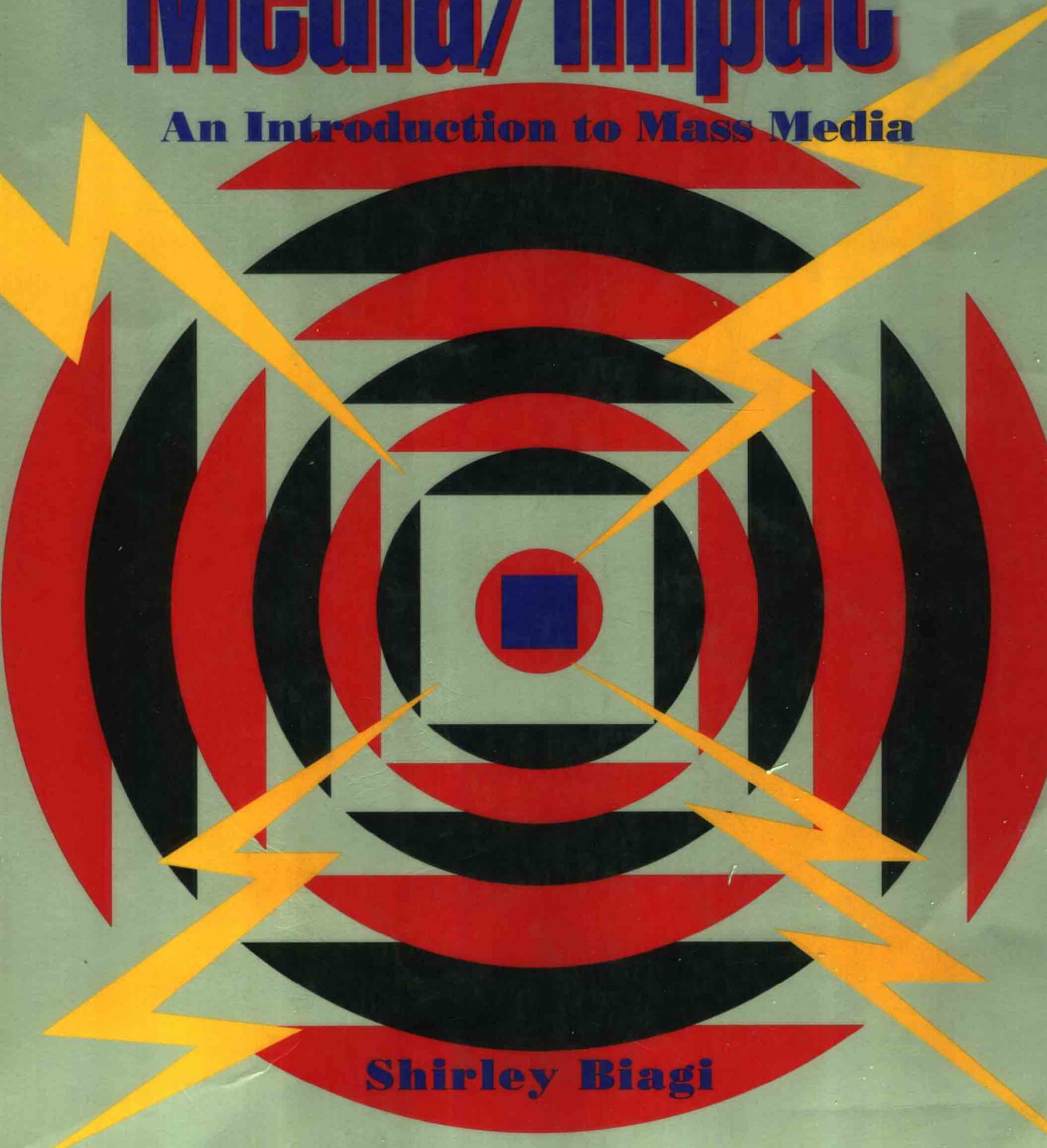


**SECOND EDITION**

# **Media/Impac**

**An Introduction to Mass Media**



**Shirley Biagi**

# **Media/Impact**

**An Introduction to Mass Media**

**Second Edition**

**Shirley Biagi**

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# Preface

**W**ELCOME TO *Media/Impact*. For students, the following notes explain how to use this book to study the media. For instructors returning to this text, now in its second edition, and for instructors who are using *Media/Impact* for the first time, these notes explain the changes from the revised first edition and review the text's continuing instructional features.

## Understanding the Media: Four Key Themes

Studying the mass media is important because of the significant role they play in our society. The media influence our beliefs, tastes, and behavior, and they help to set the agenda for political and cultural debate.

