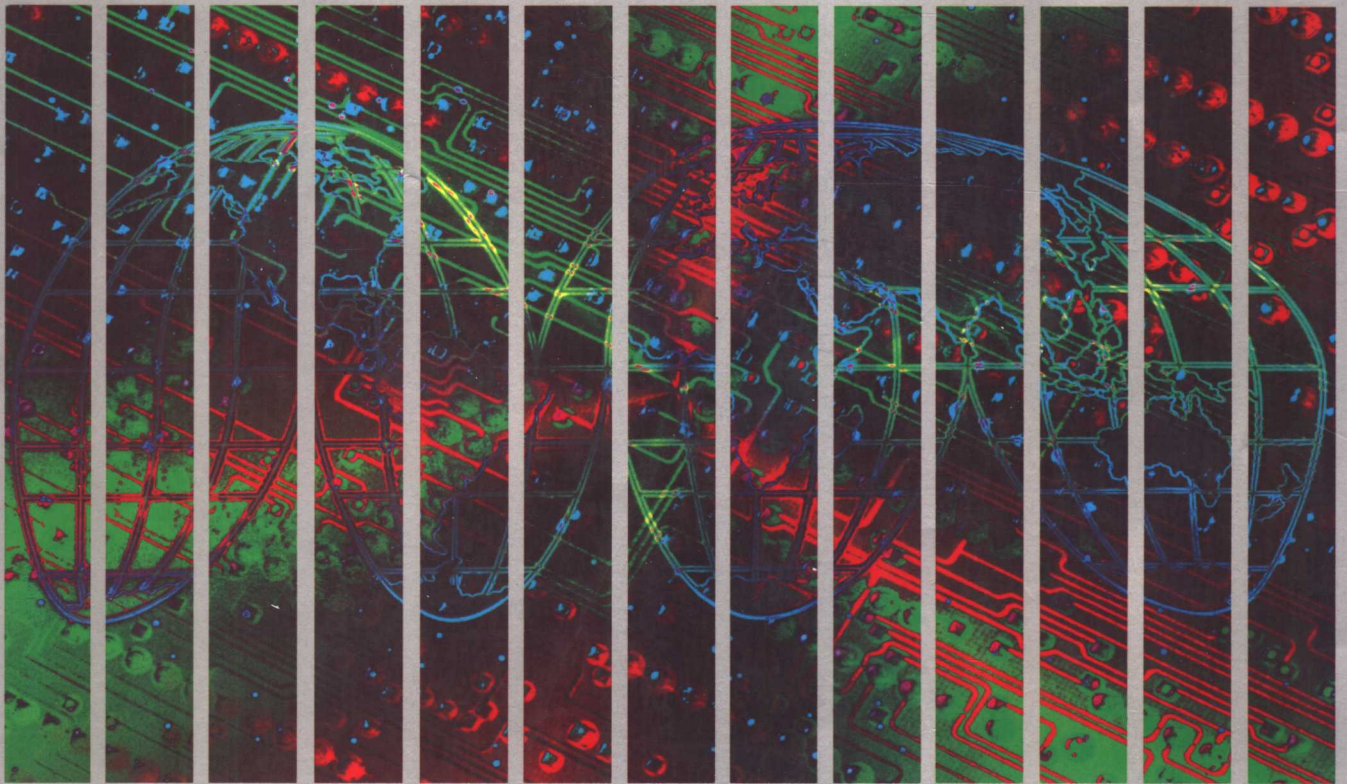




MASS COMMUNICATION



JOHN R. BITTNER

SIXTH EDITION



MASS COMMUNICATION

Sixth Edition

John R. Bittner

The University of North Carolina at Chapel Hill

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*For
Gwendolyn Warrick Bittner,
a wonderful mother
and a wonderful grandmother*

PREFACE

Welcome to the Sixth Edition of *Mass Communication*. This cover-to-cover revision of the text incorporates the features that will provide students with a complete, information-age survey of the professional, liberal arts, and critical-cultural approaches to the discipline. The Sixth Edition of *Mass Communication* incorporates a global emphasis throughout, while retaining the text's long-standing tradition as a comprehensive and balanced treatment of the field. As stated in the first edition, published in 1977, the emphasis was, and continues to be, to provide a text of value to both future practicing professionals and responsible consumers of mass communication in society.

