, attorneys for Food Lion chose to sue based on an argument of <i>fraud</i> —and won.	
24. The Lying Game, Susan Paterno, <i>American Journalism Review</i> , May 1997.	116
Journalistic reformers have long relied on aggressive, clever approaches to getting close to "hidden" stories. With <i>press credibility</i> eroding, and the <i>tabloid press</i> thriving, Susan Paterno explores the ethics of deception in <i>investigative reporting</i> .	
25. Going to Extremes, Alicia C. Shepard, <i>American Journalism Review</i> , October 1996.	120
Alicia Shepard analyzes <i>news coverage of Richard Jewell</i> as an alleged suspect in the Olympic Park bombing: Was this a case of <i>manipulation of media</i> by authorities? Where does one draw the line between covering news and violating <i>privacy</i> ?	
26. Anonymous Sources, Alicia C. Shepard, <i>American Journalism Review</i> , December 1994.	125
Defenders of <i>confidential sources</i> argue that they bring to light important stories that would otherwise never surface; opponents contend that their use undermines <i>journalism's credibility</i> . Alicia Shepard describes past and present cases, as well as attitudes toward reporting information from unnamed informants.	
27. Are Quotes Sacred? Fawn Germer, <i>American Journalism Review</i> , September 1995.	132
Fawn Germer discusses perspectives on the degree to which it is and is not ethical to <i>clean up, condense, or otherwise alter quotations</i> .	
28. The Diana Aftermath, Jacqueline Sharkey, <i>American Journalism Review</i> , November 1997.	136
After Princess Diana was killed in an automobile accident, media excesses fueled public outrage and triggered calls for <i>restrictions on news gathering</i> . The tradition of freelance photographers hounding celebrities to get pictures has become more and more intense, and there are increasing calls to restrict the practice.	

# UNIT 4



## A Word from Our Sponsor

In this section, eight selections explore relationships among advertising, media content, and popular culture.

29. **The Media and the Presidency: A '90s Kind of Scandal**, 143  
Dan Balz *Washington Post National Weekly Edition*, February 2, 1998, and **Malevolent Obsessions**, Mortimer B. Zuckerman, *U.S. News and World Report*, February 9, 1998.  
The attention that Clinton's scandal has generated in the media has taken on enormous proportions. Much of the frenzy has been based on rumor, a partisan prosecutor, and innuendo. These two articles look at how an *overzealous press*, driven by unproven allegations, can impact on the *ability of a president* to do his job.
30. **The Lives We Would Like to Set Right**, Michael Shapiro, 146  
*Columbia Journalism Review*, November/December 1996.  
Using coverage of the child welfare system as a context, Michael Shapiro ponders whether stories with every intent to *shape society for the better* can also have *harmful consequences*.

## Overview 150

31. **Sex, Lies, and Advertising**, Gloria Steinem, *Ms.*, July/August 1990. 152  
Writing in the first advertisement-free issue of *Ms.*, Gloria Steinem discusses experiences with advertisers that led to the magazine's decision to increase subscription rates and sever its *dependence on advertiser revenue*. *Dictated conditions* by various manufacturers on the placement of company advertisements within articles are described.
32. **The Squeeze: Some Major Advertisers Step Up the Pressure on Magazines to Alter their Content. Will Editors Bend?** Russ Baker, *Columbia Journalism Review*, September/October 1997. 161  
Following up on Gloria Steinem's classic 1990 article ("Sex, Lies, and Advertising"), Russ Baker provides an update on *advertiser attempts to influence magazine content* and publishers' responses to this effort.
33. **Inventing the Commercial**, Harry Matthei, *American Heritage*, May/June 1997. 166  
Advertising veteran Harry Matthei traces the *history of television advertising* from "illegal" commercials of the 1930s, the first "legal" ads of the 1940s, the Keds Cheerleaders, and the challenges of producing ads for live television, to the emergence of hard-sell advertising and contemporary advertising strategies.
34. **Why Won't Television Grow Up?** Vicki Thomas and David B. Wolfe, *American Demographics*, May 1995. 176  
Vicki Thomas and David Wolfe explain how the absence of television programming that appeals to older consumers is influenced by *advertisers' interest in reaching a youthful target audience*. The authors contend that few media or advertising executives understand demographic trends or consumer habits and that dividing a market by age is a dated and narrow perspective.