To explain the media and their impact on society, this edition of *Media/Impact* emphasizes four themes:

1. *The media are profit-centered businesses.* This book stresses the idea that *media economics* underwrites the way media industries develop and function. Understanding the decisions of media insiders — why afternoon newspapers are disappearing, which television shows are produced, why so many movies are sequels — requires knowing where the media get their income and how the marketplace affects the way the media operate.

2. The evolution of media is inextricably linked to improvements in technology. As exemplified by compact discs and cable television, advancing technology causes rapid transformation in the way the media work.
3. The organization of a country's political system affects the structure of the media within that country. The interrelationship between government and media defines the media's role.
4. Media both reflect and affect the society and culture in which they operate. The media are social and cultural mirrors, displaying the nation's values. They also are influential participants in the culture, sometimes altering the national dialogue by focusing attention on issues and trends.

These themes are introduced in the first chapter and reinforced both in the discussions of individual media industries and in the extended discussion of media-related issues and effects in Part 4.

## New Features

In addition to introducing these four themes, *Media/Impact* offers several new features to enhance the text's usefulness for students and instructors:

- **Industry Snapshots.** Each of the seven industry chapters in Part 2 features a two-page spread of text and graphics highlighting current trends in each industry.
- **Global Media.** Chapter 15 is an entirely new addition that emphasizes the growing internationalization of the media business.
- **Glossary.** Another addition, the glossary offers quick reference help for terms that may be new to students.

## Continuing Concepts

This edition also continues its emphasis on central concepts from the last edition:

**Media Economics.** The media industries chapters show how the media are

driven by economic trends, and then the five chapters in Part 4 examine the effects of changes in media ownership and other economic factors. Throughout the text, data are presented that highlight significant trends in media economics.

**Current Information.** The story of media changes daily, making currency particularly important in the study of mass communication. This text presents the latest data available, updated until the last possible publication deadline, including current developments in ownership, law, ethics, and global media issues. *Media/Impact/Update*, a biannual newsletter for instructors, keeps them up-to-date with timely information.

**Historical Perspective.** Timeliness is crucial in the study of media, but so is historical perspective. Understanding the media means, in part, seeing how economic, cultural, and technological influences have shaped today's media industries. In addition, the text highlights the stories of significant people in media history: Ernie Pyle reporting the events of World War II; Ida Tarbell uncovering the abuses of Standard Oil; and the Hollywood Ten defending their political beliefs before congressional investigators.

**Forecasts.** The media's history and current developments foreshadow their future evolution, and *Media/Impact* includes projections about what lies ahead — technologically and economically — for the media industries.

## Continuing Features

Features that continue in this text because of their usefulness in earlier editions are:

- **Media/Impact Profiles**, emphasizing the contributions of important individuals, past and present, to the media industries;
- **Media/Impact Perspectives**, incorporating a diverse range of critical views by media analysts;
- **In Focus** sections at the end of each chapter, summarizing central concepts for review;
- **Media Resources Appendix** and **Media Statistics Appendix**, which offer help for further research about the media plus 29 tables of data — the most comprehensive listing of up-to-date media statistics available.

## Organization

This edition continues the organization of earlier editions of *Media/Impact*. After the introductory chapter, Part 2 consists of seven chapters describing each of the media industries: newspapers, magazines, radio, television, movies, recordings, and books. Part 3 comprises two chapters devoted to the media support industries — advertising and public relations.

These first ten chapters explain the history and functions of each of the media industries and media support industries as a foundation for the five chapters in Part 4, which analyze the important issues and effects of today's media: ownership issues and press performance issues; media effects; legal and regulatory issues; ethical issues; and a new addition for this edition, global media.

## Instructors' Aids

Accompanying *Media/Impact* is a comprehensive *Instructor's Manual*, created by Ron Jacobson of Fordham University. The manual includes chapter outlines, multiple choice, completion, and essay questions. A special feature of the manual is a chapter-by-chapter list of videos to enhance the text, compiled by Susanne Roschwalb of American University. Tests are available on disk in IBM and Macintosh formats.

## 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, but I feel especially thankful for the help I received from Kris Clerkin, John Bergez, and Karen Garrison. Brett Braidman, Carole Tchinguirian, and Carol Bell contributed research assistance, for which they deserve special mention.