Because the text is used in both liberal arts programs and professional schools and in disciplines such as mass communication, communication, journalism, and speech communication, *Mass Communication* incorporates topics relevant to our diverse backgrounds, our multicultural and global environment, and our critical and practical approaches to the field.

A Teaching Text

Above all else, the Sixth Edition of *Mass Communication* is a “teaching” text, with the instructional and learning demands of students and teachers reflected in the text's design and content. Every decision in preparing this new edition has been based on making the text more useful to students and instructors, and making the introductory course enjoyable, interesting, and stimulating. In addition to the text's content features, the author's own experience of more than twenty years' involvement with the introductory course in mass communication is incorporated into this edition of *Mass Communication*. This preface is followed by “A Student's Guide to Using This Textbook.” The Student's Guide instructs the student on how best to utilize the features of the text. Special attention is paid in the Student's Guide to student-based features that appear in each chapter: Preview objectives; profusely illustrated chapters, boxes, and illustrations; glossary review; questions for review and discussion; and subheadings and chapter summaries. In addition, the Sixth Edition emphasizes key areas that are influencing the study of mass communication.

Information-Age Emphasis

Students are introduced to online and multimedia dimensions of mass communication in a chapter on “Online and Multimedia.” In addition, “Online” boxes reinforce the informa-

tion-age aspects of our discipline. Each chapter's "Information Resources" section contains a subsection titled "Online and Multimedia."

Global Emphasis

A chapter on the "Global Perspective" of mass communication appears early in the text (Chapter 3), sensitizing students to the international roots of media, from both a contemporary and historical viewpoint. "Global Media" boxes located throughout the text reinforce the global media and global information management emphases that are impacting on our field.

Critical-Cultural, Qualitative Issues

A sensitivity to critical-cultural issues, to making students more responsible consumers of mass communication in society, is an appropriate emphasis for any course. Without dominating the text, a critical-cultural emphasis has been added to the Sixth Edition through a new chapter on the "Critical-Cultural Perspective" (Chapter 2) of mass communication.

Professional—Liberal Arts Balance

Mass Communication continues a balance of the professional and liberal arts approaches to our field. Professional emphases are prominent in the treatment of specific media, the chapter on advertising, the chapter on public relations, and "Media Business" boxes. The liberal arts emphasis is enhanced with the new chapter on the "Critical-Cultural Perspective," and boxes such as "Thinking About Media" and "Culture and Media."

Research and Theory Emphasis

Users of previous editions have requested an enhanced research emphasis, but *not* to the degree of becoming a theory-research-effects text, which is objectionable to many veteran teachers who understand fully that the introductory course primarily serves entry-level students who are not grounded in research. Entry-level students from varying backgrounds can quickly "turn off" when exposed to an overpowering theory-research-effects emphasis. In the Sixth Edition, a revised chapter on the research process leads students into research by addressing in layperson's language the characteristics of good research, how research questions are formulated, different types of research, and a major discussion of public opinion polls providing examples of applied research. "Research Report" boxes also appear in the text. A chapter on audience and effects follows the research chapter.

Boxed Inserts

Scores of boxed inserts draw students into the subject. Boxes include the following topic/pedagogical emphases:

Thinking About Media. Helps develop critical-thinking skills.

Media Business. Examines economic issues and media enterprises.

Research Report. Profiles research in mass communication.

Culture and Media. Provides qualitative, cultural perspectives.

Online. Introduces online topics.

Global Media. Sensitizes students to international mass communication.

People and Places. Introduces students to working professionals and notable places.

Media History. Integrates history throughout the text.

Legal Brief. Profiles interesting legal topics.

