The Dynamics of Mass Communication

Joseph R. Dominick University of Georgia, Athens



Boston Burr Ridge, IL Dubuque, IA Madison, WI New York San Francisco St. Louis Bangkok Bogotá Caracas Lisbon London Madrid Mexico City Milan New Delhi Seoul Singapore Sydney Taipei Toronto

Detailed Contents



The Nature and History of Mass Communication

One

Communication: Mass and Other Forms Elements in the Communication Process 5 *Transmitting the Message* 5 Receiving the Message 7 Communication Settings 10 Interpersonal Communication 10 Machine-Assisted Interpersonal Communication 11 Mass Communication 15 Nature of the Mass Communicator 18 Formal Organizations 18 Gatekeepers 19 Operating Expenses 20 Competing for Profits 21 The Internet as Mass Medium 21 Models for Studying Mass Communication 23 Mass Communication Media 25 Defining Mass Media 25 The End of Mass Communication as We Know It? Mass Media Symbiosis 27 Convergence 27 Main Points 28

Two

Key Terms 29

Perspectives on Mass Communication 30 Functional Analysis 31

Questions for Discussion 29

Surfing the Internet 29

Suggestions for Further Reading 29

The Role of Mass Communication 32 Functions of Mass Communication for Society 33 Surveillance 33 Interpretation 36 Linkage 38 Transmission of Values 40 Entertainment 43 How People Use the Mass Media 44 Cognition 44 Diversion 45 Social Utility 47 Withdrawal 48 Content and Context 49 Critical/Cultural Studies 49 History 49 Concepts 52 Main Points 54 Questions for Discussion 55 Key Terms 55 Suggestions for Further Reading 55 Surfing the Internet 55 Three

Language 57

Historical and Cultural Context

Writing 59 Sign Writing versus Phonetic Writing 59 Clay versus Paper 60 Social Impact of Writing 60 The Dark Ages 61 Printing 62

Effects of the Gutenberg Revolution 63 Technology and Cultural Change 64

Conquering Space and Time: The Telegraph and Telephone 65 Development of the Telegraph 65 Cultural Impact of the Telegraph 67 Government and Media A Change in Perspective 68

Capturing the Image: Photography and Motion Pictures 69

xiv Contents

104
104
104
104
108
110

The Print Media

Four

Newspapers 85

History 86

Journalism in Early America 86 The Beginnings of Revolution 86 The Political Press: 1790–1833 87 Birth of the Mass Newspaper 89 The Penny Press 90 Newspapers Become Big Business 92 Yellow Journalism 93 The Early Twentieth Century 94 The Impact of the Depression 95 Postwar Newspapers 96 Modern Newspapers 97

Five

Magazines 122

Surfing the Internet 121

Key Terms 121

History 124

The Colonial Period 124 After the Revolution 125 The Penny-Press Era 125 The Magazine Boom 128 Between the Wars 128 The Postwar Period 129 Contemporary Magazines 130