## UNIT 5



### The Shape of Things to Come

Six selections explore new media technologies and the changing landscape of mass media forms, consumption, and regulation.

35. **Seinfeld**, *Business Week*, June 2, 1997. 180  
As the networks lose viewers, advertisers pay more for *shows that reach huge audiences* with the products they wish to sell. *Business Week* profiles *the economics of Seinfeld*, the costliest show on television—and the most profitable.
36. **Is It Prime Time for Cable?** *Business Week*, September 8, 1997. 184  
In May of 1997, the combined ABC, CBS, and NBC *prime time share* fell below 50 percent for the first time in history. This essay addresses the impact of *cable's* increasing presence in *competition for advertising dollars*, as advertisers begin to question the primacy of the big-three networks' mass appeal.
37. **Hey Kid, Buy This!** *Business Week*, June 30, 1997. 186  
While advertisers have always targeted children, there is a new emphasis on both *advertisement placement* and advertisement pitches for kid-specific products. This report analyzes *marketing strategies*, policymaker concerns, and *effects on children*.
38. **Children in the Digital Age**, Kathryn C. Montgomery, *The American Prospect*, July/August 1996. 190  
Almost one million children in the United States are now using the *World Wide Web*, and 3.8 million have Web access. Kathryn Montgomery argues that new online services for children are being developed in a highly commercialized media culture and sees troubling consequences of *advertisers' moving into children's cyberspace*.
- Overview 196
39. **The Age of Convergence**, Philip Moeller, *American Journalism Review*, January/February 1994. 198  
The convergence of *computers, fiber optics, and cable* has led to high-profile research and development efforts to determine what consumers want and how they will use new media technology. Philip Moeller examines the future of *news media* organizations in an interactive media environment.
40. **The Daily Me**, Christopher Harper, *American Journalism Review*, April 1997. 204  
*Online news services* allow readers to receive news content tailored to their interests. The influence of traditional *gatekeepers* is limited, if not eliminated, in choosing what news the user receives. Christopher Harper profiles the status of customized news services.
41. **Web Ads Start to Click**, *Business Week*, October 6, 1997. 208  
Makers of products from automobiles to cereal are beginning to consider the Web an integral player in allotment of advertising dollars. *Business Week* analyzes the techniques and costs of *Web advertising* and how Web site operators are out to make themselves advertiser-attractive.

42. <b>A Way Out of the Web Maze and 'Push' Buttons Worth Pressing</b> , Amy Cortese, <i>Business Week</i> , February 24, 1997. The Internet is causing information overload, making it difficult for Web sites to attract visitors and keep them coming back. These articles profile the new crop of programs, such as PointCast, designed to <i>cut through Web clutter via Internet narrowcasting</i> .	213
43. <b>HDTV Unplugged</b> , <i>U.S. News &amp; World Report</i> , November 11, 1996. This article profiles the status of FCC policy with regard to <i>digital high definition television</i> (HDTV)—its technical progress and its potential.	221
44. <b>Be Happy, Film Freaks</b> , <i>Business Week</i> , May 26, 1997. This report describes the future of <i>movies</i> on <i>digital video disks</i> (DVDs), five-inch disks that store seven times as much information as a CD, along with eight audio tracks, 32 subtitle or karaoke tracks, and access to multiple camera angles and different versions of the same scene.	223
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**Joan Gorham**

West Virginia University

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# Topic Guide

This topic guide suggests how the selections in this book relate to topics of traditional concern to students and professionals involved with the study of mass media. It is useful for locating interrelated articles for reading and research. The guide is arranged alphabetically according to topic. Articles may, of course, treat topics that do not appear in the topic guide. In turn, entries in the topic guide do not necessarily constitute a comprehensive listing of all the contents of each selection. **In addition, relevant Web sites, which are annotated on pages 4 and 5, are noted in bold italics under the topic articles.**