Hi-Tech. Profiles a high-technology issue.

CNN Report. Highlights a topic treated in a CNN newscast.

Preview Objectives

Preview Objectives, sometimes called learning objectives, begin each chapter. Preview Objectives are primarily tied to subheadings and are designed to create for the student a “mental receptacle” to “plug-in” the material that follows.

Chapter-by-Chapter Glossary/Concept Review

Not a traditional “glossary” of terms, each chapter’s “Glossary Review” is a detailed, unabridged reference review source for students and includes not only the restated definitions of important terms, but also *important names and concepts* from each chapter.

Questions for Review and Discussion

Detailed and thorough Questions for Review and Discussion appear at the end of each chapter in the Sixth Edition. The questions may be employed for in-class discussion of the material. Students may use the Questions for Review and Discussion to review for examinations.

“Looking Back” Historical Sections

As with previous editions, the Sixth Edition of *Mass Communication* retains strong historical underpinnings continually requested by instructors who want the textbook to carry a strong historical foundation for the discipline. In addition to the Media History boxes that appear in the text, historical material in the Sixth Edition has been revised and repositioned. “Looking Back” subheadings conclude many chapters.

Chapter Summaries

A Chapter Summary concludes each chapter and highlights important concepts. Students are alerted in the Student Guide not to neglect the Chapter Summary, which restates important concepts students will “want to highlight and remember when reviewing the chapter.”

Supplements

A CNN video tied to the text contains numerous reports on media topics. It can be requested from the publisher’s representative. The CNN video is integrated into the text and provides opportunities for lecture supplements and class discussions.

Instructors using the text can request the computerized test bank that accompanies the text by contacting the publisher’s representative.

Established Discipline Standards

In U.S. colleges and universities, the introductory course in mass communication has matured into a substantive and respected offering. Such maturity and depth serves the discipline. We only need to examine the introductory courses in the long-established disciplines of the humanities and social sciences to understand the rigor and completeness that a mature discipline presents its beginning students, and the breadth and intellectual depth to which students are exposed.

The Sixth Edition of *Mass Communication* offers the completeness appropriate for a teaching strategy that understands and respects the importance of our field, and that enhances the respect other disciplines in the academic community have accorded our discipline.

A Personal Note

Throughout the almost twenty-year history of *Mass Communication*, the truly important and very special rewards for the author are the many personal relationships and friendships that have developed with instructors and students who have used the text, both in the United States and internationally. The text has found its way into regions as diverse as Western and Eastern Europe, Japan, the Middle East (where a Middle Eastern translation appears in Arabic), Indonesia, Australia, Mexico, and other locales. So many friends make it almost impossible to add the standard acknowledgment to the text. However, Barbara Semonche at the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill and Jeff Chen at Electronic Publishing Services Inc. deserve special thanks. At Simon & Schuster/Allyn & Bacon, the text’s new imprint, personal contact with Bill Barke, Joe Opiela, Carol Alper, and Susannah Davidson has been both pleasant and productive. Bryce and Pam Dodson remain special friends. No one deserves more credit than Denise.

J.R.B.

A STUDENT'S GUIDE TO USING THIS TEXTBOOK

In choosing *Mass Communication*, Sixth Edition, your instructor selected a text that has been used by students such as you for almost two decades. Previous editions of *Mass Communication* have been read by students from Europe to Australia, from Japan to Jakarta. The author and publisher work very hard to make the book thorough and informative, yet interesting and fun to read. Many of the features in *Mass Communication*, Sixth Edition, are designed to help you learn and have fun learning. A course in mass communication is one of the most enjoyable and interesting courses you will encounter in college, partly because the subject is interesting and has an impact on our daily lives like no other force in society. From MTV to soap operas, from the daily newspaper to your favorite magazine, we are influenced by mass communication every waking hour. But before you begin reading *Mass Communication*, Sixth Edition, let's review some of the text's built-in features designed to help you grasp the material and succeed in the course. These features are designed to help you learn about mass communication, whether your goal is to be a future practicing professional in a media enterprise, or a responsible consumer of mass communication in society.

