

# BROADCASTING, CABLE, THE INTERNET, AND BEYOND

An Introduction  
to Modern  
Electronic  
Media

FOURTH EDITION



JOSEPH R. DOMINICK



BARRY L. SHERMAN



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# **Broadcasting, Cable, the Internet, and Beyond**

An Introduction to Modern Electronic Media

**Fourth Edition**

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## About the Authors

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# Preface to the Fourth Edition

**N**ew century. New look. In order to keep pace with the never-ending changes in electronic media, this fourth edition of *Broadcasting, Cable, the Internet, and Beyond* contains many new features.

## New Title

The Internet has permanently changed the landscape of electronic media. Web sites offer alternatives to the traditional sources of news. Networks use the Web to promote their programs. Radio stations broadcast online. Companies such as broadcast.com aggregate links to radio and television content from across the globe. Consequently, it seemed only fitting to include the word “Internet” in the book’s title and to regard it as an electronic medium along with broadcasting and cable.

## New Content

The Internet appears in more than just the title of the fourth edition. A new chapter has been added that details the development of this new medium; explains its new vocabulary of ISPs, portals, and browsers; discusses its unique features; and examines its impact on the more-traditional broadcasting and cable media. Additionally, Internet content has been added to other appropriate chapters. For example, Chapter 2 (“History of Cable, Home Video, and the Internet”) now includes a section on Internet history; Chapter 10 (“Rules and Regulations”) discusses regulating the net; and Chapter 12 (“Ratings and Audience Feedback”) contains a description of how the Internet audience is measured.

## New Organization

The fourth edition also sports a new, streamlined organization that should fit better with the traditional semester system. The total number of chapters has been reduced from 19 to 14. The opening

history chapters have been reorganized, and the third edition’s two chapters on technology have been reduced to one.

Other changes include the addition of the new Internet chapter in Part Two of the book and a new chapter (Chapter 7, “The Business of Broadcasting and Cable”) about the business aspects of the electronic media. This chapter integrates new material with information that previously was contained in several chapters in the third edition. It is hoped that this new arrangement will make it easier for instructors to cover this important aspect of the media.

Part Four (“How It’s Controlled”) has been shortened from three chapters to two. Similarly, the two ratings chapters in the third edition have been combined, and the chapter on international electronic media has been moved to the end of the book.

All in all, the authors hope this new structure will be more convenient and user-friendly.

## New Themes

The fourth edition continues the use of thematically organized boxed inserts in every chapter that present extended examples or interesting snapshots of media leaders. The themes for this edition have been streamlined into four categories: Profiles, Ethics, Events, and Issues. Dozens of new boxed inserts have been added throughout.

## New Writing Team

Previous adopters will note that a new author has joined the team. Frank “Fritz” Messere is an associate professor of communication studies at State University of New York at Oswego. Fritz is the author of a book about the Internet, and his expertise in the new media will be evident throughout this new edition.

## New Supporting Materials

The fourth edition makes use of the World Wide Web to provide instructors and students with materials that enhance and complement the material found in the text. Each chapter of the book is supported by an interactive Web study guide that students can use to reinforce concepts in the text, communicate with others taking the course, study enrichment material, and practice for tests. For more information, see the McGraw-Hill Web site at [www.mhhe.com/media](http://www.mhhe.com/media).

## Familiar Elements

Loyal users of the book will find many things that are familiar. The basic plan of the book has not been changed.

- Part One, “Foundations” (comprising Chapters 1, 2, and 3), reviews the history of electronic media and provides a simplified discussion of the technology of audio and video.
- Part Two, “How It Is” (Chapters 4, 5, and 6), is an overview of the current electronic media: radio, television, cable, and the Internet. Each chapter surveys the basic structure of the medium, examines the economic and societal forces that influence its operation, addresses relevant current issues, and concludes with a look at career prospects.
- Part Three, “How It’s Done” (Chapters 7, 8, and 9), concentrates on the business aspects of the various media. Chapter 7 introduces the student to the role of advertising and the typical revenue streams and expenses of the various media. The next two chapters concentrate on programming. They highlight how broadcasting and cable operators select and schedule their content to appeal to an audience that is attractive to advertisers.
- Part Four, “How It’s Controlled” (Chapters 10 and 11), examines the regulatory process. Chapter 10 discusses the basic rationale behind regulation and surveys the structure and function of the Federal Communications Commission and other organizations influential in media operation. The chapter also examines the Telecommunications Act of 1996 and its impact on contemporary media. Chapter 11 looks at media self-regulation and the response of industry and community groups to ethical and regulatory issues.
- The final part of the book, Part Five, “What It Does” (Chapters 12, 13, and 14), looks at audiences. Chapter 12 explains the important business of ratings research, while Chapter 13 examines the social impact of the electronic media. Audiences in other countries are the focus of Chapter 14, a survey of the world of international electronic media.

Every chapter has been updated and revised to reflect changes in this dynamic field. Charts and tables contain the most recent data available.

Additionally, the fourth edition carries through our attempt to create a book that would be both interesting for students to read and easy for teachers to use. The new edition emphasizes conciseness. We have tried to cut down on the details without sacrificing depth of coverage. We have maintained a conversational writing style and have included easy-to-understand figures and tables where appropriate. Like the third edition, each chapter opens with a list of “Quick Facts,” which we hope will introduce the reader to the material in a bright and accessible way. Each chapter ends with a summary of key points, a list of the chapter’s key terms, and suggestions for further readings and Web browsing.

Finally, we hope the fourth edition fulfills the goal we set when this book was first published: To produce a textbook that is informative and that captures some of the excitement, exhilaration, and immediacy that go with this industry.

## Acknowledgments

First and foremost, the authors would like to acknowledge the contributions of Gary Copeland to our past editions. We particularly appreciate the high standards of scholarship and professionalism that he brought to this project.

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**Joseph R. Dominick  
Barry L. Sherman  
Fritz Messere**

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# **Broadcasting, Cable, the Internet, and Beyond**