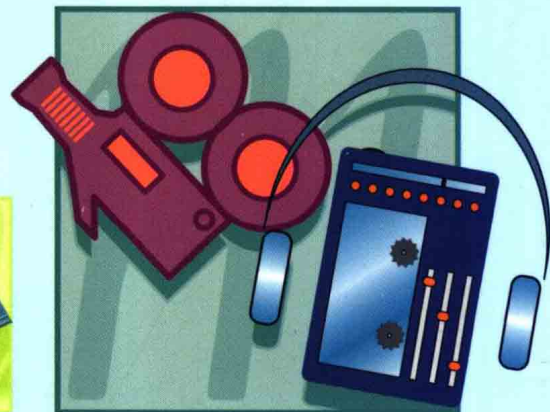


The dynamics of

MASS

Updated
1994
Edition

COMMUNICATION



joseph r. dominick

UPDATED 1994 EDITION

**THE DYNAMICS
OF MASS
COMMUNICATION**

JOSEPH R. DOMINICK

University of Georgia, Athens

McGRAW-HILL, INC.

**New York St. Louis San Francisco Auckland Bogotá Caracas Lisbon London Madrid
Mexico City Milan Montreal New Delhi San Juan Singapore Sydney Tokyo Toronto**

THE DYNAMICS OF MASS COMMUNICATION
Updated 1994 Edition

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1 2 3 4 5 6 7 8 9 0 VNH VNH 9 0 9 8 7 6 5 4

ISBN 0-07-017882-8

This book was set in Janson Text by Monotype Composition Company.
The editors were Hilary Jackson, Fran Marino, and James R. Belser;
the design was done by Circa 86;
the production supervisor was Kathryn Porzio.
The photo editor was Elyse Rieder.
Von Hoffmann Press, Inc., was printer and binder.

Library of Congress Cataloging-in-Publication Data

Dominick, Joseph R.

The dynamics of mass communication / Joseph R. Dominick. —

Updated 1994 ed.

p. cm.

Includes bibliographical references and index.

ISBN 0-07-017882-8

1. Mass media. I. Title.

P90.D59 1994

302.23—dc20

93-47900



PREFACE

Why an updated edition? Consider the following. In the year and a half or so since the fourth edition of *The Dynamics of Mass Communication* appeared, the following events have happened: Congress passed the 1992 Cable Act; NBC got burned by a rigged news report; TCI paved the way for a 500-channel cable TV system; the courts allowed Bell Atlantic to provide video service in its own market; the two New York City tabloid papers nearly went under and changed ownership; and, finally, both Viacom and QVC were trying to buy Paramount Communication. These are just some of the new developments that are covered in the updated edition. Moreover, I have provided updated tables and data where possible. As first noted in the original preface to the fourth edition, mass communication is truly a dynamic process. Changes are happening faster and faster. This updated edition strives to keep up with them.

In the first place, I have maintained the strong emphasis on economics found in the first three editions. In a time when most magazines and newspapers are struggling to stay alive, when the traditional TV networks and local stations are implementing drastic cost-cutting measures, and when many big media corporations are struggling under debt acquired during the merger mania of the 1980s, the impact of the bottom line is an important thing for students to understand.

Second, I have continued to stress the interrelationships among the various media. It is not unusual for a book based on newspaper stories to be made into a movie (with a soundtrack that is released on CD) which is later available on home video and then shown on cable and broadcast TV. Further, newspapers, books, and magazines share similar content and production techniques. Radio stations depend heavily on recorded music. The same companies produce television shows and movies. Home video further blurs the line between film and TV. All in all, the symbiosis among media persists as an important feature of this edition.

Third, this edition preserves the emphasis on the social effects of the media. The last few years have seen media violence escalate to unprecedented heights of explicitness. In addition, the couch potato concept has taken firm root in American culture, and politics has entered the age of the sound bite. Given the continuing concern over the effects of the mass media on antisocial behavior, politics, and intellectual skills, this material seems crucial for students.