TOPIC AREA	TREATED IN	TOPIC AREA	TREATED IN
Advertising	3. Television Is Losing Its Largest Viewing Audience 4. Maybe Younger <i>Isn't</i> Better 5. Last Gasp of Mass Media? 7. Gendered Media 13. Read All About It 31. Sex, Lies and Advertising 32. The Squeeze 33. Inventing the Commercial 34. Why Won't Television Grow Up? 35. Seinfeld 36. Is It Prime Time for Cable? 37. Hey Kid, Buy This! 38. Children in the Digital Age 41. Web Ads Start to Click <i>(1, 5, 15, 25, 27, 28)</i>	Family Values	1. TV without Guilt 9. Context of Television Violence 11. Roll Over, Ward Cleaver 37. Hey Kid, Buy This! <i>(5, 6, 8, 29)</i>
Cable	6. So Big 8. Bewitching Teen Heroines 16. Bringing News to the Masses 36. Is It Prime Time for Cable? <i>(4, 6, 9, 11, 26)</i>	Federal Communications Commission (FCC)	6. So Big 43. HDTV Unplugged <i>(17, 20, 22, 23)</i>
Children and Media	1. TV without Guilt 8. Bewitching Teen Heroines 9. Context of Television Violence 37. Hey Kid, Buy This! 38. Children in the Digital Age <i>(5, 6, 8, 27, 29)</i>	Gatekeeping	12. Do You Believe What Newspeople Tell You? 17. Parachute Journalism 22. Missing on the Home Front 25. Going to Extremes 32. The Squeeze 40. Daily Me <i>(9, 10, 11, 12, 13, 16, 17, 19, 20, 23, 24, 28, 29)</i>
Credibility	2. X Factor 12. Do You Believe What Newspeople Tell You? 17. Parachute Journalism 18. Seven Daily Sins of Television News 23. In Greensboro: Damning Undercover Tactics as "Fraud" 24. Lying Game 25. Going to Extremes <i>(6, 9, 10, 13, 15, 19, 20, 21)</i>	Gender Stereotypes	7. Gendered Media 11. Roll Over, Ward Cleaver <i>(1, 6, 7)</i>
Cultivation Theory	7. Gendered Media 9. Context of Television Violence 11. Roll Over, Ward Cleaver 17. Parachute Journalism <i>(1, 5, 6, 7, 8, 10, 20, 29)</i>	Government Influence	6. So Big 9. Context of Television Violence 21. Myths of the Global Information Village 22. Missing on the Home Front 24. Lying Game <i>(4, 7, 16, 17, 22, 24, 29)</i>
Ethics	6. So Big 12. Do You Believe What Newspeople Tell You? 17. Parachute Journalism 22. Missing on the Home Front 23. In Greensboro: Damning Undercover Tactics as "Fraud" 24. Lying Game 25. Going to Extremes 26. Anonymous Sources 27. Are Quotes Sacred? 28. Diana Aftermath 29. The Media and the Presidency 30. Lives We Would Like to Set Right <i>(10, 11, 13, 15, 19, 20, 21, 22, 23)</i>	Industry Self-Regulation	9. Context of Television Violence 26. Anonymous Sources 28. Diana Aftermath <i>(5, 7, 8, 10, 16, 19, 23, 24)</i>
		Internet/New Technologies	2. X Factor 20. News You Can Abuse 21. Myths of the Global Information Village 37. Hey Kid, Buy This! 38. Children in the Digital Age 39. Age of Convergence 40. Daily Me 41. Web Ads Start to Click 42. Way Out of the Web Maze and 'Push' Buttons Worth Pressing 43. HDTV Unplugged 44. Be Happy <i>(2, 5, 6, 12, 17, 18, 19, 20, 22, 24, 27, 29, 30, 31)</i>
		Libel	23. In Greensboro: Damning Undercover Tactics as "Fraud" 24. Lying Game 25. Going to Extremes 26. Anonymous Sources 27. Are Quotes Sacred? <i>(16, 17, 18, 19, 20, 21, 22, 24, 29)</i>