Suggestions for Further Reading 121

Organization of the Magazine Industry 131

Content Categories 131 Function Categories 134

Magazines Online 136	Suggestions for Further Reading 171
Magazine Ownership 138	Surfing the Internet 171
Producing the Magazine 139	
Departments and Staff 139	
Publishing the Magazine 141	
Economics 142	
Feedback 144	
Total Audience Data 144	
Magazine Audiences 145	
A Look Ahead 146	Part III
Career Outlook: The Magazine Industry 146	Electronic Media
Entry-Level Positions 146	Electivilic Media
Upward Mobility 147	0
Main Points 148	Seven
Questions for Discussion 148	Radio 175
Key Terms 148	History 176
Suggestions for Further Reading 148	The Evolution of Radio as a Mass Medium 176
Surfing the Internet 149	The Depression 182
	World War II 184
Six	Innovation and Change: 1945–1954 184
Book Publishing 150	Growth and Stabilization: 1955–1990 187
History 151	The Volatile 1990s 188
Colonial America 152	Organization of the Radio Industry 189
The Penny-Press Era 153	Local Stations, Nets, and Syndicators 190
The Paperback Boom 153	AM and FM Stations 191
The Early Twentieth Century 154	Station Formats 192
Postwar Books: Paperbacks and Consolidation 154	Ownership 195
The Contemporary Book Industry 155	Producing Radio Programs 196
Organization of the Book Industry 156	Departments and Staff 196
Publishers 156	Putting Together a Program 196
Distributors 158	Economics of the Radio Industry 198
Retailers 158	Sources of Revenue 198
Ownership 160	General Expenses 198
Producing the Book 161	Noncommercial Radio 199
Departments and Staff 161	Radio Online 202
Publishing the Book 164	Feedback 202
Books Online 164	Ratings and Shares 202
Economics 166	Audiences 204
Audiences 168	A Look Ahead 205
Feedback 168	Career Outlook: Radio 205
A Look Ahead 169	Entry-Level Positions 205
Career Outlook: Book Publishing 169	Upward Mobility 206
Main Points 170	Main Points 206
Questions for Discussion 170	Questions for Discussion 207
Key Terms 171	Key Terms 207
100 1011110 171	

Suggestions for Further Reading 207 Surfing the Internet 208	Nine Motion Pictures 242
suming the internet 200	History of the Motion Picture 244
Eight	The Edison Lab 244
Sound Recording 209	The Nickelodeons 246
History 210	Zukor and Griffith 248
Popular Music Content: Sentiment and Innovation 212	Birth of the MPPC 248
The Impact of Radio on the Record Industry 212	The Star System 248
The Great Depression 213	Consolidation and Growth 250
World War II and After 213	The Roaring Twenties 250
The Coming of Rock and Roll 215	The Studio Years 253
Rock Goes Commercial 217	The Film Industry Reacts to TV 255
The British Invasion 217	Realignments: Film in the 1960s and 1970s 256
Transitions 219	Modern Trends in Film and TV 258
Industry Trends 1970–Present 220	Film Content: 1980–Present 260
Trends in Content 221	Organization of the Film Industry 261
Organization of the Record Industry 221	Production 261
Talent 223	Distribution 261
Production 224	Exhibition 262
Distribution 224	Ownership 263
Retail 226	Producing Motion Pictures 264
Ownership 226	Departments 264
Producing Records 227	Preproduction 264
Departments and Staff 227	Production 267
Making a CD or Tape 229	Postproduction 267
Economics of the Recording Industry 231	Economics 268
Economic Trends 231	Financing Films 268
Revenues from Record Sales 232	Dealing with the Exhibitor 270
Rock Performers: The Bottom Line 232	Promoting the Film 271
Feedback 234	Feedback 271
Sound Recording Audiences 237	Box Office 271
Online 237	Market Research 272
A Look Ahead 238	Audiences 273
Career Outlook: The Recording Industry 238	Cable and Home Video: The Hollywood
Entry-Level Positions 238	Connection 274
Upward Mobility 239	Movies Online 275
Main Points 240	A Look Ahead 276
Questions for Discussion 240	Career Outlook: The Film Industry 277
Key Terms 240	Entry-Level Positions 278
Suggestions for Further Reading 240	Upward Mobility 278
Discography 241	Main Points 279
Surfing the Internet 241	Questions for Discussion 279
	Key Terms 279
	Suggestions for Further Reading 279
	Surfing the Internet 280

