The background of the book cover is a collage of images. At the top, there are several glowing, yellowish-orange spheres. Below them is a map of the world, primarily in shades of yellow and orange, with some darker areas. The bottom left features a circuit board pattern in yellow and orange. The bottom right shows a satellite dish pointing upwards, set against a dark background with some yellowish light. The overall color scheme is dominated by yellow, orange, and dark brown.

News, Advertising,
Politics,
and the Mass Media

The Interplay of Influence

Kathleen Hall Jamieson
and Karlyn Kohrs Campbell

5th Edition



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NEWS, ADVERTISING, POLITICS,
AND THE MASS MEDIA

FIFTH EDITION

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University of Pennsylvania

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**To Our Grandmothers,
Myra Moore Hall Zabel and Hinke Douma Kohrs,
who loved us, indulged our eccentricities, and nurtured our dreams.**



Preface

Since we wrote the first edition of *The Interplay of Influence*, the world of news, advertising, and politics has undergone a seismic revolution. Cable television now reaches more than two out of three homes in the nation, carrying civic information on C-SPAN, round-the-clock Headline News on CNN, and hours of political talk on MSNBC. In many mid-sized cities, the second paper that political activists subscribe to is not a local one—for there are fewer and fewer two-newspaper towns—but *The New York Times*, which is delivered daily thanks to satellite transmission to regional printing plants. In addition, computer services have made it possible to scan stories from around the nation and even around the globe.

We can now receive video from the phone company and phone service from the cable company. A “V-chip” is included in every new TV set, enabling parents to block sexually oriented or violent programs entirely or during certain hours. By doing so, they cast a countable “no” vote with advertisers on such shows.

The world of politics has changed as well. Candidates now have Web pages that recruit volunteers, offer campaign material, and solicit funds. In newsrooms, computer databases make it easier to check candidate consistency and to monitor the flow of money reported to the Federal Election Commission. Adwatches have been added to the range of available forms of news reports. And all of the major newspapers now offer an on-line version.

These changes in the world of media have led us to expand the scope of issues confronted in this new edition of *The Interplay of Influence*. In particular, we have added extensive sections on the ways in which the Internet has transformed and has the potential to transform the media environment. But even with all the changes afoot, we are pleased to note how durable are the original principles we set forth in the first edition. This edition offers new illustrations of those principles.

The other durable elements in our lives are our institutional homes. We remain happily situated at the University of Pennsylvania’s Annenberg School and the University of Minnesota’s Department of Speech–Communication.

We thank the following reviewers of previous editions for their helpful suggestions: Dennis C. Alexander, University of Utah; Marin Pearson Allen, Gallaudet College; Chuck Bantz, Wayne State University; Jane Banks, Syracuse University; Sam Becker, University of Iowa; Peggy Bieber-Roberts, University of Wyoming; Bob Cathcart,

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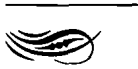
We also appreciate the helpful comments of the reviewers of this 5th edition: Robert Bohle, University of North Florida; Dorothy Kidd, University of San Francisco; Larry Powell, University of Alabama, Birmingham; and George Rodman, Brooklyn College.

We thank our research assistants, David Dutwin, Aric Putnam, and Angela Ray. In particular, we thank Jenny Stromer-Galley for her research on the ways in which the Internet has affected press coverage. Finally, we dedicate this edition to the memory of Paul Newell Campbell.

*Kathleen Hall Jamieson
Karlyn Kohrs Campbell*

The Interplay of Influence

NEWS, ADVERTISING, POLITICS,
AND THE MASS MEDIA



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