TOPIC AREA	TREATED IN	TOPIC AREA	TREATED IN
Magazines	5. Last Gasp of Mass Media? 7. Gendered Media 22. Missing on the Home Front 31. Sex, Lies, and Advertising 32. The Squeeze (1, 6, 20, 25)	News Reporting (cont.)	26. Anonymous Sources 27. Are Quotes Sacred? 29. The Media and the Presidency 30. Lives We Would Like to Set Right 39. Age of Convergence 40. Daily Me (9, 10, 11, 12, 13, 14, 15, 18, 19, 20, 21, 23, 31, 32)
Media Effects Research	7. Gendered Media 9. Context of Television Violence (6, 7, 8)	Photography	22. Missing on the Home Front 23. In Greensboro: Damning Undercover Tactics as "Fraud" 25. Going to Extremes 28. Diana Aftermath (12, 14, 15, 21)
Media Ownership	6. So Big 12. Do You Believe What Newspeople Tell You? 13. Read All About It 16. Bringing News to the Masses 39. Age of Convergence (17, 29, 32)	Political Coverage	19. Tales from the Trail 20. News You Can Abuse 26. Anonymous Sources (4, 9, 10, 11, 12, 13, 14, 15, 20)
Media Use	1. TV without Guilt 2. X Factor 3. Television Is Losing Its Largest Viewing Audience 4. Maybe Younger <i>Isn't</i> Better 5. Last Gasp of Mass Media? 9. Context of Television Violence 10. TV's Black Flight 12. Do You Believe What Newspeople Tell You? 13. Read All About It 15. "You News" 18. Seven Daily Sins of Television News 34. Why Won't Television Grow Up? 36. Is It Prime Time for Cable? 38. Children in the Digital Age 39. Age of Convergence 41. Web Ads Start to Click 42. Way Out of the Web Maze and 'Push' Buttons Worth Pressing (1, 5, 6, 8, 9, 10, 11, 12, 15, 25, 27, 28, 30)	Product Placement	33. Inventing the Commercial 35. Seinfeld 37. Hey Kid, Buy This! (1, 5, 15, 25, 27, 28)
Media Violence	7. Gendered Media 9. Context of Television Violence (1, 6, 7, 8)	Ratings	3. Television Is Losing Its Largest Viewing Audience 11. Roll Over, Ward Cleaver 15. "You News" 16. Bringing News to the Masses 34. Why Won't Television Grow Up? 35. Seinfeld 36. Is It Prime Time for Cable? (15, 25, 27)
Minority Images	7. Gendered Media 10. TV's Black Flight 11. Roll Over, Ward Cleaver (1, 6, 7, 8)	Right to Privacy	12. Do You Believe What Newspeople Tell You? 24. Lying Game 25. Going to Extremes 28. Diana Aftermath (1, 3, 4, 10, 12, 13, 15, 16, 18, 19, 20, 21, 22)
Movies	7. Gendered Media 22. Missing on the Home Front 44. Be Happy, Film Freaks (1, 6, 7, 21, 32)	Social Learning Theory	9. Context of Television Violence (5, 8)
Music/MTV	7. Gendered Media (7)	Talk Shows	1. TV without Guilt
News Reporting	2. X Factor 6. So Big 12. Do You Believe What Newspeople Tell You? 13. Read All About It 15. "You News" 16. Bringing News to the Masses 17. Parachute Journalism 18. Seven Daily Sins of Television News 19. Tales from the Trail 20. News You Can Abuse 21. Myths of the Global Information Village 22. Missing on the Home Front 23. In Greensboro: Damning Undercover Tactics as "Fraud" 24. Lying Game 25. Going to Extremes	Television	1. TV without Guilt 2. X Factor 3. Television Is Losing Its Largest Viewing Audience 4. Maybe Younger <i>Isn't</i> Better 5. Last Gasp of Mass Media? 7. Gendered Media 8. Bewitching Teen Heroines 9. Context of Television Violence 10. TV's Black Flight 11. Roll Over, Ward Cleaver 12. Do You Believe What Newspeople Tell You? 16. Bringing News to the Masses 33. Inventing the Commercial 34. Why Won't Television Grow Up? 35. Seinfeld 43. HDTV Unplugged (1, 2, 3, 5, 6, 8, 9, 14, 15, 19, 22, 23, 25, 26, 28)
		V Chip	9. Context of Television Violence (5, 6, 8)

# Selected World Wide Web Sites for Annual Editions: Mass Media

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All of these Web sites are hot-linked through the *Annual Editions* home page: <http://www.dushkin.com/annualeditions> (just click on a book). In addition, these sites are referenced by number and appear where relevant in the Topic Guide on the previous two pages.

