

Understanding Media and Culture: An Introduction to Mass Communication

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Minneapolis, MN

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Publisher Information

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Acknowledgments

About the Author

Understanding Media and Culture: An Introduction to Mass Communication

Unnamed Author

Daily News, Eternal Stories: The Mythological Role of Journalism

1.1 Media and Culture

Pop Culture Mania



The Ed Sullivan Show

Life

American Idol

Idol

American Idol

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New York Times

The Adoring

Audience: Fan Culture and Popular Media

Tuned In Time

1.2 Intersection of American Media and Culture

Learning Objectives

American Idol

American Idol

Mass Communication, Mass Media, and Culture


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What will you ask the presidential candidates?



THE CNN★YOUTUBE DEBATES

LIVE ON CNN THIS SUMMER & FALL

Turn your question into a video and you could see it **broadcast and answered** on live TV!





DEMOCRATS★
THE SOUTH CAROLINA DEBATE
MONDAY JULY 23rd
Hosted by:
CNN Anderson Cooper

COMING UP:
REPUBLICAN DEBATE★
ON MONDAY, SEPTEMBER 17 IN FLORIDA

This summer and fall, YouTube, CNN and a few engaged and engaging citizens will make political history by having the presidential candidates answer questions submitted via YouTube videos.

The first debate will feature the Democratic candidates on July 23rd in Charleston, South Carolina. Submit your question for the Democrats between June 14 and July 22 (the earlier the better). The CNN political team will choose the most creative and compelling videos, and if yours is one of them, you may get the chance to fly to Charleston to watch the debate live and offer your reactions afterward on YouTube's political video blog, [Citizentube](#).

So if you've always wanted your voice to be heard, now's your chance -- grab a camera and get rolling.

★ GUIDELINES

- Be original -- choose your own approach.
- Be personal -- your perspective is important.
- Choose your focus -- you can address one or all of the candidates.
- Keep it quick -- your question should be less than 30 seconds.
- Make it look good -- speak loudly and keep that camera steady.
- Provide context -- in your question or video description, include your name & home town.
- Please note -- all videos are subject to the YouTube [Terms of Use](#).

Held in partnership with the
South Carolina Democratic Party

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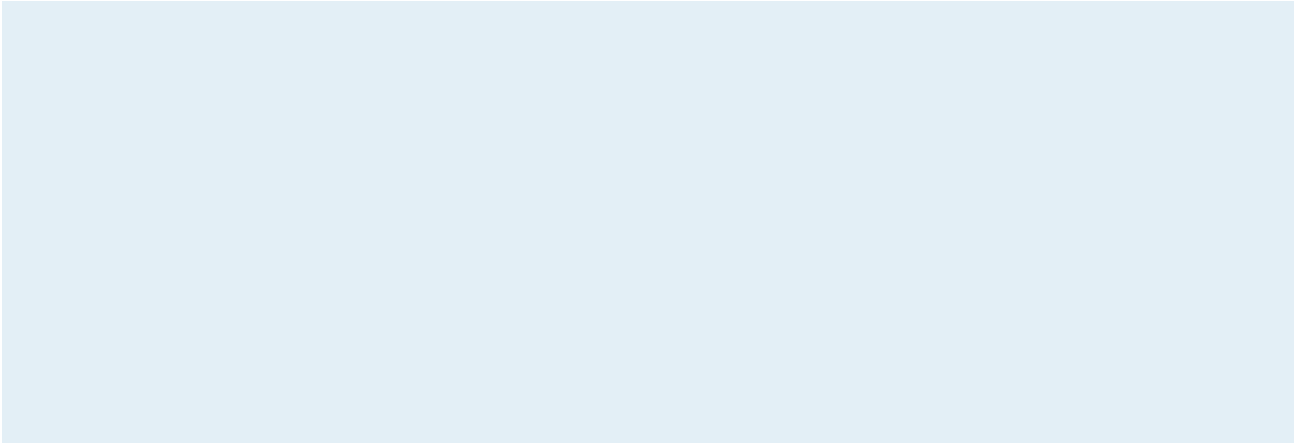
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Key Takeaways

Exercises

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1.3 The Evolution of Media

Learning Objectives

What Does Media Do for Us?

Galactica *Friday Night Lights* *The Wire*
Mad Men *Battlestar*
Wikipedia

The Jungle
Washington Post

medium

content

A Brief History of Mass Media and Culture

THE NEW YORK HERALD.

WHOLE NO. 9239. NEW YORK, TUESDAY, DECEMBER 17, 1861.—TRIPLE SHEET. PRICE TWO CENTS.

NEWS FROM THE SOUTH.

The Defences of Norfolk and Portsmouth.

Brief of the Amended Constitution of Virginia.

Movements of the Rebel General Zollicoffer.

THE REBEL WAR TAX.

Rebel Soldiers Moving from Western Virginia to Jack Ravine.

MISCELLANEOUS NEWS.

THE UNITED STATES IN BLACK AND WHITE.

The Geographical Position of the Loyal and Rebel States—The Rebel States are in Black.



The map * indicates the points in the Atlantic and Gulf coasts in possession of the Union forces.

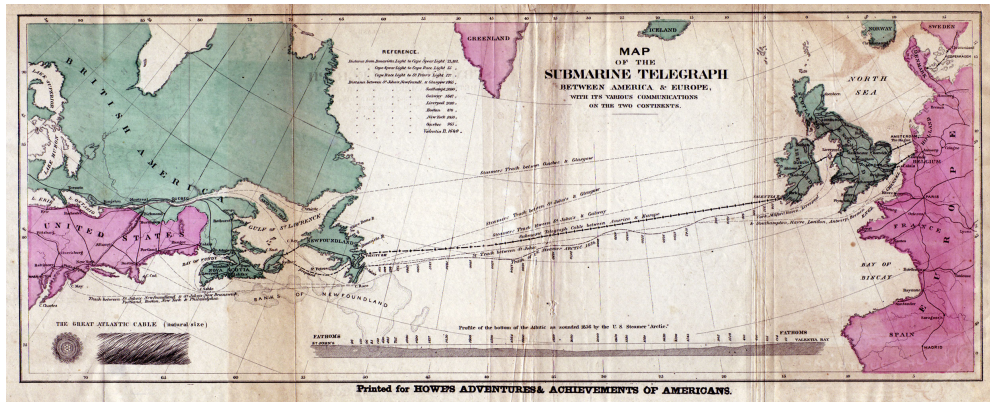
THE REBEL SHIP THING EVIDENCE.

OUR PROVISIONS CORRESPONDENCE.

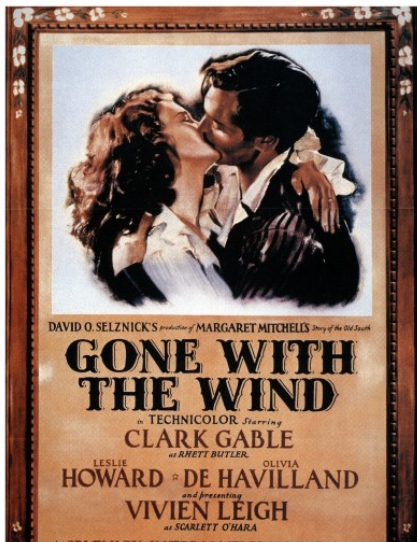
Providence, Dec. 16, 1861.

The Rebel ship, the *Albatross*, has been captured by the Union forces. The ship was found to be carrying a large quantity of provisions, including flour, sugar, and other foodstuffs. This discovery is a significant blow to the Rebel forces, as it shows that they are unable to sustain themselves in the field. The ship was captured by the Union forces on the coast of North Carolina. The provisions were found to be of high quality, and it is believed that they were intended for the Rebel forces in the South. This discovery is a clear indication of the Rebel forces' desperate situation, and it shows that they are unable to sustain themselves in the field. The ship was captured by the Union forces on the coast of North Carolina. The provisions were found to be of high quality, and it is believed that they were intended for the Rebel forces in the South. This discovery is a clear indication of the Rebel forces' desperate situation, and it shows that they are unable to sustain themselves in the field.

Technological Transitions Shape Media Industries



London Times



Gone With the Wind



The Wizard of Oz

Gone With the Wind

The Wizard of Oz



Key Takeaways

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Exercises

References

Imagined Communities: Reflections on the Origin and Spread of Nationalism
In Circulation

Social History of the Media

A Social History of the Media: From Gutenberg to the Internet

Wired

Understanding Media: The Extensions of Man

Digital

History

The State of the News Media 2004

A Supposedly Fun Thing I'll Never Do Again

1.4 Convergence

Learning Objectives

Kinds of Convergence

New York Post The Wall Street Journal

The Shadow

True Blood

Pirates of the Caribbean

Tom and Jerry

The Ring The Grudge



Effects of Convergence

Times

New York

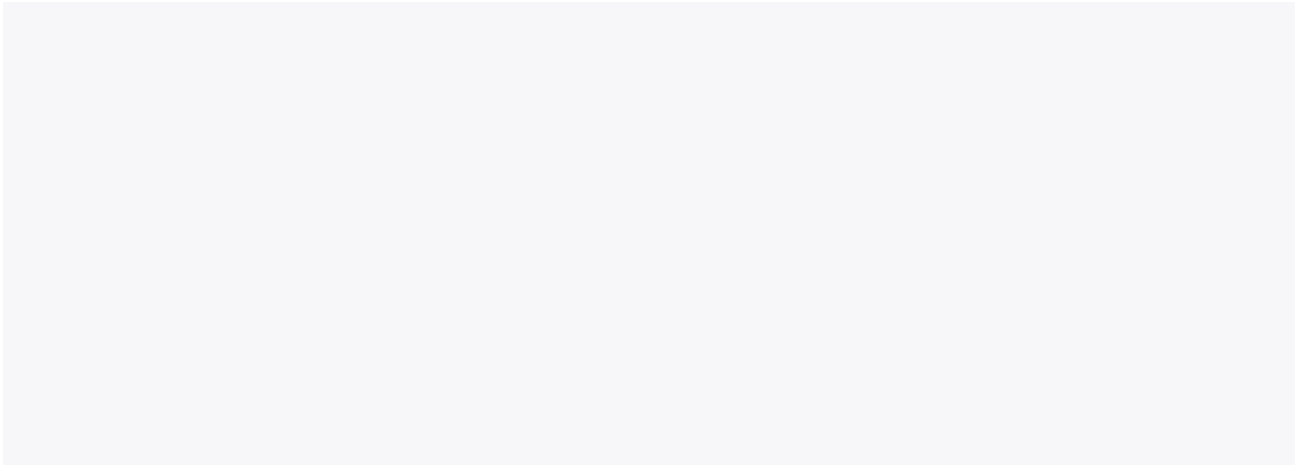
Everything Bad Is Good for You

The Shallows: What the Internet Is Doing to Our Brains

Video Killed the Radio Star: Convergence Kills Off Obsolete Technology—or Does It?

