



Introduction

to

mass communications

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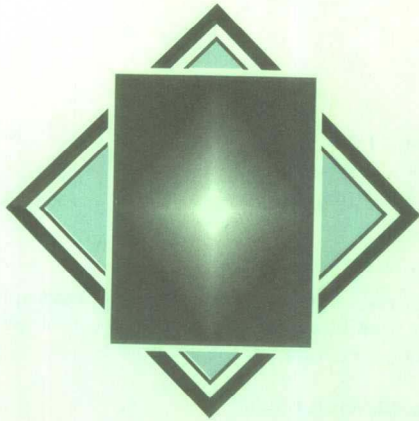
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Introduction to Mass Communications



ELEVENTH EDITION

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Introduction to Mass Communications, Eleventh Edition

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Preface



As global society rushes toward the year 2000 in a burst of dazzling new technology, mass communications play a crucial role in giving shape and cohesiveness to our "shrinking," complex, and often chaotic world. This eleventh edition of *Introduction to Mass Communications* defines that role, explores the ethical and cultural problems involved in it, and describes how the numerous media constituting the mass communications industry have evolved and function.

In this edition, the authors put strong emphasis on two major recent trends—the increasingly international thrust of mass communication that is transforming world culture and politics, and the intensified multicultural nature of the audiences the media serve, especially in the United States.

The innovative format introduced in the previous edition, in which challenging questions of media control, ethics, social responsibilities, credibility, and law are examined in Issues sections, was well received and has been continued. Building on that format, the authors have made the following substantial changes in this edition:

1. In response to numerous suggestions by users, the research history and theory portions of Chapter 3 have been trimmed, and new material introduced. The chapter is now titled, "Audience Research: Concepts and Applications."

2. Information about career opportunities and qualifications, previously spread through the industry chapters, has been consolidated in an appendix. This action shortens the basic text for students in

courses on mass media and society, and in general education classes, while retaining vocational material for students making career choices.

3. To facilitate study, Chapter 10 has been divided into two parts: "Television Entertainment" and "Television News."

In Part One, "The Media's Crucial Role," the growing multicultural nature of American society and its effect on the media are delineated, among other topics, in Chapter 1, "Global Impact of the Media." A section explaining how the Bill of Rights, amending the Constitution, came into being has been added to Chapter 2, "Historic Press Freedoms."

Part Two, "The Print Media," explores the development of and problems affecting newspapers, news services and syndicates, magazines, and book publishing.

Part Three, "Radio and Recording," discusses those two industry fields. In Part Four, "The Visual Electronic and Film Media," chapters treat television, cable television, video, photographic and graphic communications, and film.

Part Five, "The Persuasive Professions," explores the development and current trends and problems affecting advertising and public relations.

Part Six, "Communications Worldwide," completes the examination of international mass communications begun with Chapter 1, including the "international scene" boxes in Chapters 4 through 8, along with international aspects integrated throughout other chapters.

The five Issues interspersed among the chapters are introduced with questions designed to pique the interest of students and help them identify specific topics. The employment of women and minorities is discussed in the industry chapters and the appendix.

This new edition also focuses on the 1992 presidential campaign, in which a number of issues affecting the media arose. These include the emergence of radio and TV talk shows as political forums; questions about whether the media were biased in their reporting; the Bill Clinton-Gennifer Flowers allegations; and the negative campaigning evidenced in many TV commercials. Other provocative recent events covered include the media's role in the Rodney King police beating case and the riots that followed; the Clarence Thomas-Anita Hill hearing and the issue of sexual harassment; identification in the media of rape survivors, as occurred during the William Kennedy Smith trial; the role of the media in post-Cold War Russia and Eastern Europe; and the media's battle with the Pentagon over access to war news during the Persian Gulf War.