As in earlier editions, I have tried to keep the writing style conversational and informal. Technical terms are boldfaced and defined in the glossary. I have tried to give a sufficient number of contemporary examples to illustrate key concepts. Every chapter contains boxed inserts that highlight, amplify or illuminate points in the text. The book also contains a large number of tables, figures, charts, and other illustrations to further enhance understanding.

Those who have previously used the third edition will notice some improvements. First and most striking is the more colorful and eye-catching design. It is hoped that this new layout will make the book easier and more pleasant to read while enhancing its educational impact. Second, the emphasis on international media and the globalization of mass communication has been increased. Chapter 3 ("The Global Village:

nized. Additionally, boxed inserts with the international perspective have been added to almost every chapter. Third, many users of the third edition suggested that more discussion of the social consequences of mass communication would be helpful. In response, a section labeled “Issues” has been added to twelve chapters. This section examines some of the current controversies that surround the various media and their functions.

Further, I have added new information to several chapters. Chapter 9 (“Structure of the Radio Industry”) now contains a discussion of digital audio broadcasting. Chapter 13 (“Structure of the Television Industry”) considers the dwindling network audience and the financial-syndication rules while Chapter 17 (“Formal Controls”) includes a new section on invasion of privacy. A discussion of TV’s impact on behavior disorders has been added to Chapter 22 (“The Effects of Mass Communication on Behavior”), and Chapter 23 (“Mass Media in the Future”) has a new section in virtual reality.

Moreover, every chapter has been updated and revised to reflect the drastic changes of the last three years. All tables have been revised to reflect the latest available data. More than eighty new boxed inserts have been added to this edition to illustrate the dynamic world of mass communication.

Finally, I wish to thank all of the faculty and students who have used the first three editions and were kind enough to provide me with suggestions for improvement. As noted in the text, feedback in mass communication is difficult and these comments were greatly appreciated.

• • • •

ACKNOWLEDGMENTS

Once again I wish to thank all those people who helped me make the first three editions successful. Several people deserve special mention for their help with the fourth edition. Colleagues Barry Sherman, Dean Krugman, Len Reid, Tom Russell, John English, and Kent Middleton graciously shared their professional libraries, clipping files, archives, and general knowledge with me. Terri Frye, Kristen Smith, and Denise DeLorme helped me track down a great deal of arcane information. Myrna Powell provided invaluable assistance at several stages of the project.

Additionally, I would like to acknowledge the reviewers and questionnaire respondents who provided me with valuable feedback and guidance through the course of another revision. Thanks to Thomas Berg, Creighton University; Mary Cassata, SUNY—Buffalo; David Clark, Colorado State University; Jeremy Cohen, Stanford University; R. Ferrell Ervin, Southeast Missouri State University; Doug Ferguson, Bowling Green State University; Harvey Jassem, University of Hartford; Robert McGaughey, Murray State University; Larry Mason, Syracuse University; Jerry Pinkham, College of Lake County; Emery Sasser, West Virginia University; and Kim Walsh-Childers, University of Florida.

And of course I want to thank Hilary Jackson, Jim Belser, and the editorial staff at McGraw-Hill for their assiduous efforts.

In closing, I’d like to reiterate the sentiment mentioned in the preface to the first edition: The mass media are a ubiquitous, vital, and influential force in our society; I hope this book will help promote better understanding of their inner workings and impact.

JOSEPH R. DOMINICK

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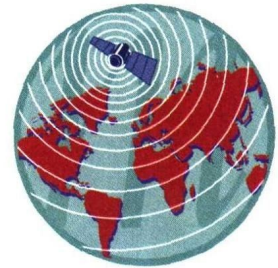
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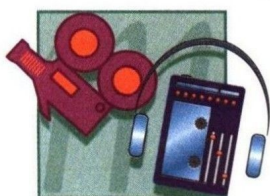
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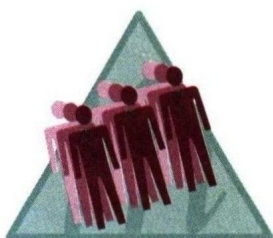
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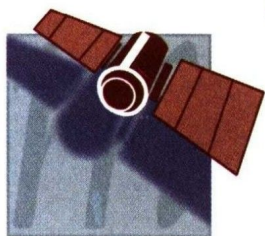
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