Britannica

Encyclopedia

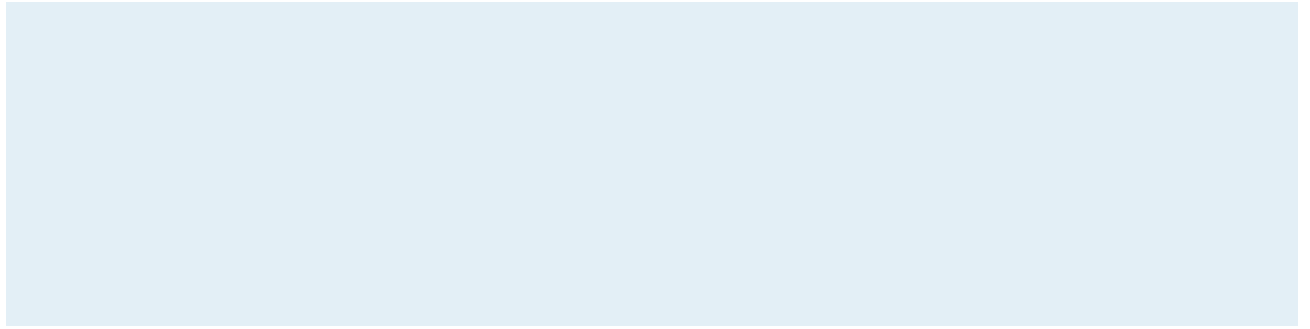


Key Takeaways

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Exercises





References

The Shallows: What the Internet Is Doing to Our Brains

Pitchfork

Technology Review

Everything Bad Is Good for You

New York Times

New York Times

TBS Journal

1.5 The Role of Social Values in Communication

Learning Objectives

Wired



Free Speech and Its Limitations



Ulysses

Roth v. the United States

Playboy

Propaganda and Other Ulterior Motives

The Huffington Post

Propaganda



Gatekeepers

The Independent

Key Takeaways

Exercises

References

How We Advertised America

PBS Mediashift

1.6 Cultural Periods

Learning Objectives		

Wired

The Modern Age

modernity

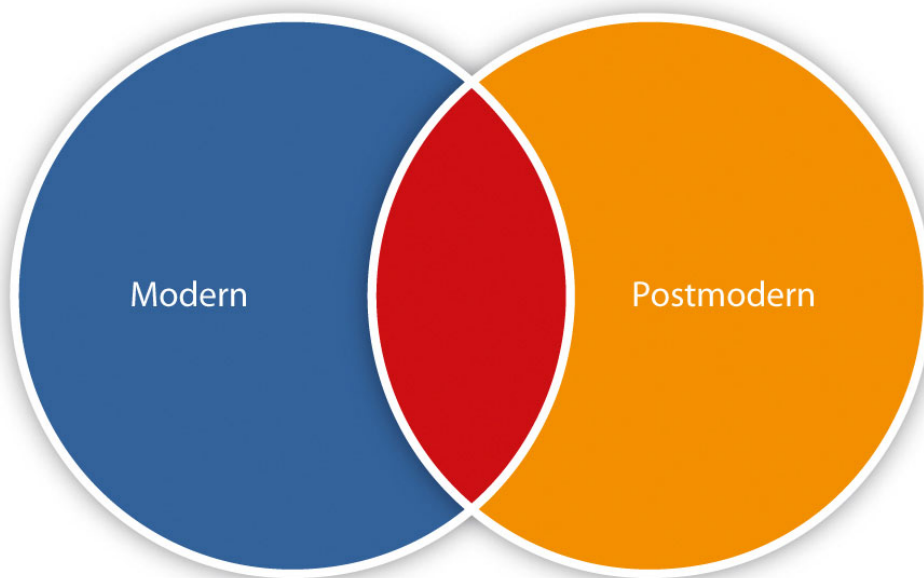
early modern period

late modern period

The Postmodern Age

Key Takeaways

Exercises



References

Wired

The Adding Machine

The Postmodern Condition: A Report on Knowledge

1.7 Mass Media and Popular Culture

Learning Objectives

Tastemakers

The New York Times

The Ed Sullivan Show

Anna Karenina

The New York Times



The Ed Sullivan show

New Yorker

A Changing System for the Internet Age

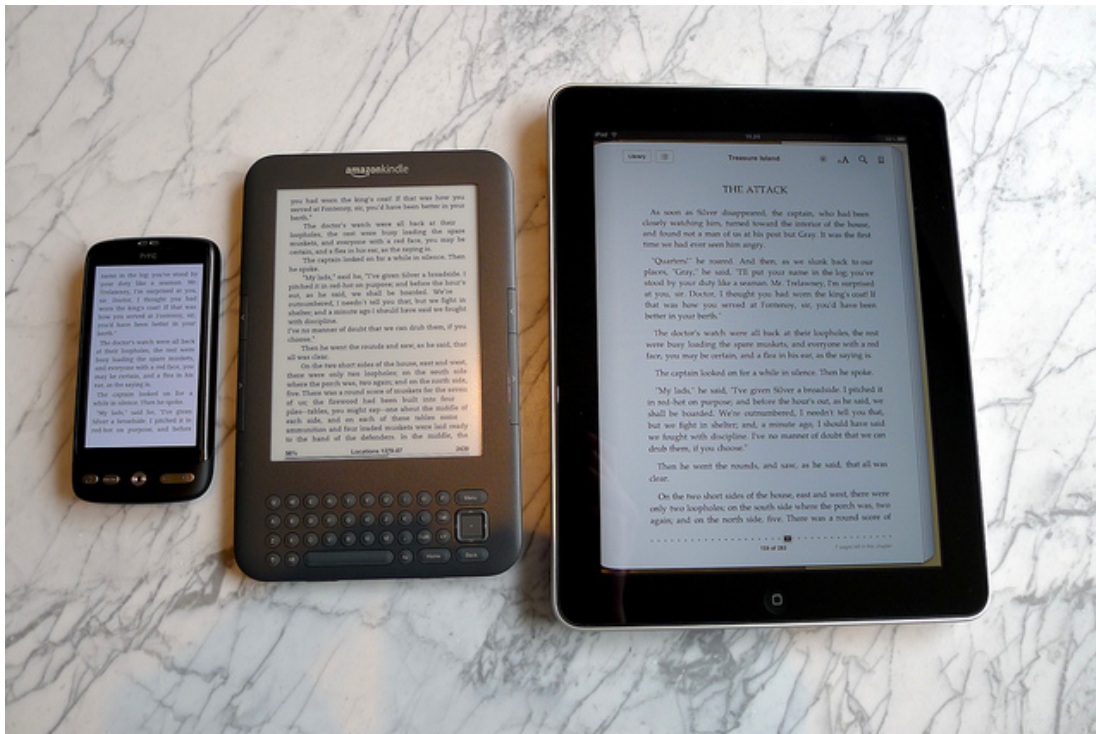
Sullivan Show
Idol

The Ed
American

Show/Episode	Number of Viewers	Percent of Households	Year
The Ed Sullivan Show / The Beatles' first appearance			
The Ed Sullivan Show / Elvis Presley's first appearance			
I Love Lucy / "Lucy Goes to the Hospital"			
M*A*S*H / Series finale			
Seinfeld / Series finale			
American Idol / Season 5 finale			

Getting Around the Gatekeepers

Daemon



Democratizing Tastemaking

The New York Times

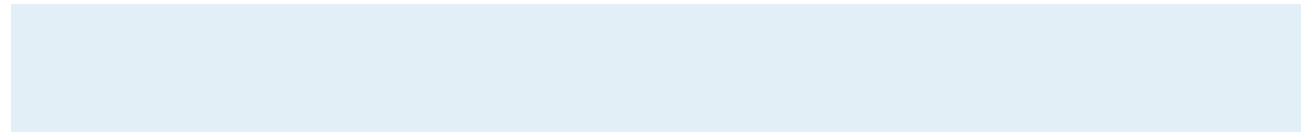
Hamlet

The New York Times

New York Times

Key Takeaways

Exercises



References

American Heritage
New York Times

New Yorker

Wikipedia

1.8 Media Literacy

Learning Objectives

Why Be Media Literate?