Emerging technologies are discussed in Chapter 1 and in many other chapters. These include digital audio radio broadcasting; new combined uses of cameras, VCRs, and computers; the "morphing" (blending) of images on film and television; the digital compressing of signals on cable television, enabling the reception of more than 100 channels; and new electronic "books" and CD-ROM, which can display up to 300,000 text pages of information and show full-color pictures, graphics, and even videos.

The radical shortening of the text that occurred with the tenth edition has been continued with the deletion of additional dated and

peripheral material. Chapter 17, "International Mass Communications," in particular has been trimmed.

Updated also is a selected, annotated bibliography, considered by many to be the best in the field of mass communications.

The revised *Instructor's Manual* is accompanied by a *Test Master*, a computerized version of the test bank, providing more than 700 questions. This program enables instructors readily to replace questions or to intersperse their own as they design examination materials. In addition to questions, the manual contains study materials and projects, lesson plans, and an audiovisual list. A number of successful approaches to the study of mass communications have been provided in the manual by instructors who have taught with the text during the past three decades and whose adoption of this pioneering book has made it one of the most widely used texts in the field.

For supplementary use in this course and others, the authors have produced a reader, *Maincurrents in Mass Communications*, also published by HarperCollins. It contains articles, surveys, speeches, and commentaries by prominent people designed to clarify further much of what is happening in mass communications. Essays by the editors introduce the six parts, "The Media's Role in Society," "Ethical and Legal Challenges," "The Technology Revolution," "The Communicators," "Media Trends and Techniques," and "Living in the Information Society." For sample copies, please contact your HarperCollins representative or write: Communications Editor, HarperCollins College Publishers, 10 East 53rd Street, 4th Floor, New York, NY 10022-5299.

ACKNOWLEDGMENTS This edition of *Introduction to Mass Communications* represents a pooling of the professional media experience and scholarly interests of its authors, who wish to thank the more than 150 professors and media practitioners whose suggestions and criticisms, many elicited by questionnaire and others expressed personally to the authors, have helped shape these editions.

Among professionals in the mass media and others with whom the authors have consulted (including their titles at the time) were James A. Byron, general manager and news director, WBAP and KXAS-TV, Fort Worth; Jack Douglas, general manager of WSBT and WSBT-TV, South Bend, Indiana; Andrew Stewart, president, Denhard & Stewart, Inc., advertising agency, New York; David F. Barbour, copy chief, Batten, Barton, Durstine & Osborn, Inc., Pittsburgh office; Chandler Grannis, editor-at-large, *Publishers' Weekly*; Earl J. Johnson, vice-president, United Press International; William C. Payette, president, United Feature Syndicate, Inc., New York; J. Carroll Bateman, Insurance Information Institute, New York; K. P. Wood, vice-president, American Telephone & Telegraph Company; Robert E. Kenyon, Jr., executive director, American Society of Magazine Editors; Frank C. Taylor, executive director, Business Press Educational Foundation; William Oman, vice-president, and Edward F. Webster, editor, Dodd, Mead & Company, Inc.; Daniel F. Pipp, editor, HarperCollins Publishers, Inc.; and Rachel H. Youngman, Hockett Editorial Service.

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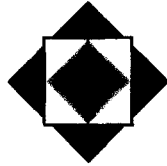
Many other professors contributed examination questions, suggested projects, and other materials for the *Instructor's Manual* accompanying each of these editions.

The authors express a special note of thanks to their wives, Edda Agee, the late Linken Ault, and Mary Emery, who shared much of their husbands' time with this enterprise for more than three decades.

The authors wish to thank all these persons, as well as others who have expressed their interest in the book. Thanks also are extended to the U.S. Information Agency, which has placed successive editions of the book in reading libraries throughout the world and for which translations have been published in Malaysian, Arabic, Korean, French, Spanish, and Portuguese, joining editions published in India, the Republic of China on Taiwan, and the Philippines. The democratic use to which the book has been put was illustrated in 1992 when, in an effort to counteract dictatorial tendencies in the country, a Cameroon newspaper published in serial fashion much of the French translation of the "Historic Press Freedoms" chapter.