Preview Objectives

Preview Objectives appear at the beginning of each chapter. Look upon the Preview Objectives as "mental receptacles" into which you can "plug-in" information as you read the chapter. You may want to make notes, highlight, or underline key words or phrases found in the Preview Objectives, to alert you to the discussion of these topics when you encounter them in the text. Many of the Preview Objectives (although not all) are tied into important subject areas in the text, as reflected in major subheadings. For example, in Chapter 9: "The Recording Industry," Preview Objective 3 reads:

After completing this chapter we should be able to:

Discuss the economic issues impacting on the recording industry, and identify such factors as promotion and distribution costs.

Inside Chapter 9 you'll find the subsection "Economic Issues," which discusses these economic issues, promotion costs, and distribution costs.

Subheadings

Subheadings, such as “Economic Issues,” subdivide each chapter into smaller units. Two levels of subheadings appear in the text: major subheadings and minor subheadings. For example, in Chapter 9, “Economic Issues” is a major subheading, and under that subheading are the minor (although very important) subheadings: “Promotion Costs” and “Distribution Costs.” After reading the material under a subheading, ask yourself: What is an important concept or idea found under this subheading? Answering that question will better prepare you for the Questions for Review and Discussion that appear at the end of each chapter.

Questions for Review and Discussion

At the end of each chapter are Questions for Review and Discussion. Your instructor may want to use the Questions for class discussion, but you will want to use the Questions to review the chapter and prepare for examinations. Many of the Questions are detailed and specific. They apply to the actual text in each chapter, but not to the boxes or picture captions. When studying for an examination, answer the Questions for Review and Discussion, but go back and examine separately the picture captions and boxes, because more than likely, material in the picture captions and boxes will appear on examinations also. Of course, the Questions cannot cover *every* concept or idea that appears in the text. Thoroughly reading and studying the material is ultimately your responsibility.

Boxes and Illustrations

Throughout the text are boxes with interesting information about mass communication. These side roads into the subject offer interesting and informative perspectives. Boxed inserts are found under the following titles: **Media Business**, which examines the behind-the-scenes and economic aspects of mass communication; **Media History**, which opens a window to the past; **Culture and Media**, which provides examples of how mass communication is part of our culture; **People and Places**, in which we meet the people and visit the places that are part of contemporary media; **Online**, where we examine access to electronic information and multimedia; **Hi-Tech**, where we touch on the frontiers of technology; **Research Report**, which explains in easy-to-understand language a current research topic; **Global Media**, where we travel outside our country; **CNN Report**, which capsules a recent report from the Cable News Network; and **Thinking About Media**, which challenges us to think critically about the media of mass communication. Illustrations in the text provide us with a picture window to the world, and the captions background these pictures with important information.

Chapter Summary

Don't neglect the Chapter Summary appearing at the end of each chapter. The Chapter Summary will restate some important concepts you'll want to highlight and remember when reviewing the chapter.

Glossary Review

When you have finished reading the Preview Objectives, studying the chapter and focusing in on the important concepts under each subheading, examining the contents of boxes and picture captions, and digesting the Chapter Summary, it's time to use the Glossary Review. You'll quickly see that the Glossary Review not only restates and defines important terms, but also restates important names and concepts found in each chapter. Like the Questions for Review and Discussion, the Glossary Review is an excellent way to test yourself on the chapter.

A term is only listed in a Glossary Review one time, when that term first appears in the text. If you want to check a name or concept appearing in a different chapter's Glossary Review, you can locate the term in the Index, then refer to the page where that term first appears. Terms found in boxes and photo captions are not included in the Glossary Review, but you will want to read boxed material and captions carefully because your instructor may test on this material.

Both the author and publisher hope you enjoy reading *Mass Communication*, Sixth Edition, whether you are shopping for a major, already majoring in the field, or visiting the subject from another discipline.

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