Advertising

Bias, Spin, and Misinformation

New Skills for a New World

Wikipedia

Wikipedia

Wikipedia

Individual Accountability and Popular Culture

Author:

Format:

Audience:

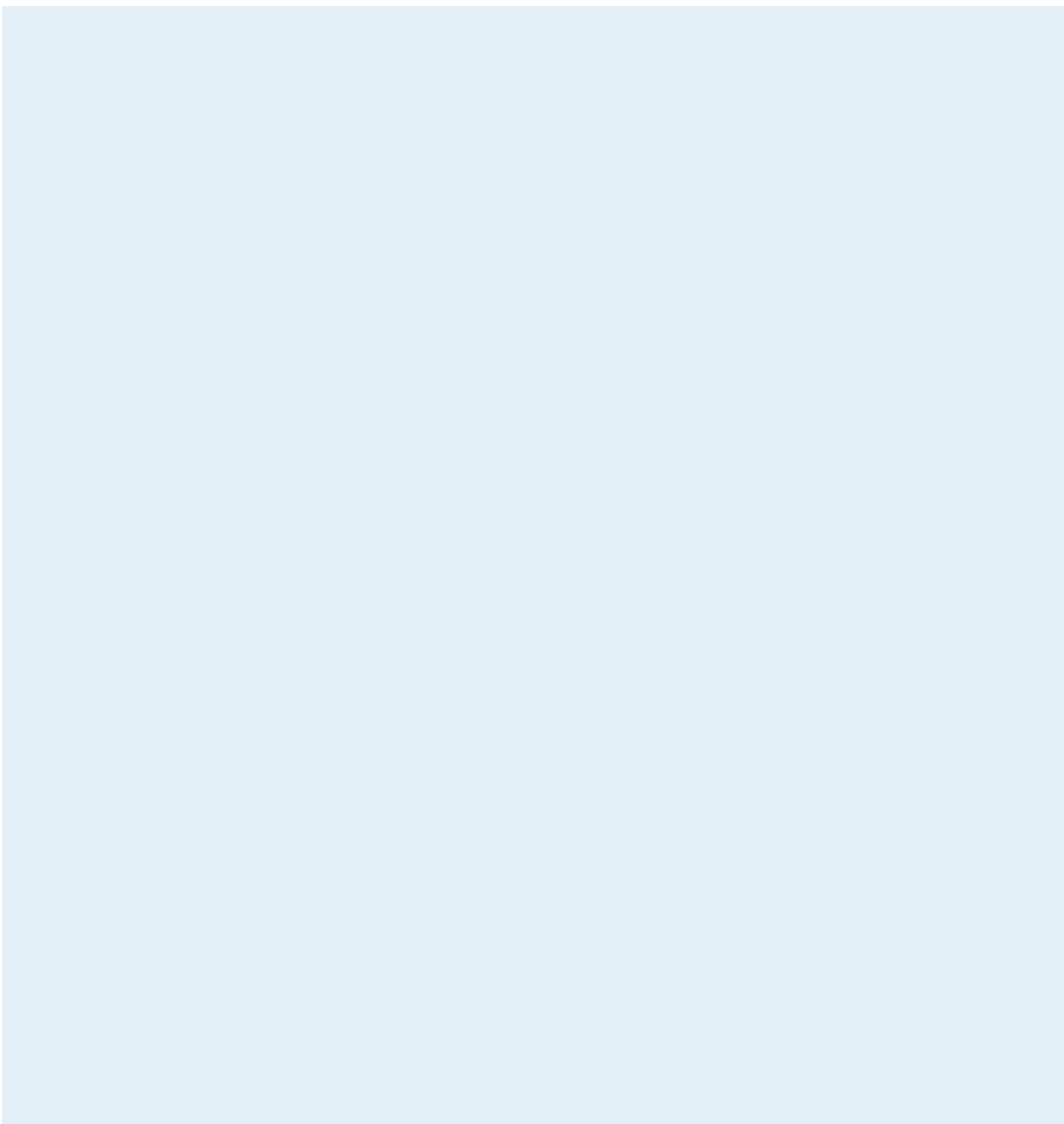
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Purpose:

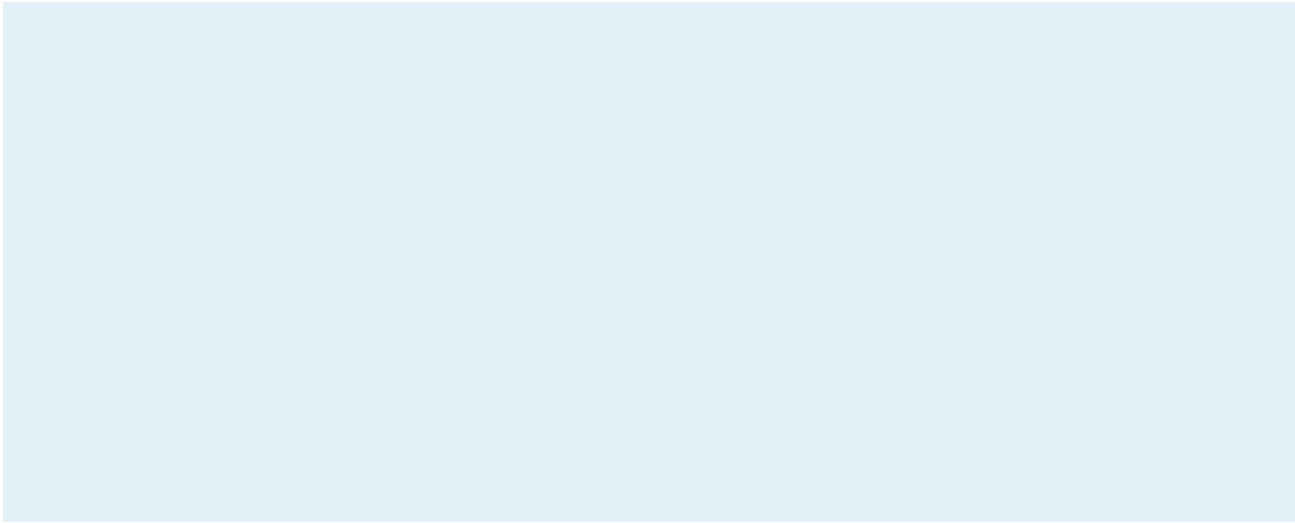
Key Takeaways

Exercises

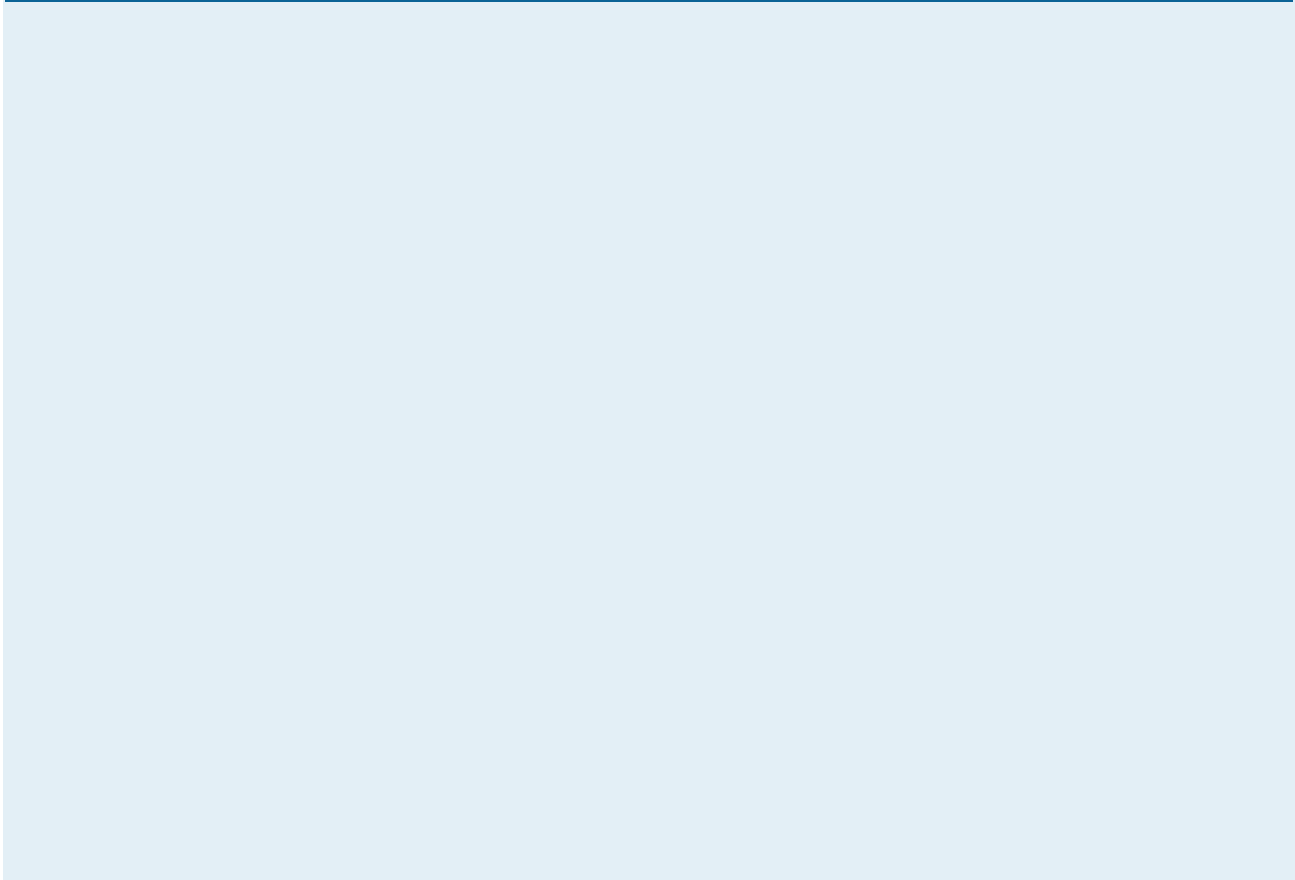
End-of-Chapter Assessment



Critical Thinking Questions



Career Connection



References

Wikipedia

Smith College Sophian

Wikipedia

The Colbert Report

BBC News

[FactCheck.org](https://www.factcheck.org/)

