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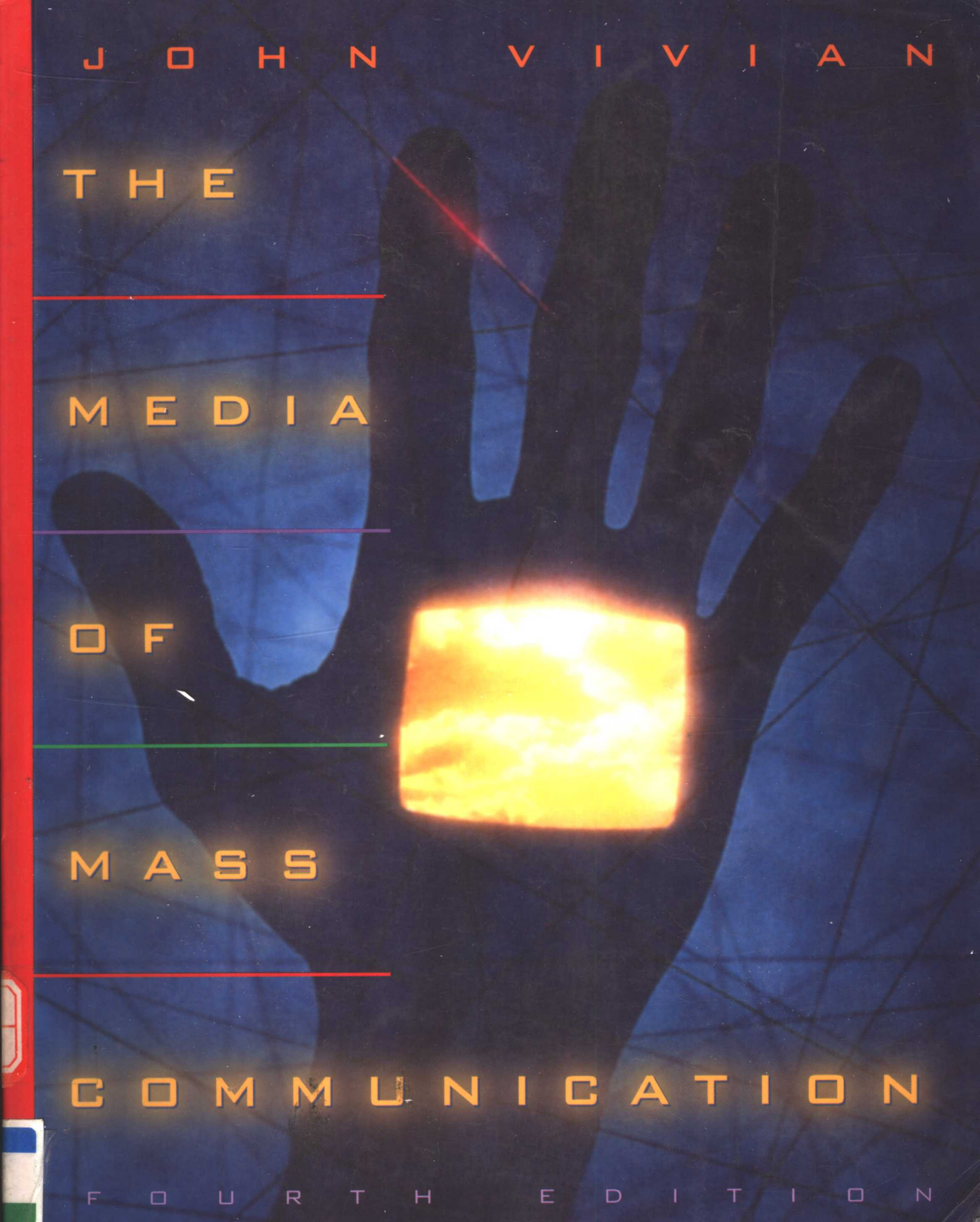
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The Media of Mass Communication

■ FOURTH EDITION

John Vivian

WINONA STATE UNIVERSITY



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■ **to Harold Vivian, my father,**

who sparked my curiosity about the mass media at age five
by asking what was black and white and read all over.

■ **and to Elaine Vivian, my mother,**

who nurtured this curiosity by keeping the house stocked
with books, magazines and reading material of every sort.

How did you keep up to date on the O.J. Simpson drama? On the U.S. military intervention in Bosnia? Why did you choose one brand of athletic shoes over another? Do you trust Bill Clinton? Bob Dole? Saddam Hussein? David Letterman? If you saw the movie *Toy Story* but not *Seven*, why? How did you learn about the existence of the latest CD or tape you purchased? Would you agree if your local library removed *Playboy* magazine from the shelves? Should *In the Night Kitchen* be banned? *Grapes of Wrath*? *Huckleberry Finn*? Who decides what music gets played on the radio? Who chooses the news stories? Can you trust the *New York Times*? The *National Enquirer*? CNN? *Rolling Stone*? Should you worry about little children imitating Rambo? Barbie? Butt-head? Is there too much sex on television?

Everybody faces these kinds of questions in this age of mass communication. The media are everywhere, and they affect almost every aspect of our lives, including the values we embrace. The fourth edition of *The Media of Mass Communication* is designed to help you become more informed and discerning as a user of the mass media. It is also designed to provide a comprehensive foundation for students majoring in mass communication.