Some Web sites are continually changing their structure and content, so the information listed may not always be available.

tions of the problem of television violence, explanations of how it affects people and what can be done about it, a bibliography, and a list of related organizations.

## General Sources

1. The Media and Communications Site—<http://www.aber.ac.uk/~dgc/media.html>—This huge British site suggests many Internet resources covering everything from advertising to the impact of the media on perceptions of gender, ethnicity, and class. Access the home page of the Association for Media, Communication and Cultural Studies, a British organization, and the online International Journal of Media and Communication Studies.
2. MediaWeb/Rice University—<http://www.ruf.rice.edu/~media/MediaWeb/web.shtml>—This site is a varied and vast alphabetical guide to media-related Web sites from all over the world. Many links to professional mass media organizations are included.
3. Netcomtalk/Boston University—<http://web.bu.edu/COM/communication.html>—Bookmark this site, an online, multimedia publication of the College of Communication at BU, for your daily perusal of a wide variety of news items and topics in media and communications. Click on "COMNews Today" for the latest happenings in mass media.
4. NewsPlace—<http://www.niu.edu/newsplace/>—This site of Professor Avi Bass from Northern Illinois University will lead you to a wealth of resources of interest in the study of mass media, such as international perspectives on censorship. Links to government, corporate, and other organizations are provided.

## Living with Media

5. Center for Media Education—<http://www.cme.org/cme/>—Open this site to explore the impact on society of television and other electronic media through discussion of such topics as the effects of television violence, television and online advertising, and media images.
6. Children and the Media Program—<http://www.dnai.com/~children/media/media.html>—Open this site for access to a variety of views on the impact of media on children. Read about public opinion surveys of young people, independent research on television and print media, industry conference proceedings, and more. An Internet resource list is included.
7. Geocities—<http://www.geocities.com/Wellesley/1031/mainstream.html#ANP>—This site presents a negative perspective on how the media portray women. By clicking on its many links, you can find such varied resources as an archive on misogynistic quotes and a discussion of newsmen and doublethink.
8. National Coalition on Television Violence—<http://www.nctv.org/>—The home page of the NCTV will lead you to defini-

## Covering News

9. Cable News Network—<http://www.cnn.com/>—This is CNN's interactive site, which many people consider the best news site online.
10. Fairness and Accuracy in Reporting—<http://www.fair.org/>—FAIR, a U.S. media watch group, offers well-documented criticism of media bias and censorship. It advocates structural reform to break up the dominant media conglomerates. Parts of the site are currently under construction.
11. Media & Democracy Congress—<http://www.igc.apc.org/an/Congress.html>—At this site, sponsored by the Institute for Alternative Journalism, find out the purpose and findings of the Media & Democracy Congress. You can get reports and audios of the Congress proceedings, meant to build a stronger, more vibrant independent media community and to encourage citizenship over consumerism in an age in which public interest journalism is at risk.
12. Media Source—<http://www.mediasource.com/>—This online service was created exclusively to help journalists find the information they need through the Internet. It includes such interesting features as a page for biographies, photos, and contact numbers of industry experts for a journalist's story.
13. Organization of News Ombudsmen—<http://www5.infi.net/ono/>—This ONO page provides links to journalism Web sites. The ONO works to aid in the wider establishment of the position of news ombudsmen on newspapers and elsewhere in the media and to provide a forum for the interchange of experiences, information, and ideas among news ombudsmen.
14. Television News Archive—<http://tvnews.vanderbilt.edu/>—By browsing through this Vanderbilt University site, you can review national U.S. television news broadcasts from 1968 onward. It will give you insight into how the broadcast news industry has changed over the years and what trends define the industry today.
15. What Local TV News Doesn't Want You to Know!—<http://www.tfs.net/personal/gbyron/tvnews1.html>—Open this page to read perspectives on local TV news from someone who has been there—Greg Byron, a former radio and television newsmen. He addresses such topics as the ratings- and advertising-driven nature of local news and the qualifications and training of anchors.