Los Angeles Times

2.1 Mass Media and Its Messages

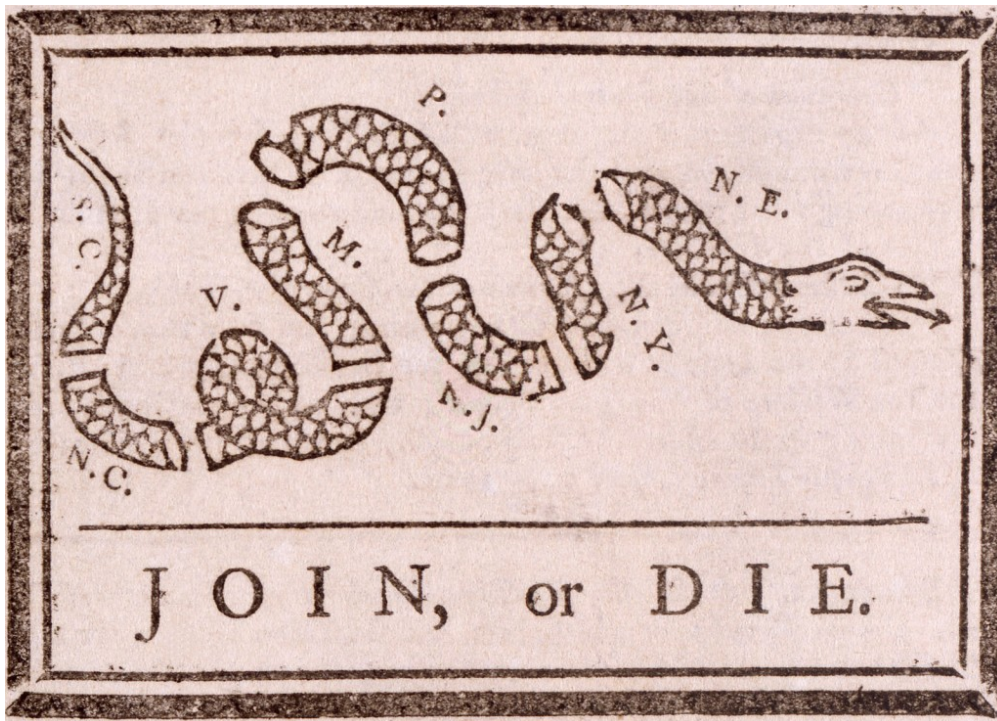
Learning Objectives

Propaganda and Persuasion

Encyclopedia Britannica

of the Media

The Creation



Maine

Media and Behavior

Violence and the Media

The Matrix

Doom



Sex and the Media

Cultural Messages and the Media



The Lone Ranger

Breakfast at Tiffany's

New Media and Society

A Better Pencil

Information

Onion

Harry Potter

Washington Post

The

Literacy

News



Rolling Stone

Rolling Stone

Rolling Stone

Rolling Stone

Convergence Culture

convergence
Collide

Convergence Culture: Where Old and New Media

American Idol

American Idol

American Idol

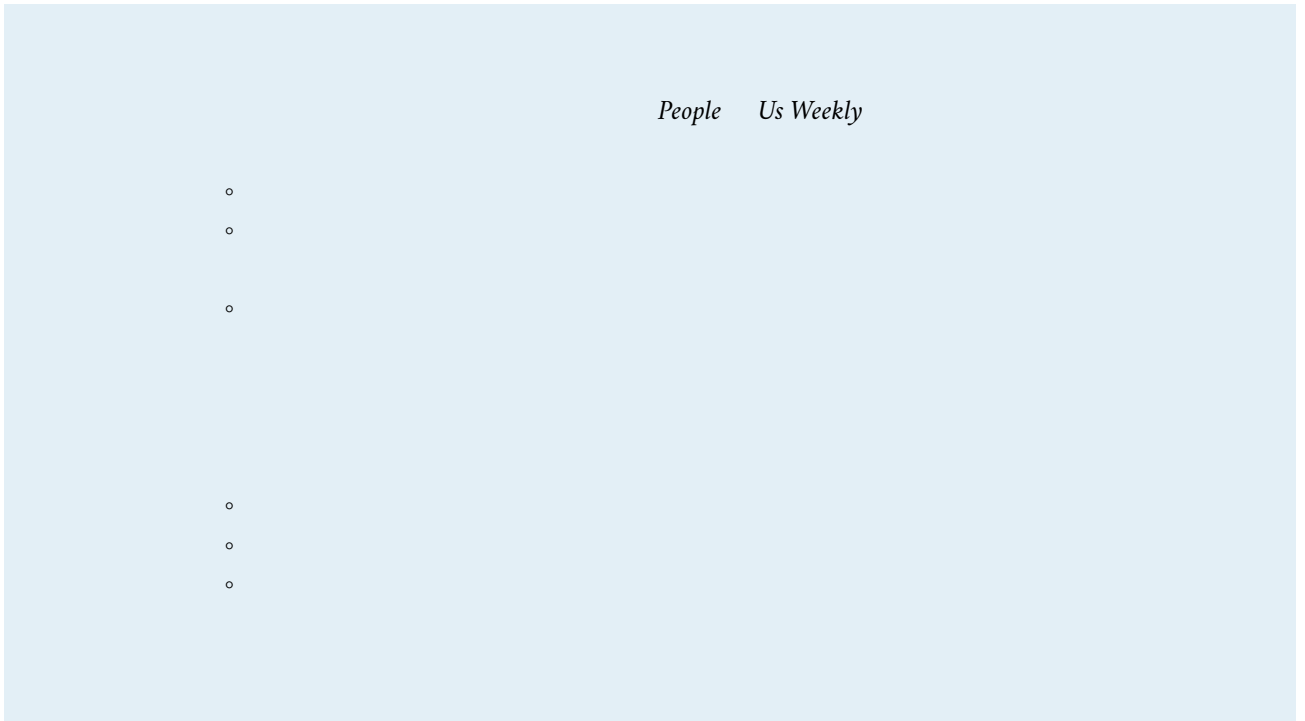
Bert Is Evil



Sesame Street

Key Takeaways

Exercises



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Interest

A Better Pencil: Readers, Writers, and the Digital Revolution

BBC News

MSNBC

Health Scout

Propaganda and Persuasion

New York Times

Convergence Culture: Where Old and New Media Collide

New York Times

New York Times

Propaganda

Creation of the Media

Philly.com

USA Today

2.2 Media Effects Theories

Learning Objectives

War of the Worlds

Challenges to the Direct Effects Theory

People's Choice Study

Marshall McLuhan's Influence on Media Studies

Media

Understanding Media

Gutenberg Galaxy

Understanding

Annie Hall

Laugh-In

Agenda-Setting Theory



Uses and Gratifications Theory

With the Stars

Dancing

Dancing With the Stars

Symbolic Interactionism

Spiral of Silence

Media Logic

Cultivation Analysis

Key Takeaways

Exercises

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References

- Media Worlds in the Postjournalism Era*
Agenda-Setting
Mass Communication: Living in a Media World
Mass Communication
Consumer Psychology
An Integrated Approach to Communication Theory and Research
New York Times

2.3 Methods of Researching Media Effects

Learning Objectives

Content Analysis

Archival Research

The New York Times Time

Surveys

Social Role Analysis

Depth Interviews

Rhetorical Analysis

Focus Groups



Experiments

Participant Observation

World of Warcraft

Digital Culture, Play, and

Identity: A World of Warcraft Reader

World of Warcraft

Key Takeaways

Exercises

References

Media Research Techniques

Digital Culture, Play, and Identity: A World of Warcraft Reader

Media Research Methods: Measuring Audiences, Reactions and Impact

Doing Media Research: An Introduction
Doing Media Research

2.4 Media Studies Controversies

Learning Objectives

Problems With Methodology and Theory

Doom

Active versus Passive Audience

Arguments against Agenda-Setting Theory

Arguments Against Uses and Gratifications Theory

Arguments Against Spiral of Silence Theory

Arguments Against Cultivation Analysis Theory

Politics and Media Studies

Media Bias



Media Decency

Ulysses
Adventures of Huckleberry Finn

Jack Thompson versus Violent Video Games

CBS News

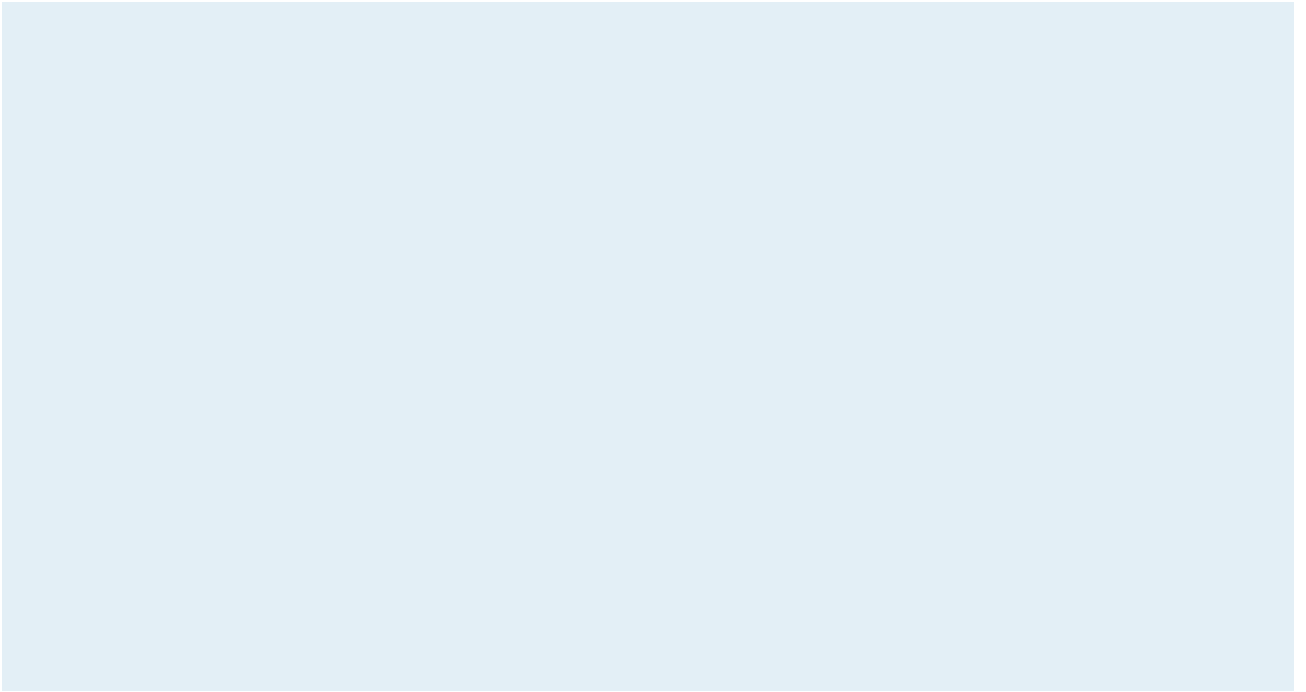
Grand Theft Auto

Media Consolidation

Key Takeaways

Exercises

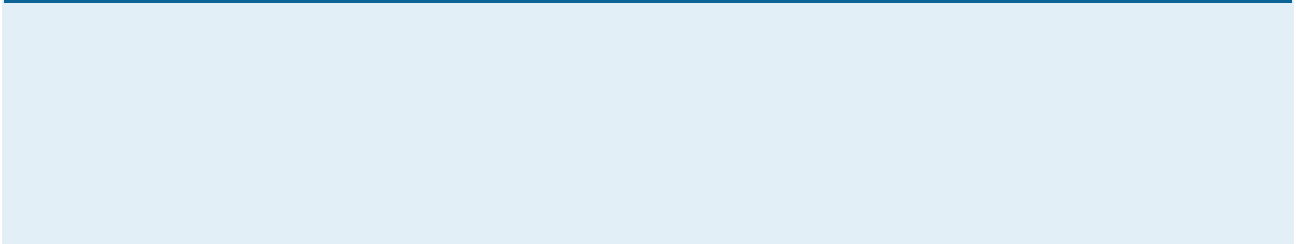
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Critical Thinking Questions



Career Connection



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Time

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Mass Communication

Human Communication Theory and Research: Concepts, Contexts, and Challenges

Digital Media Wire

InformationWeek

Topical Issues in

Communications and Media Research

MSNBC

USA Today

Cape Cod Times

Canada.com

Television and its Viewers: Cultivation Theory and Research

CBS News

3.1 Books

A Lost Generation of Readers?