Contents

Ten	Career Outlook: The Televison Industry 320
Television 281	Entry-Level Positions 321
History 282	Upward Mobility 321
The Structure of Early Television 283	Other Opportunities 321
The 1950s: UHF, Color, and Network Dominance 283	Main Points 322
The Golden Age of Television 284	Questions for Discussion 322
Coming of Age: Television in the 1960s 286	Key Terms 322
Years of Turmoil: TV Content in the 1960s 287	Suggestions for Further Reading 322
Growing Public Concern: The 1970s 287	Surfing the Internet 322
The 1980s and 1990s: Increased Competition 288	
Cable's Continued Growth 288	Eleven
Zipping, Zapping, Grazing, and DBS 289	The Computer and the Internet 324
TV Content: 1970s to the Present 290	A Brief History of the Computer 325
Organization of the Traditional Television	The Internet 326
Industry 292	From ARPANET to Internet 326
Production 292	Structure and Features of the Internet 328
Distribution 294	E-Mail 328
Exhibition 295	Telnet 329
Ownership 296	Newsgroups 330
Producing Television Programs 297	World Wide Web (WWW) 331
Departments and Staff 297	On-line Information Services 334
Getting TV Programs on the Air 298	Economics 335
Economics 299	Feedback 336
Commercial Time 299	Audiences 337
Where Did the Money Go? 301	Virtual Reality 337
The Digital Revolution 302	Social Implications 339
Public Broadcasting 303	Lack of Gatekeepers 340
A Short History 303	Information Overload 340
Programming and Financing 304	Lack of Interpretation 341
Cable Television 305	Privacy Concerns 341
History 305	Need for Regulation 342
Ownership 308	A Look Ahead 344
Structure of Cable Systems 308	Career Outlook: The Computer Industry 345
Programming and Financing 309	Main Points 346
Pay-per-View (PPV) 311	Questions for Discussion 346
Home Video 312	Key Terms 346
Direct Broadcast Satellites 313	Suggestions for Further Reading 347
TV Online 314	Surfing the Internet 347
Measuring TV Viewing 315	
Television Ratings 317	
Questionnaires, Concept Testing, and Pilot Testing 318	
Audiences 319	
A Look Ahead 320	