WARREN K. AGEE
PHILLIP H. AULT
EDWIN EMERY

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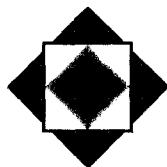
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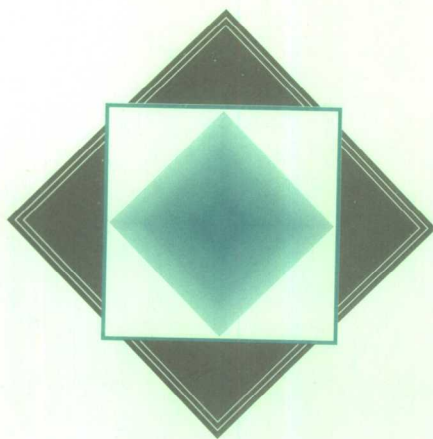
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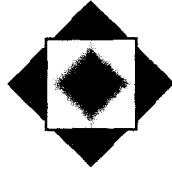
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Part One

**The Media's
Crucial Role**



Chapter 1



Global Impact of the Media

"Miami Vice" in the Andes

The large dishlike receiving antenna outside the adobe house in Ocobamba, Peru, was built from sheets of corrugated iron taken from an abandoned schoolhouse roof.

In the evening, Quechua Indian peasants huddle on wooden benches in the living room of an American priest high in the Andes. They are watching "Miami Vice" on a small television set.

The ingenuity of the Rev. John Jeremias Pashby of Boston has revolutionized the outlook of the 400 residents in this mountain-locked village.

A Washington Post correspondent who visited the region wrote, "Television is finally arriving in the backwaters of Latin America, reaching distant villages such as Ocobamba often before running water, telephones, regular mail service and – thanks to battery-powered sets – even before electricity."

After building the receiving dish, Father Pashby spent days trying to aim it successfully at one of the orbiting TV satellites. The first picture he brought in was a Mickey Mouse cartoon in Spanish from Argentina.

With a video camera and local teenage actors, he has made short video spots in the local language on bathing, dishwashing, and child care. He shows these during commercial breaks in the American programs his homemade antenna pulls in.

The residents of Ocobamba have joined the world.

The mass media are the communication channels that carry information and ideas around the world. Today's complex society can function only because they form part of it; without them society would be in inarticulate chaos.

Life during these final years of the twentieth century depends for direction and purpose on messages the media deliver. The media flood us with information and entertainment. Their messages influence the decisions of government, pass freely over national frontiers, and stimulate trends in social life.

This book will explain what the mass media are, their history, and how they function. It will examine the perplexing issues of social responsibility that operators of the media face in a period of political and social unrest, marked by widespread distrust of established institutions.

Media as Message-Carriers

Society has been defined as the totality of social relationships among human beings. These relationships require communication, face-to-face between pairs of individuals at the simplest level and among groups at a more complex level. When large numbers of individuals are involved, often in groups whose goals conflict, direct personal interaction is impossible and the relationships must be carried out by mass communication—specifically, through the mass media.

The media are the message-carriers, the machinery through which thousands, indeed millions, of messages are exchanged.

Those who create and send these messages often aim them at carefully targeted audiences. Research has proved that the total audience reached by the media consists of innumerable segments, each with special interests and needs. Often these segments overlap.

The planet Earth is enmeshed in an electronic net extending 22,300 miles into space. Through this invisible web pulses an unending barrage of messages—blunt and subtle, essential and trivial—that shapes the decisions and values of every person. The almost unbelievably swift expansion of worldwide electronic communication, with further spectacular developments on the near horizon, makes the theory of the world as a global village, while still far from reality, a valid concept. Ownership and editorial direction of the mass media steadily take on a more significant international tone.

The Messages: A Sample

Using the impressionistic quick-cut technique seen so often in television commercials, let us catch a kaleidoscopic glimpse of mass communications in action.