Reading in America

Reading at Risk: A Survey of Literary

Dying

The Joy Luck Club
A Lesson Before

References

Washington Post

Reading at Risk: A Survey of Literary Reading in America

Reading at Risk

New York Times

3.2 History of Books

Learning Objectives

Ancient Books



Diamond Sutra

light up

illuminate

illuminare

Gutenberg's Industry-Changing Invention

Time

Effects of the Mass Production of Books

Divine Comedy

Canterbury Tales

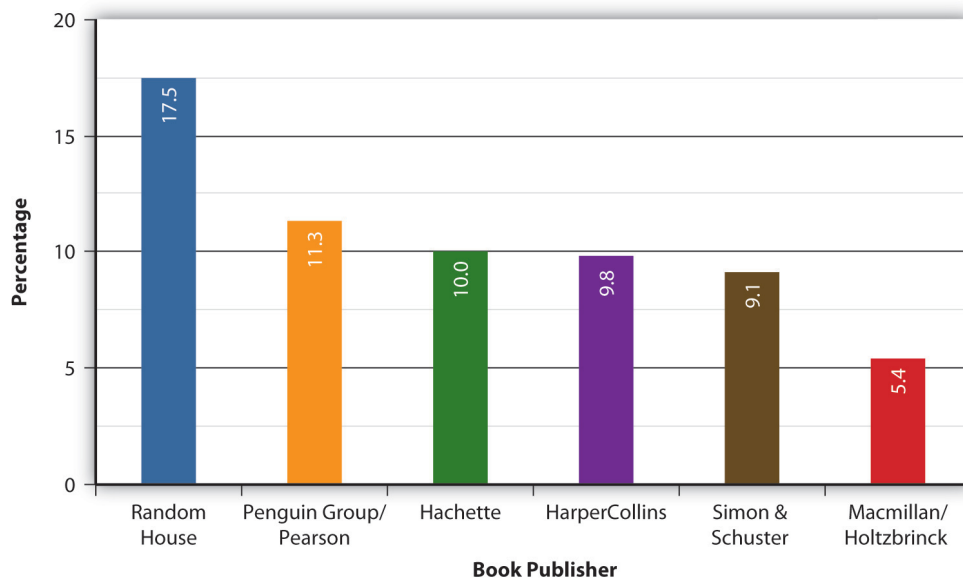
cheap books

History of Document Control

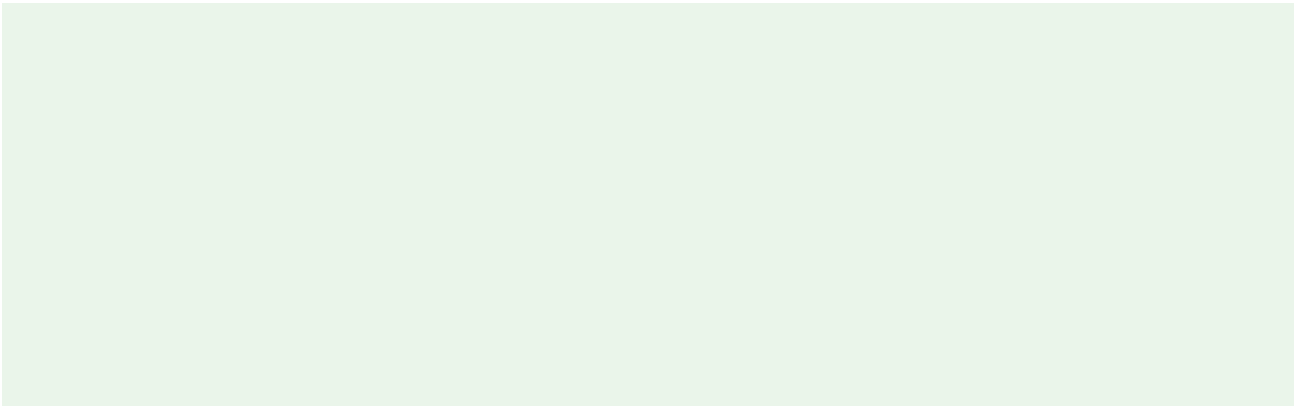
History of the Book-Publishing Industry

A Farewell to Arms

The Thin Man



Key Takeaways



Exercises

Wikipedia

References

A History of Reading

The Book Publishing Industry

The Encyclopedia of Censorship

What Hath God Wrought: The Transformation of America, 1815–1848

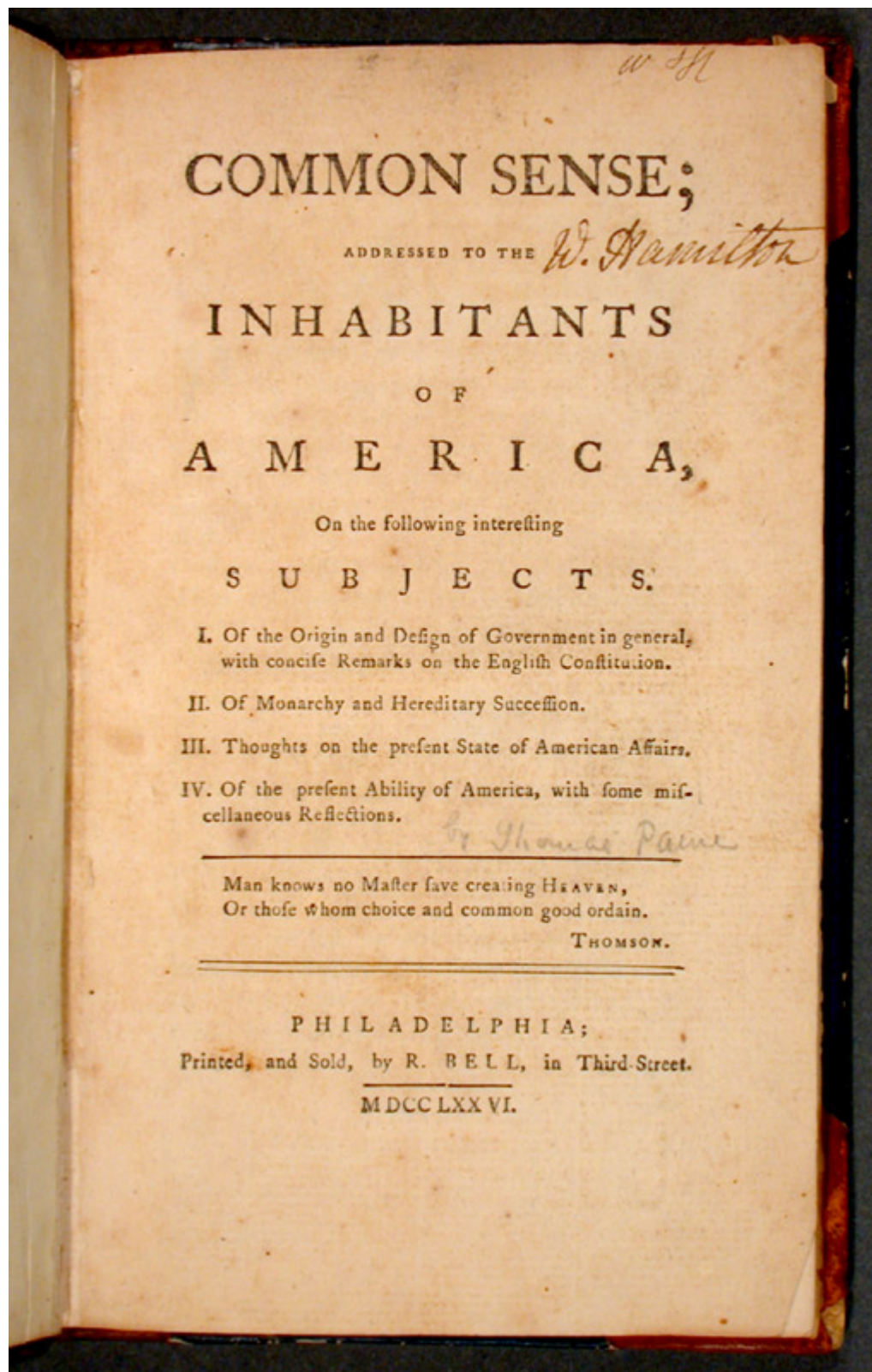
New York Times Magazine

History Magazine

Walt Disney: A Biography

3.3 Books and the Development of U.S. Popular Culture

Learning Objectives



Common Sense

Common Sense

The Power of Sympathy: or, The Triumph of Nature

Charlotte Temple

The Boarding School

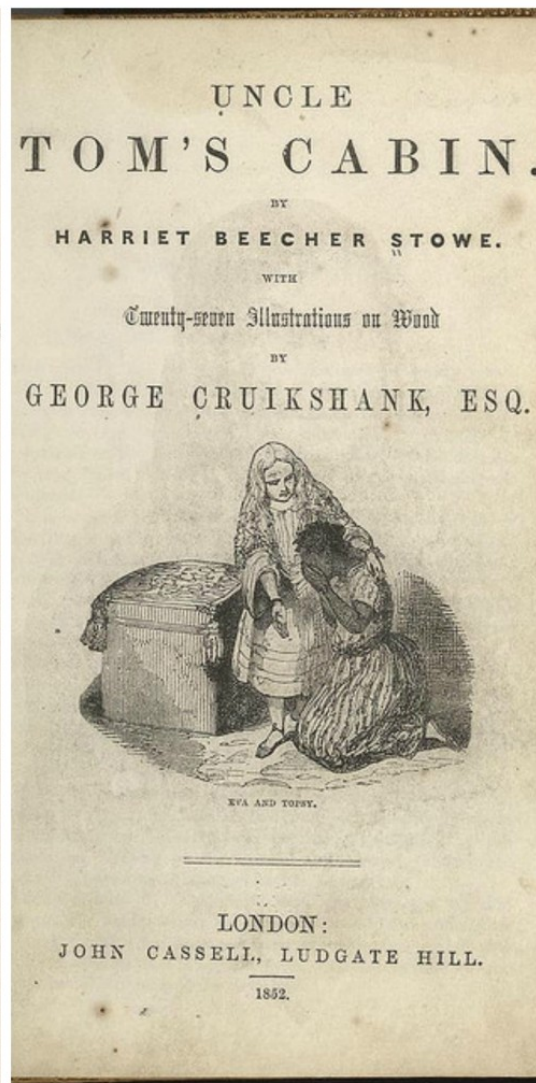
Books in the 1800s—How Uncle Tom's Cabin Helped Start a War