xviii Contents



PART IV

Specific Media Professions

Twelve

News Gathering and Reporting 351

Deciding What Is News 352

Categories of News and Reporting 354

Hard News 354

The Print Media 355

The Broadcast Media 355

Soft News 356

Investigative Reports 357

The News Flow 358

Print Media 359

Broadcast Media 359

The Wire Services 362

Media Differences in News Coverage 363

Words and Pictures 363

Print and Broadcast Journalists 364

News Consultants 365

Similarities in the News Media 365

Intermedia Comparisons 367

Technology 368

Computer-Assisted Reporting 369

Journalism Online 369

Career Outlook: News Gathering and Reporting 373

Main Points 373

Questions for Discussion 374

Key Terms 374

Suggestions for Further Reading 374

Surfing the Internet 374

Thirteen

Public Relations 375

Defining Public Relations 376

Short History of Public Relations 378

Organization of the Public Relations Industry 381

Departments and Staff 384

The Public Relations Program 385

Information Gathering 386

Planning 387

Communication 387

Evaluation 388

Economics 389

PR Online 389

PR in a Multicultural Environment 391

Career Outlook: Public Relations 393

Main Points 394

Questions for Discussion 394

Key Terms 394

Suggestions for Further Reading 395

Surfing the Internet 395

Fourteen

The Structure of the Advertising Industry 396

Defining Advertising 397

Functions of Advertising 397

Types of Advertising 397

Capsule History of Advertising 398

Organization of the Consumer Advertising

Industry 402

Advertisers 402

Agencies 403

Media 406

Advertising Online 407

Categories of Internet Advertising 408

Producing Advertising 410

Departments and Staff 410

The Advertising Campaign 411

Advertising Research 414

Economics 415

Advertising Volume in Various Media 415

Agency Compensation 418

Business-to-Business Advertising 418

Consumer vs. Business-to-Business Advertising 418

Media 420

Appeals 421

Career Outlook: Careers in Advertising 421

Entry-Level Positions 421

Upward Mobility 422

Main Points 422

Questions for Discussion 423

Contents xix

Key Terms 423 Regulating Advertising 457 Suggestions for Further Reading 423 Deceptive Advertising 457 Surfing the Internet 423 Commercial Speech under the First Amendment 458 Concluding Statement 460 Main Points 460 Ouestions for Discussion 461 Kev Terms 461 Suggestions for Further Reading 462 Surfing the Internet 462 Sixteen PART V Ethics and Other Informal Controls 463 **Regulation of the Mass Media** Personal Ethics 464 Ethical Principles 464 Fifteen A Model for Individual Ethical Decisions 466 Formal Controls: Laws, Rules, Regulations 427 Another Example of the Ethics Model 470 The Press, the Law, and the Courts 428 Acculturation 470 A Free Press 428 Performance Codes 471 Prior Restraint 428 The Print Media 471 Protecting News Sources 431 Broadcasting 472 The Reporter's Privilege 431 Motion Pictures 474 Search and Seizure 433 The Advertising Industry 476 Covering the Courts 434 Internal Controls 476 Publicity before and during a Trial 434 Organizational Policy: Television Networks' Standards Gag Rules 435 and Practices 477 Cameras and Microphones in the Courtroom 436 Organizational Policy: Newspapers and Magazines 478 Reporters' Access to Information 438 Self-Criticism 479 Government Information 438 Professional Self-Regulation in Advertising Access to News Scenes 439 Outside Influences 481 Defamation 440 Economic Pressures 481 Invasion of Privacy 445 Pressure Groups 483 The Right to Privacy 445 Press Councils 485 Trespass 446 Education 485 Copyright 446 Main Points 486 Obscenity and Pornography 448 Ouestions for Discussion 486 Regulating Broadcasting 450 Key Terms 486 The FCC 450 Suggestions for Further Reading Indecent Content 451 Surfing the Internet 487 The Equal Opportunities Rule 452 The Fairness Doctrine 452 Regulating Cable TV 452

The Telecommunications Act of 1996 453

Regulating the Internet 455

XX Contents



PART VI

Impact

Seventeen

The Global Village: International and Comparative Media Systems 491

International Media Systems 493

Global Print Media 493

Global Broadcasting 494

TV and Film 496

World Media Online 497

Comparative Media Systems 498

Theories of the Press 498

Control and Ownership of the Media 501

Role of the Media in Various Countries 504

Economic Differences 505

Examples of Other Systems 505

Japan 505

Mexico 507

China 510

Main Points 512

Questions for Discussion 512

Key Terms 512

Suggestions for Further Reading 513

Surfing the Internet 513

Eighteen

Social Effects of Mass Communication 514

Investigating Mass Communication Effects 515

Effects on Knowledge and Attitudes 516

Media and Socialization 518

The Media As a Primary Source of Information 519

Shaping Attitudes, Perceptions, and Beliefs 519

Cultivation Analysis 523

Children and Television Advertising 527

Agenda Setting 529

Television and Cognitive Skills 531

Media Effects on Behavior: A Capsule History 532

Growing Public Concern 533

TV Violence 535

The Impact of Televised Violence 535

Survey Results 536

Experimental Results 538

The Catharsis vs. Stimulation Debate 539

Bandura's Experiment 539

Complicating Factors 540

Field Experiments 541

Encouraging Prosocial Behavior 542

Developing Self-Control 542

Cooperation, Sharing, and Helping 542

Survey Data 543

Other Behavioral Effects 543

Political Behavior 543

Effects of Obscenity and Pornography 548

Television and Behavior Disorders 549

Eating Disorders 549

Suicide 549

Research about the Internet 551

Communication in the Future: Social Impact 551

Privacy 551

Fragmentation and Isolation 552

Overload in the Information Society 553

Escape 553

Main Points 554

Questions for Discussion 554

Key Terms 555

Suggestions for Further Reading 555

Surfing the Internet 555

Glossary 557

Index 563