This second edition of *Media/Impact* also reflects the suggestions, contributions and wisdom of the reviewers of this edition and of earlier editions, for which I am very grateful. They are: First edition reviewers: Roy Alden Atwood, University of Idaho; Tom Beell, Iowa State University; Gerald Flannery,

University of Southwestern Louisiana; Ken Harwood, University of Houston; James Hoyt, University of Wisconsin — Madison; Seong H. Lee, Appalachian State University; Alfred Lorenz, Loyola University; Maclyn McClary, Humboldt State University; Robert McConnell, Ball State University; Daniel G. McDonald, Cornell University; Alston Morgan, Oral Roberts University; Marlan D. Nelson, Oklahoma State University; Richard Alan Nelson, University of Houston; John H. Vivian, Winona State University; Donald K. Wright, University of Southern Alabama; and Eugenia Zerbinos, University of Maryland.

Updated first edition reviewers: Michael Carlebach, University of Miami; Danae Clark, University of Pittsburgh; William Miller, Ohio University; David Mould, Ohio University; Ray Newton, Northern Arizona University; Patricia Bowie Orman, University of Southern Colorado; Manny Paraschos, Emerson College; Jim Patten, University of Arizona; Peter K. Pringle, University of Tennessee at Chattanooga; Penny Summers, Northern Kentucky University; Jim Tyman, University of Michigan; and Laura Widmer, Northwest Missouri State University.

Second edition reviewers: Paul H. Anderson, University of Tennessee at Martin; Michael Carlebach, University of Miami; Jack F. Holgate, University of Southern Mississippi; Tom Jacobson, State University of New York, Buffalo; Richard Alan Nelson, Kansas State University.

## A Request for Comments

Four years have passed since the first edition of *Media/Impact*, and the book has been updated every two years to try to reflect the unforeseeable, kaleidoscopic changes in the media industries. The book, like the media business, is now truly global, with users throughout the United States, Canada, and Australia.

In the first and revised first editions, I asked students and instructors to write me with their comments and suggestions. Truthfully, I expected very little response, but I have been thrilled with the results. More than 100 students in a class in Arizona who had used *Media/Impact* each wrote me a letter about the book. A student from Tennessee sent me some very useful technical information for the Recording Industry chapter.

Instructors have sent articles and books for consideration as *Impact/Perspectives*, and they have suggested videos to use, which I included in one edition of *Media/Impact/Update*.

Students who transfer to CSUS, where I teach, often tell me that they used *Media/Impact* at another college, which is gratifying. (One student told me

candidly, “It actually wasn’t too bad — for a textbook.” I considered his comments high praise.)

I hope you find the book at least as useful as he did. I believe this text offers students the information they need as consumers of the products the media business delivers and, perhaps, as future employees of the media industries.

And again, I ask for your comments and suggestions. Please write to me at California State University, Sacramento, 6000 J Street, Sacramento, California 95819.

*Shirley Biagi*

# Contents

## Part One/Overview

### **I** Introduction to the Mass Media **3**

The Communication Process 6

Understanding the Mass Media Industries: Four Key Themes 8

1. *The Media as a Business*, 8 ~ 2. *The Media and Communications Technology*, 21 ~ 3. *The Media and Government*, 25 ~ 4. *Media, Society, and Culture*, 28

How MEDIA/IMPACT Works 29

In Focus: Introduction to the Mass Media 30

## Part Two/The Media Industries

### **2** The Newspaper Industry **35**

Colonial Newspapers: Toward an Independent Press 37

*The Zenger Trial*, 39 ~ *Women's Role as Colonial Publishers*, 40 ~  
*The Revolutionary Partisan Press*, 41

<b>Early 1800s: Newspapers Diversify as Their Audiences Grow</b>	<b>44</b>
<i>Frontier Journalism, 44 ~ Ethnic and Native American Newspapers, 45 ~ Dissident Voices: The Alternative Press, 46 ~ Toward Mass Readership: The Penny Press, 49 ~ Cooperative and For-Profit News Gathering, 49</i>	
<b>The Civil War Years: Accreditation and Photojournalism</b>	<b>50</b>
<i>Government Accreditation of Journalists, 50 ~ The Birth of Photojournalism, 52</i>	
<b>The Heyday of Newspapers</b>	<b>53</b>
<i>Competition Breeds Sensationalism, 54 ~ Yellow Journalism and the Spanish-American War, 56 ~ Jazz Journalism, 57</i>	
<b>Reporters' Evolving Role</b>	<b>58</b>
<i>Unionization Encourages Professionalism, 58 ~ War Reporting: Press Freedom Versus National Interest, 59</i>	
<b>Newspapers in the Television Era</b>	<b>62</b>
<i>The Revival of the Dissident Press, 63 ~ A Declining Readership, 64</i>	
<b>How Newspapers Work</b>	<b>65</b>
<b>The Newspaper Industry Today</b>	<b>68</b>
<i>National Newspapers, 69</i>	
<b>~ INDUSTRY SNAPSHOT</b>	<b>70</b>
<i>News Services, 72 ~ Syndicates, 73 ~ Facing the Future, 73</i>	
<b>In Focus: The Newspaper Industry</b>	<b>77</b>