Charlotte Temple

Uncle Tom's Cabin

Uncle Tom's Cabin

Uncle Tom's Cabin

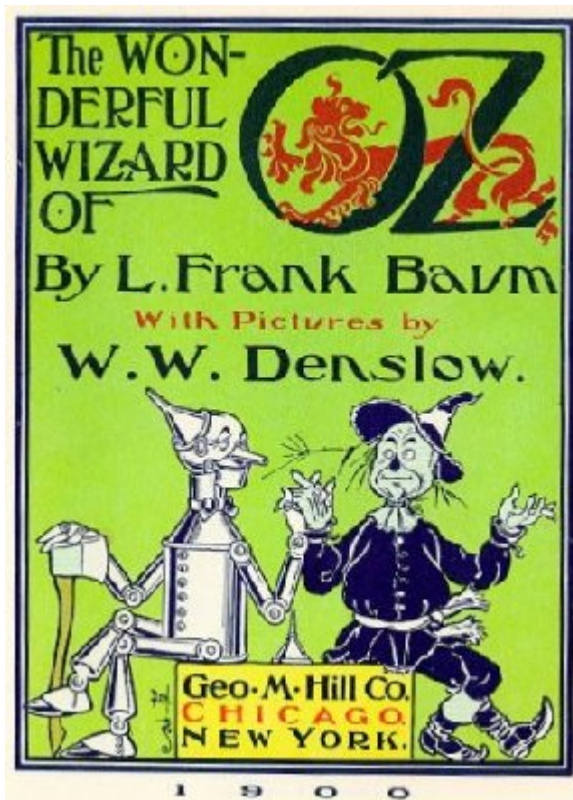


The Last of the Mohicans

Leaves of Grass

The Adventures of Huckleberry Finn

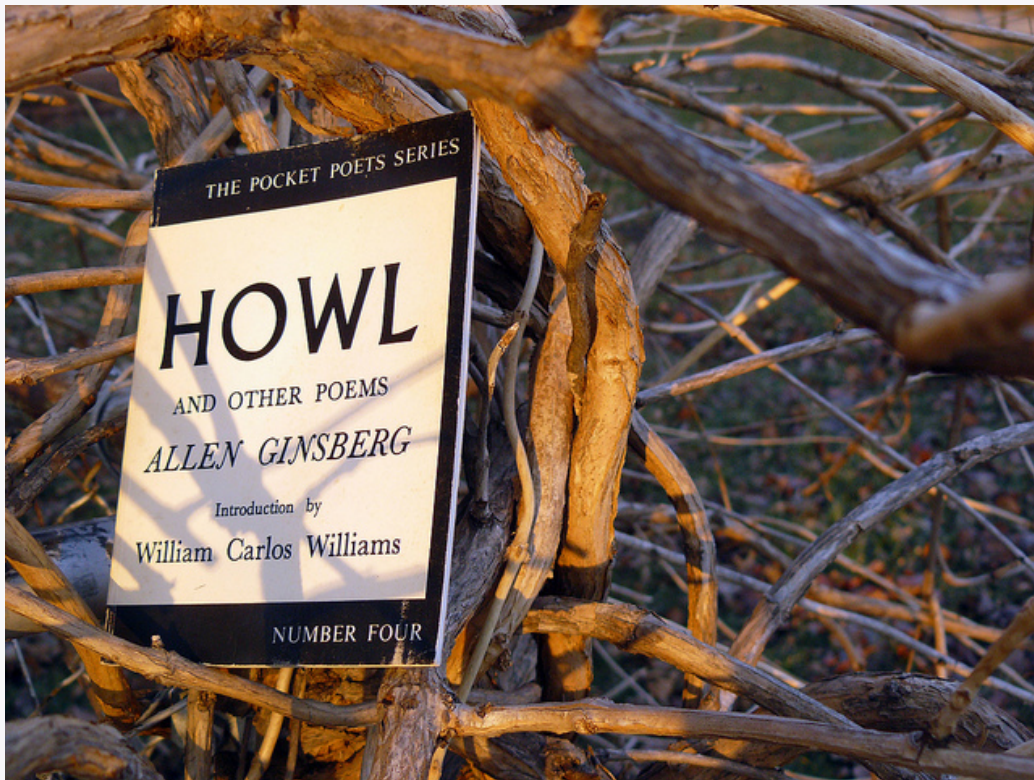
Twentieth Century and Beyond







Defining Obscenity: "Howl" Goes on Trial



Howl and Other Poems

Key Takeaways

Uncle Tom's Cabin

Exercises

References

The Norton Anthology of American Literature

The Kiss of Lamourette: Reflections in Cultural History

The Boarding School; or, Lessons of a Preceptress to Her Pupils

Howl

Uncle Tom's Cabin

American Scream: Allen Ginsberg's "Howl" and the Making of the Beat Generation

The Adventures of Huckleberry Finn

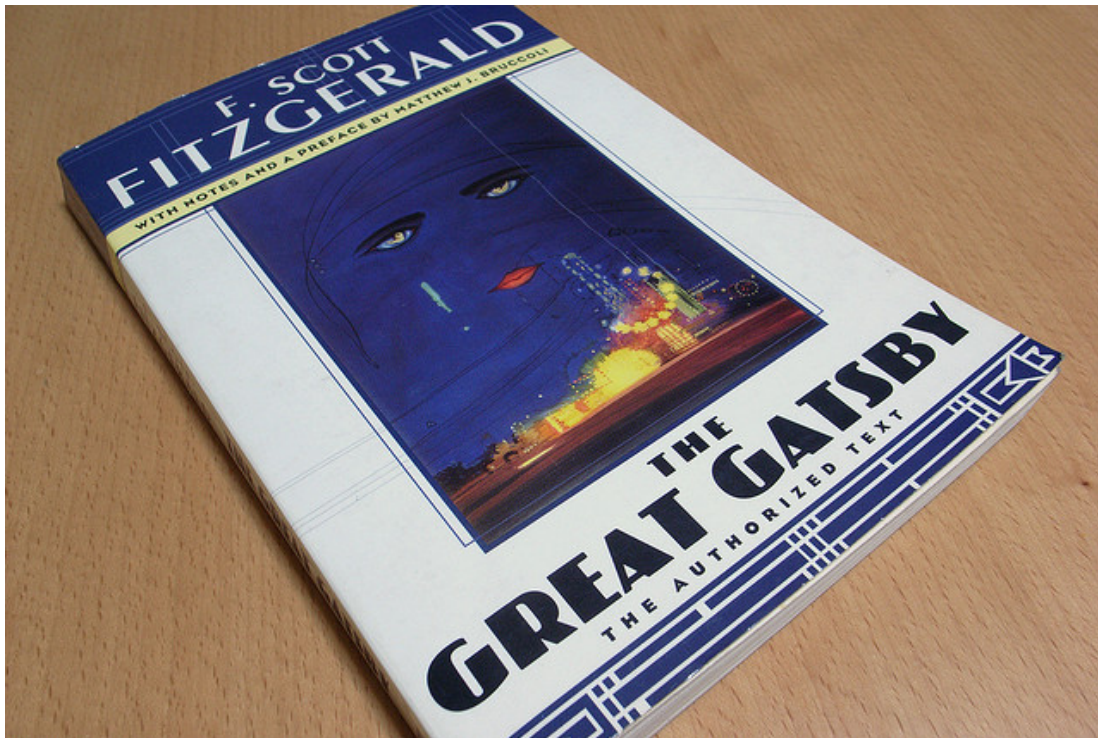
Common-place

3.4 Major Book Formats

<i>Learning Objectives</i>	

Hardcover

codex block of wood



The Great Gatsby

Harry Potter

Paperback

Interpreter of Maladies

The

The New York Times

E-Books

The Lost Symbol

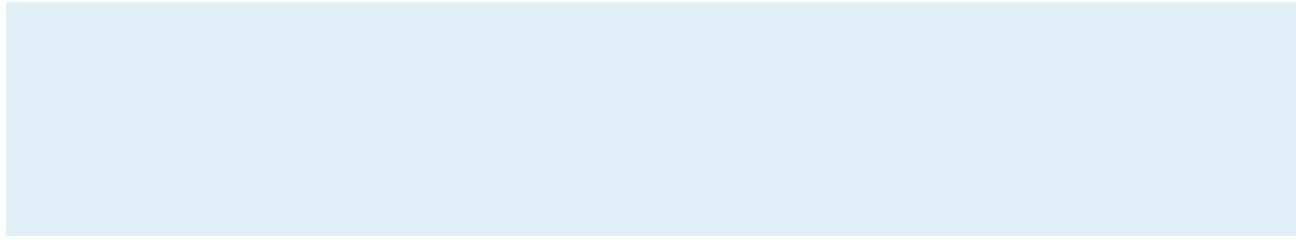