## Defining the Rules

16. The Electronic Journalist—<http://spj.org/>—This site for *The Electronic Journalist*, an online service of the The Society of Profes-

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sional Journalists (SPJ), will lead you to a number of articles having to do with journalistic ethics, accuracy, and other topics.

17. Federal Communications Commission—<http://www.fcc.gov/>—This is the home page of the FCC, an independent U.S. government agency whose mission “is to encourage competition in all communications markets and to protect the public interest.” Open the site to find information about such topics as laws regulating the media.
18. Index on Censorship—[http://www.oneworld.org/index\\_oc/](http://www.oneworld.org/index_oc/)—This site from Great Britain provides information and many international links to show, it explains, “how free speech affects the political issues of the moment.”
19. International Television Association—<http://www.itva.org/>—This home page of the International Television Association, which describes itself as “the premier association for video, multimedia and film professionals,” is useful for links to other media resources, discussions of ethical topics, explanation of such issues as “fair use,” and debate over the impact of the Internet.
20. Media Watchdog—<http://theory.lcs.mit.edu/~mernst/media/>—This site lists extensive international links to media watch resources, including specific media criticism articles and information about media watch groups. The emphasis here is on critiquing the accuracy and exposing the biases of the mainstream media.
21. Michigan Press Photographers Association—<http://www.mppa.org/>—Ethical issues in photojournalism are featured at this site sponsored by the MPPA.
22. Pepper & Corazzini, L.L.P.—<http://www.commlaw.com/pepper/Memos/Broadcast/VIDEOCAP.HTM>—Reading the materials at this site, of a firm that specializes in communications, telecommunications, Internet, and online services law, will give you a sense of the enormous complexity of media law today. Attorneys’ reports on such topics as rules governing children’s television are presented.
23. Poynter Online: Research Center—<http://www.poynter.org/research/research.htm>—The Poynter Institute for Media Studies provides extensive links to information and resources on media ethics, media writing and editing, visual journalism, and much more. Many bibliographies and Web sites are included.
24. World Intellectual Property Organization—<http://www.wipo.org/eng/>—Click on the links at WIPO’s home page to find general information on WIPO and intellectual property, publications and documents, international classifications, and more.

## A Word from Our Sponsor

25. Advertising Age—<http://adage.com/>—Open this site to gain access to many articles and features about media advertising, such as a history of television advertising.

26. Blue Ridge Cable Online—<http://www.brctv.com/>—The History section of this site will give you information as to how and why cable television was started. Links to cable-industry sites are also provided.
27. Niche E-Zine—<http://www.hsr.com/niche/index.html>—Search through this online journal for articles and excerpts from speeches for a sense of how one international advertisement agency, Hensley Segal Rentschler Inc., views narrowcasting, target marketing, and the role of advertising in various media in the digital era.
28. USA DATA—<http://www.usadata.com/usadata/general.htm>—Browse through this site of a “media reporting” company to get a sense of the elements involved in programming and advertising decisions made for television and other media. USA DATA notes its ability to provide clients “with reliable market and consumer behavior specific data.”

## The Shape of Things to Come

29. Citizens Internet Empowerment Coalition—<http://www.ciec.org>—The CIEC is a broad group of Internet users, library groups, publishers, online service providers, and civil liberties groups working to preserve the First Amendment and ensure the future of free expression in the information age. Find discussions of the Communications Decency Act and other Internet-related topics here.
30. Educom—<http://educom.edu/>—Open this site for an e-mailed summary of info-tech news from various major publications and for many other resources meant to facilitate the introduction, use, access to, and management of information resources in teaching, learning, scholarship, and research.
31. Link, Digital Campus—<http://linkmag.com/>—This interactive “campus magazine” provides current news in education, analysis of current events, and much more of interest to students.
32. Marshall McLuhan Studies—[http://www.icgc.com/mcluhan\\_studies/](http://www.icgc.com/mcluhan_studies/)—Open this Canadian site for links to a number of interesting articles about the information age, such as the origin of the term “Global Village” and how editors’ mindsets must change in order to be effective in the electronic era.

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We highly recommend that you review our Web site for expanded information and our other product lines. We are continually updating and adding links to our Web site in order to offer you the most usable and useful information that will support and expand the value of your Annual Editions. You can reach us at: <http://www.dushkin.com/annualeditions/>.