## **The Magazine Industry** **79**

<b>Colonial Competitors</b>	<b>81</b>
<b>The First National Mass Medium</b>	<b>83</b>
<b>Reaching New Readers</b>	<b>84</b>
<i>Women's Issues, 84 ~ Social Crusades, 85 ~ Fostering a Literary Tradition, 86 ~ Political Commentary, 88 ~ The Postal Act's Effects, 90</i>	

The Muckrakers: Magazine Journalists Campaign for Change 90  
Magazines in the First Half of the 20th Century 93

*Harold Ross and The New Yorker*, 93 ~ *Henry Luce's Empire*, 95  
Second Half of the 20th Century: Specialized Magazines 98  
*Types of Magazines*, 99

How Magazines Work 100

The Magazine Industry Today 101

~ **INDUSTRY SNAPSHOT**

**104**

*Magazines Join Big Business*, 108 ~ *Facing the Future*, 108  
In Focus: The Magazine Industry 109

## **The 4 Radio Industry**

**111**

America's Second National Medium: How Radio Began 113

*Radio's Pioneers*, 114 ~ *Government Becomes Involved*, 117 ~  
*Independent Entrepreneurs*, 118 ~ *The Birth of Commercial*  
*Broadcasting*, 119 ~ *Expansion and Regulation*, 120

The Nation Tunes In 123

*Radio's Golden Age*, 125 ~ *The Growth of Radio Networks*, 129

Radio in the TV Age 131

*The FCC Recognizes FM*, 131 ~ *BMI Licenses Recordings*, 132 ~  
*Formats Revolutionize Programming*, 133 ~ *Clock and Car*  
*Radios*, 134 ~ *Payola*, 134

How Radio Works 135

The Radio Industry Today 136

*FM and AM*, 137 ~ *Deregulation*, 137 ~ *Ratings*, 138

~ **INDUSTRY SNAPSHOT**

**140**

*Formats: Gordon McLendon's Legacy*, 142 ~ *Facing the Future*, 145  
In Focus: The Radio Industry 148

# **5** The Television Industry

**151**

## **How Television Began 154**

*Television's Pioneers, 155*

## **Replacing Radio 157**

*Television News, 158 ~ Entertainment Programming, 162 ~*

*Measuring the Audience, 167*

## **TV Grows Up 169**

*Newton Minow and TV's Conscience, 169 ~ A Time of Transition, 171*

*~ Public Television, 174 ~ Maturing as a News Medium, 175*

## **How Television Works 180**

## **The TV Industry Today 181**

*Station Ownership, 182 ~ The Networks' Role, 182 ~*

*Independents, 183 ~ Cable, 184 ~ Rapid Technological*

*Changes, 186 ~ Ratings Accuracy: People Meters, 188 ~ Facing the Future, 189*

## **~ INDUSTRY SNAPSHOT**

**190**

## **In Focus: The Television Industry 192**

# **6** The Movie Industry

**195**

## **Capturing Motion on Film: How Movies Began 197**

*American Movies Premiere, 199 ~ Early Films, 200 ~ The Studio System Is Born, 201*

## **The Movies Become Big Business 204**

*A Change of Scene, 204 ~ Block Booking, 205 ~ Rebels with a*

*Cause: United Artists, 205 ~ Responding to Critics: Self-*

*Regulation, 208 ~ Sound Comes to the Movies: The Talkies, 211 ~*

*The Rise of the Moguls: The Growth of the Studio System, 212*

## **The Golden Age and After 214**

*The End of an Era, 214 ~ How TV Changed the Movie Industry, 219*

The Movie Industry Today 223  
How the Movie Industry Works 224  
*Ancillary Rights, 225 ~ Technology, 227*

**~ INDUSTRY SNAPSHOT**

**228**

*Facing the Future, 231*  
In Focus: The Movie Industry 236

## **The Recording Industry**

**239**

Edison's Amazing Talking Machine: How Records Began 240  
Hi-Fi and Stereo Rock In 244  
How the Recording Industry Works 246  
The Recording Industry Today 247  
*Money Matters, 249 ~ Moral Matters, 251 ~ Facing the Future, 257*