The Da Vinci Code

Riding the Bullet
Harry Potter
Harry Potter

The New Yorker

Key Takeaways

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References

New Yorker
American Scientist

CNN

USA Today

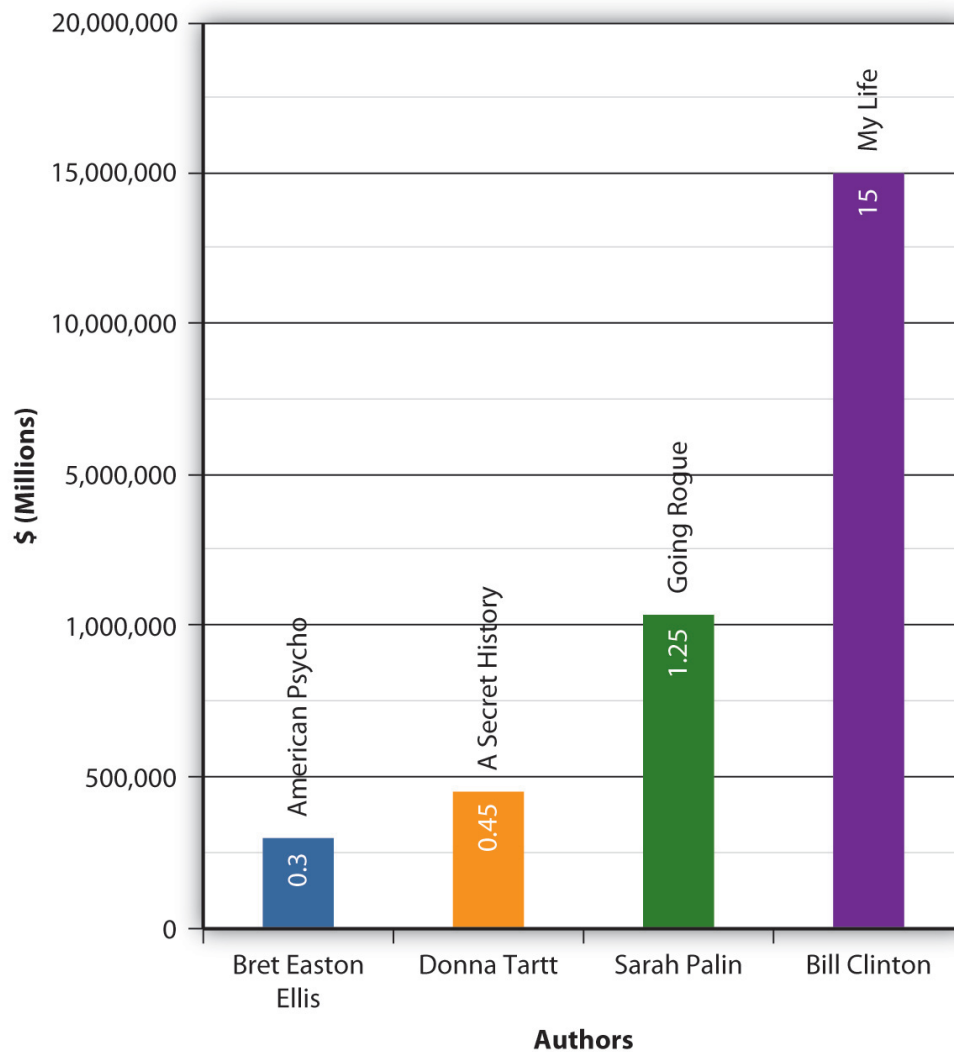
New York Times

3.5 Current Publishing Trends

Learning Objectives

Blockbuster Syndrome

New York Times



American Psycho
A Secret History
Going Rogue
My Life

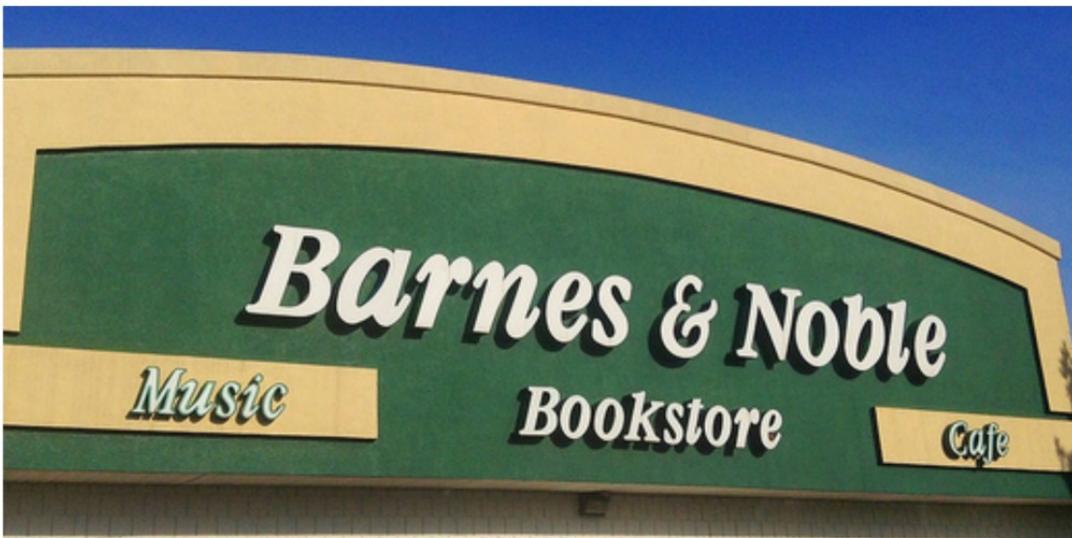
The New York Times

The Da Vinci Code

Authors Say "No" to Blockbuster Syndrome

Briefs: Stories for the Palm of the Mind

Rise (and Fall?) of Book Superstores



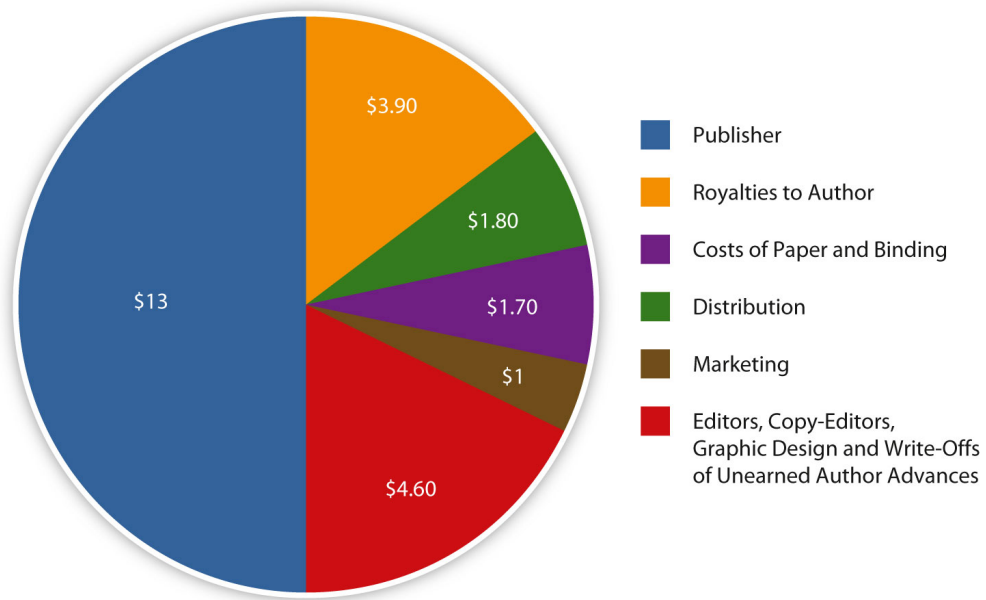
Publishers Weekly

Mother Jones

Harry Potter *Twilight*

The New Yorker

Price Wars



Key Takeaways

Exercises

The Washington Post

The New York Times USA Today

References

The Secret History

New Criterion

Entertainment Weekly

Time

Mother Jones

New York Times

Games on [msnbc.com](https://www.msnbc.com)