This edition is thoroughly revised to bring you up-to-date on the mass media, but the most significant change is the new chapter on the World Wide Web. In recent months the Web has emerged as a powerful new mass medium that will change how we think of the media and how we use them. You will learn, for example, the next generation of college students probably won't be learning from a textbook like this one. What will replace it? Read on.

how this book is organized

📖 **OVERVIEW.** Chapter 1 orients you to the mass media. You will learn some of the themes that come up in later chapters.

📺 **THE MEDIA.** Separate chapters deal with each major mass medium in the sequence they developed: Books, magazines, newspapers, sound recordings, movies, radio, television and the Web.

📰 **MEDIA ISSUES.** The remaining nine chapters focus on the process of mass communication, media research, theories, effects, law and ethics.

QUESTIONS FOR REVIEW. These questions are keyed to the major topics and themes in the chapter. Use them for a quick assessment of whether you caught the major points.

QUESTIONS FOR CRITICAL THINKING. These questions ask you both to recall specific information and to use your imagination and critical thinking abilities to restructure the material.

FOR FURTHER LEARNING. If you have a special interest in the material introduced in a chapter, you can use the end-of-chapter bibliographies to identify more detailed examinations in other sources. The notes can help orient you to the perspective of the authors of these sources, as well as to the level at which they are written. The sources range from easily digested articles in popular magazines to scholarly works that press the boundaries of human knowledge and understanding.

FOR KEEPING UP TO DATE. These sections list professional and trade journals, magazines, newspapers and other periodical references to help you keep current on media developments and issues. Most of these periodicals are available in college libraries.

BOXES. Throughout the book, you will find seven kinds of boxes that illustrate significant points. *Media People* boxes introduce personalities who have had a major impact on the media or whose story illustrates a major point of media history. *Media Abroad* boxes tell about practices in other countries to help you assess your own media's performance. *Media Tomorrow* boxes offer glimpses at where the media are headed. The *Media Databank* boxes contain tables to help you see certain facts about the mass media at a glance. In the *Media and You* boxes, you will be challenged to bring your own experience as a media consumer to major issues and come to your own conclusions. New to this edition are *Media Timeline* boxes. These will help you see the sequence of media at a glance. Also new are *Media Online* boxes. These contain annotated lists of Web sites and their Internet addresses and will show you the richness of material available through our latest mass medium.

using this book

The Media of Mass Communication, fourth edition, contains many tools to help you master the material:

INTRODUCTORY VIGNETTES. Chapters open with colorful descriptions of major mass media traditions or issues. These are stories about people who contributed significantly to the mass media or who exemplify important aspects of media operations.

LEARNING GOALS. Chapters begin with learning goals to help you guide your thoughts as you read through the chapters.

STUDY PREVIEWS. Chapters include frequent summaries of the material in subsequent paragraphs. These study previews can help prepare you for the material ahead.

RUNNING GLOSSARY. A major improvement in this edition is the glossary that runs in the margins throughout the book. The glossary items appear near the term, name or concept in the text.

acknowledgments

This book represents many new approaches for introducing students to the media of mass communication. The imaginative and far-sighted team at Allyn and Bacon deserves much of the credit for these innovations. When Bill Barke was vice president and editorial director, he chose to make this the most colorful and visually oriented text available for mass communication survey courses. Communication editor Steve Hull, who has a passion for the mass media, especially movies, and who shared Bill's commitment to make this book as colorful and interesting as the media themselves, organized the people and resources to see the project to completion. In this edition Joe Opiela, Allyn and Bacon vice president and editor for humanities, has shepherded innovations to improve *The Media of Mass Communication* as a valuable learning tool.

The innovations would have been for naught had not Lou Kennedy brought her promotional genius to the project. Lou has created a series of attention-grabbing campaigns that put the book on the agenda of mass communication professors throughout the country; in this edition Kate Conway has added her skills to the campaign. This book has been adopted at more than 300 colleges and universities.

By every measure, my students during 25 years of teaching mass media survey courses have been the most influential factor in the creation of this fourth edition of *The Media of Mass Communication*. In responding to their curiosity and questions, I have developed a storehouse of ideas on how the story of mass media and their role in our lives should be told. To these students, at Marquette University, Mexico State University, the University of North Dakota and Winona State University, I am deeply grateful.

Among students who have written thoughtful suggestions that have shaped this edition are James Grades of Michigan State University, Ali Abbas Alahmed of Winona State University, Dion Hillman and Niele Anderson of Grambling State University, and Nicholas Nabokov and June Siple at the University of Montana.

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The dazzling cover reflects the talent of Linda Knowles. The new interior design is by Randall Goodall of Seventeenth Street Studios.

Appreciation goes also to Suzi Howard, whose zest and energy as a photo researcher have contributed to this book's becoming a leader among mass communication textbooks in showing, not just telling, the story of mass media. I am also indebted to copyeditor Kris Smead, whose eagle eyes headed off a great many gremlins that inevitably creep into a manuscript. To Colophon, Seventeenth Street Studios, and Phyllis Coyne et al. who put the package together, my thanks too.

While a tremendous amount of talent has gone into *The Media of Mass Communication*, fourth edition, a book like this is never finished. The media are rapidly changing, and the next edition will reflect that. You as a student using this textbook can be the most significant contributor the next time. Please let me know how this book has helped you through your course and, also, how I can improve the next edition. My address is Route 1, Box 32, Lewiston, MN 55952-9706. You can also call (507) 457-5231, or fax me at (507) 523-2294. On e-mail, I'm at

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May your experience with *The Media of Mass Communication*, fourth edition, be a good one.

John Vivian
Lewiston, Minnesota

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