**~ INDUSTRY SNAPSHOT**

**258**

In Focus: The Recording Industry 260

## **The Book Publishing Industry**

**263**

Colonial Days: How American Book Publishing Began 265  
Reaching a Wider Audience 266  
*Political Pamphlets, 267 ~ Novels, 267 ~ Poetry, 269 ~ Humor, 270 ~ International Copyright Law of 1891, 270 ~ Publishing Houses, 271 ~ Compulsory Education, 272*  
The 20th Century: Creating a Mass Market 272  
*Book Clubs, 272 ~ Paperbacking America, 273 ~ Testing Censorship, 275*  
How Book Publishing Works 275

**The Publishing Industry Today 277**

*Types of Books, 278 ~ Book Publishing Consolidates, 280 ~  
Demand for Higher Profits, 281 ~ Small Presses, 284*

**~ INDUSTRY SNAPSHOT**

**286**

*Facing the Future, 288*

**In Focus: The Book Publishing Industry 291**

## **Part Three/Support Industries**

### **9 Advertising**

**295**

**Paying for Our Pleasures: Advertising and the Media 296**

*How Ads Began, 296 ~ Newspaper Advertising, 297 ~ Magazine  
Advertising, 299 ~ Radio Advertising, 300 ~ Television  
Advertising, 300*

**How Advertisements Work 301**

*Common Characteristics, 302 ~ Grabbing Attention, 304 ~ The  
Psychology of Ads, 305 ~ Criticism of Advertising, 307*

**How Ad Agencies Work 310**

**The Advertising Industry Today 312**

*TV Commercials, 312 ~ Other Media, 314 ~ Local  
Advertising, 318 ~ Advertising Regulation, 320 ~ Facing the  
Future, 321*

**In Focus: Advertising 323**

### **10 Public Relations**

**325**

**Origins and Growth of Public Relations 326**

*Development of Ethics Codes, 329*

**How Public Relations Works 331**

*Financial Public Relations, 331*

*Product Public Relations, 332*

*Crisis Public Relations, 332*

**PR Agencies Today 337**

*Types of Clients, 340 ~ The PR Job, 343 ~ Public Relations and  
the Media, 344 ~ Facing the Future, 348*

**In Focus: Public Relations 348**

## **Part Four/Issues and Effects**

### **Ownership Issues and Press Performance Issues**

**353**

**Ownership Issues 354**

*Why Media Properties Are Selling, 357 ~ Advantages of  
Concentration, 358 ~ Disadvantages of Concentration, 359*

**Press Performance Issues 362**

*Today's Journalists, 362 ~ News Values, 365 ~ The Public and  
the Press, 369*

**Understanding Ownership and Press Performance 373**

**In Focus: Ownership Issues and Press Performance Issues 374**

### **Media Effects**

**375**

**Assessing the Impact: Media Studies 376**

*The Payne Fund Studies, 378 ~ The Cantril Study, 378 ~ The  
Lasswell Model, 378 ~ Studies of Television, 379*

**The Media and National Politics 382**

*The Fireside Chats*, 382 ~ *The People's Choice*, 383 ~ *The Unseeing Eye*, 384

**Some Ideas for Future Research 389**

*Spiral of Silence*, 390 ~ *Children's Viewing Habits*, 390 ~  
*Stereotyping*, 391 ~ *No Sense of Place*, 392

**Understanding Media Effects 394**

**In Focus: Media Effects 396**

# **Legal and Regulatory Issues**

**399**

**Freedom of the Press 400**

**Government Attempts to Restrict Press Freedom 401**

*The Alien and Sedition Laws of 1798*, 401 ~ *The Espionage Act of 1918*, 401 ~ *The Smith Act of 1940*, 402 ~ *HUAC and the Permanent Subcommittee on Investigations*, 403

**Prior Restraint 403**

*Near v. Minnesota*, 405 ~ *The Pentagon Papers*, 405 ~ *The Progressive Case*, 406 ~ *Grenada*, 407 ~ *News Blackouts and Press Pools*, 408

**Censorship 412**

*Local Efforts*, 413 ~ *National Efforts*, 415

**Libel Law 419**

*The Sullivan Case*, 420 ~ *Charges and Defenses for Libel*, 422 ~  
*Today's Libel Laws and the Media*, 423

**Privacy Law 426**

*Physical or Mental Solitude*, 426 ~ *Embarrassing Personal Facts*, 427 ~  
*False Light*, 427 ~ *Right of Publicity*, 428

**Fair Trial and Right of Access 429**

*Fair Trial*, 429 ~ *Courtroom Access*, 430