Publishers Weekly

New York Times

Reuters

New York Times

American Time Use Survey

American Time Use Survey

3.6 The Influence of New Technology

Learning Objectives

print-on-demand self-publishing

E-Books



Pride and Prejudice

The New York Times

Digitizing Libraries

The New York Times

The New York Times

The New York Times

Print-on-Demand and Self-Publishing

The Joy of Cooking

Chicken Soup for the Soul

Daemon

London Times

London Times

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End-of-Chapter Assessment

Critical Thinking Questions

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The New Yorker

References

New York Times

The Big Money

Daemon

Wired

New York Times

New York Times

Times

4.1 Newspapers

Newspaper Wars



The Wall Street Journal

The New York Times

Wired
Street Journal The New York Times

The Wall

The Wall Street Journal

Times *New York Times* *The New York Times*

New York Times

The New York Times

The Wall Street Journal

The Wall Street Journal

The New York Times

The Wall Street Journal

The New York Times *Wired*

The Journal *The Times* *Wired*

The New York Times *The Wall Street Journal*

The Wall Street Journal *The New York Times*

References

NYT WSJ *Wired*

4.2 History of Newspapers

Learning Objectives

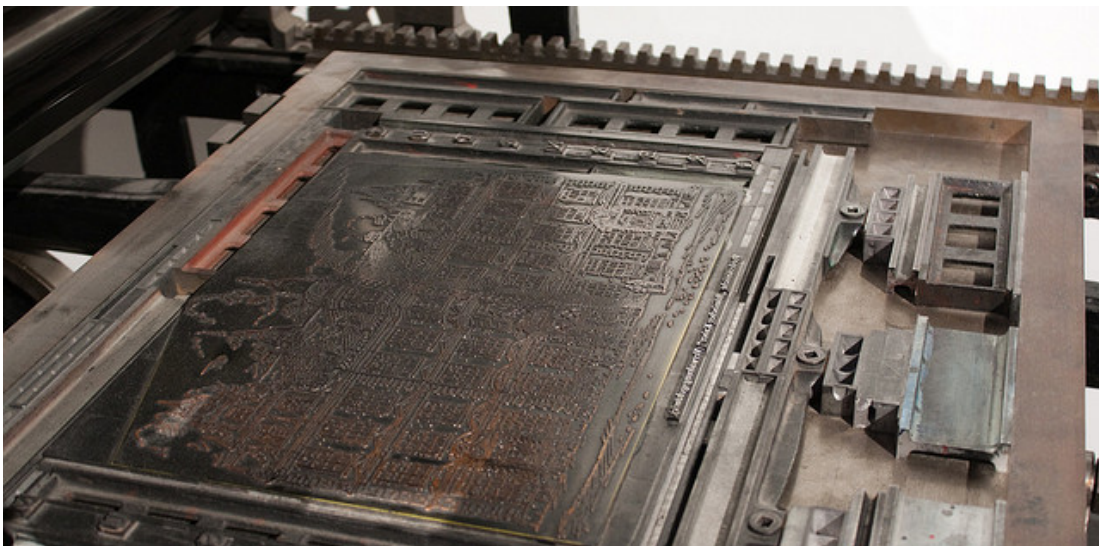
daily doings

Acta Diurna

avisi

Acta Diurna

The Birth of the Printing Press



European Roots

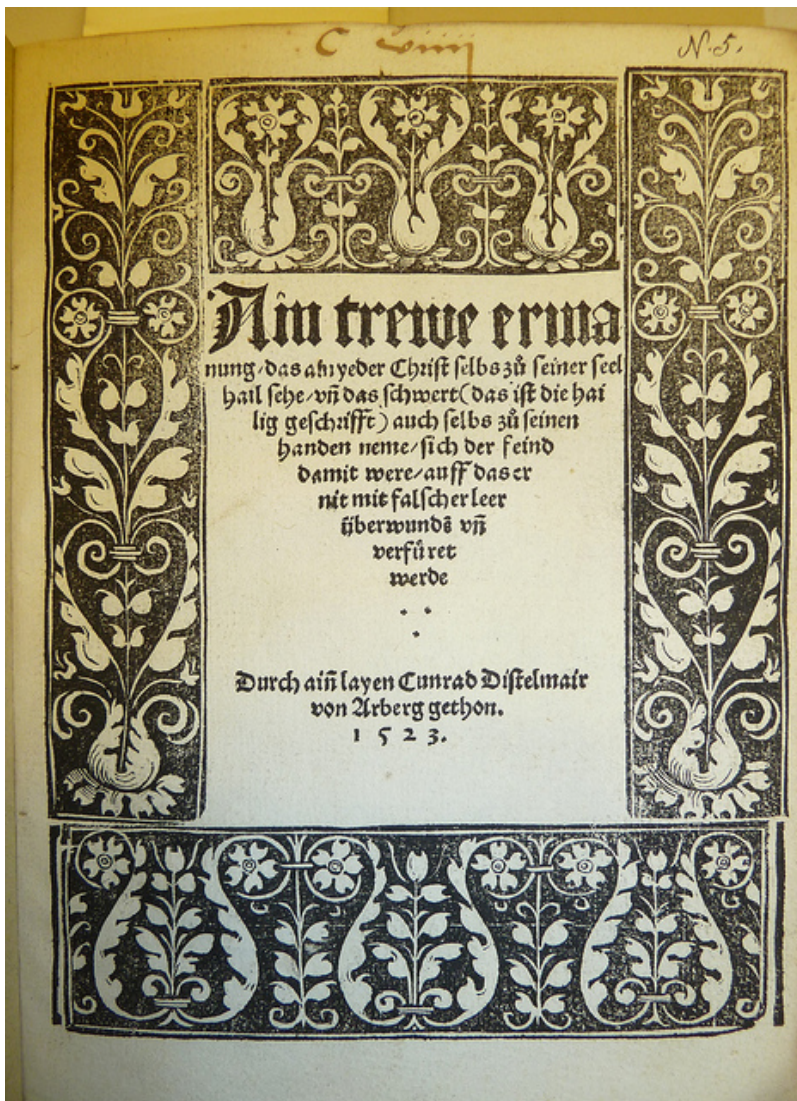
Furnemmen

Aviso Relations over Zeitung

Relations: Aller

newes from Italy, Germany, Hungary, Poland, Bohemia, France and the Low Countreys

Corante, or weekly



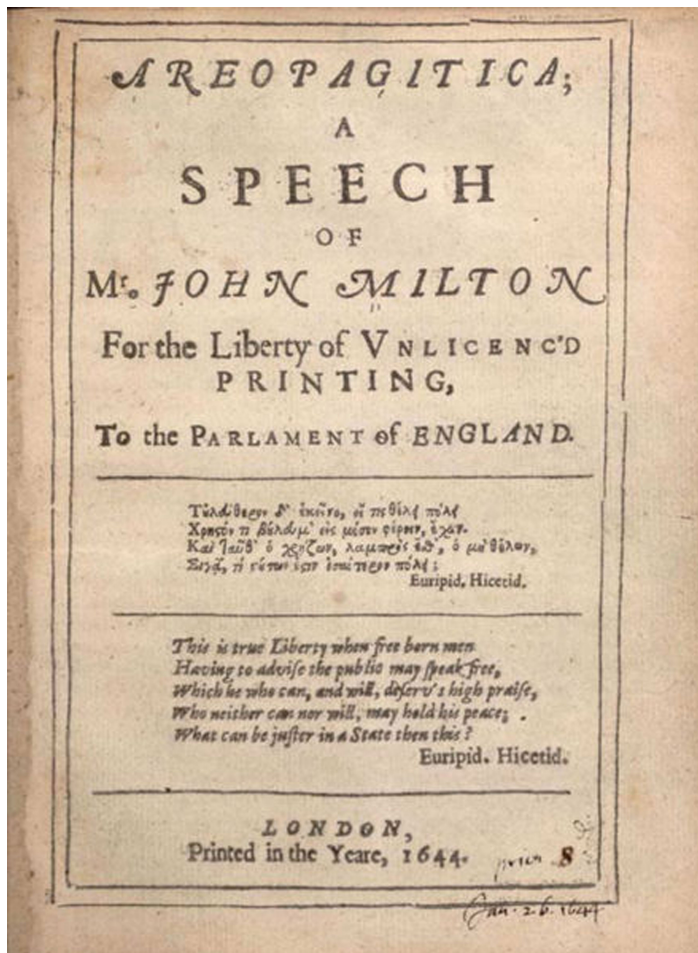
corantos

corantos

Government Control and Freedom of the Press

The Heads of Severall Proceedings in This Present Parliament

Areopagitica



Areopagitica

Areopagitica

Einkommende Zeitung
Daily Courant

Colonial American Newspapers

Public

Occurrences, Both FORREIGN and DOMESTICK

Public Occurrences

The Boston News-Letter

American Weekly Mercury

The Boston Gazette

New England Courant

The New England Courant

The Pennsylvania Gazette

The Trial of John Peter Zenger



The New York Weekly Journal

York Weekly Journal

The New

New York Gazetteer

Freedom of the Press in the Early United States

Newspapers as a Form of Mass Media

The Penny Press

The Sun

The Sun

The Sun

The Sun

Sun

Sun

Courier and Enquirer

The Sun



Sun

New York Morning Herald

Herald

Growth of Wire Services

Herald

Express

New York Sun

Journal of Commerce

Courier and Enquirer

New York

Yellow Journalism

New York World

New York World

New York World
New York Journal

Citizen Kane

New York Journal

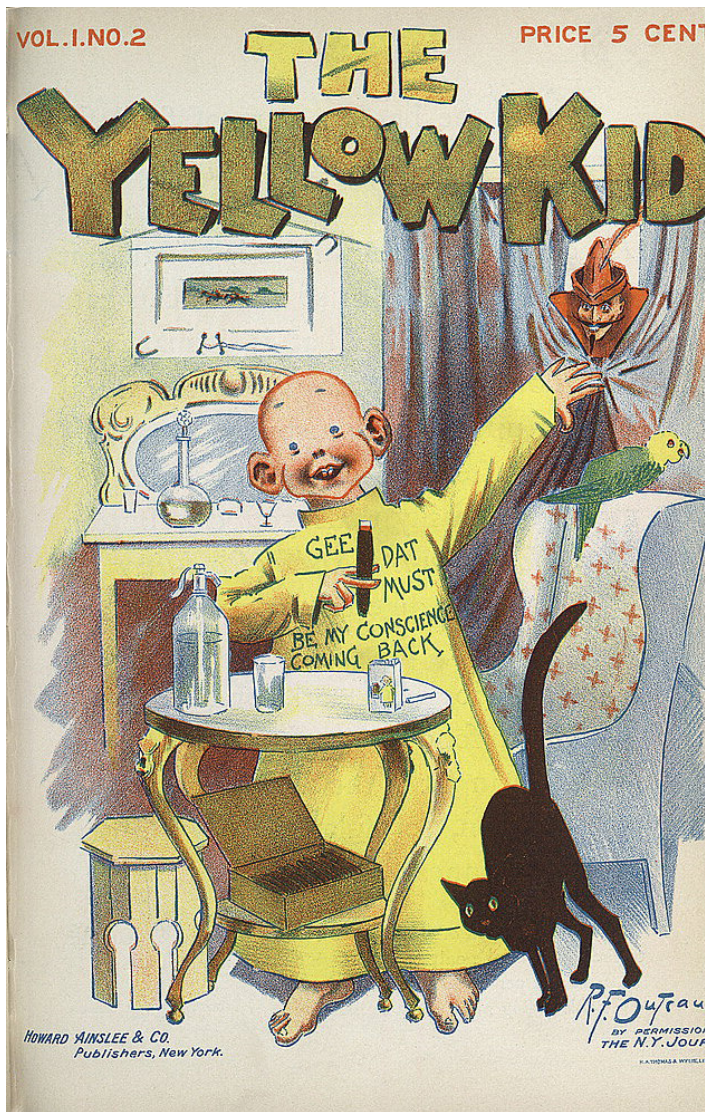
New York World ...

Comics and Stunt Journalism

New York Journal

Yellow Kid

yellow journalism



Yellow Kid

New York Journal

Yellow Kid

Key Takeaways

Sun

corantos

Exercises

References

A History of Mass Communication Six Information Revolutions

17th-18th Century Burney Collection Newspapers

Public Occurrences, Both FORREIGN and DOMESTICK

Montana: The Magazine of Western History

American Quarterly

Areopagitica

The Creation of the Media: Political Origins of Modern Communications

American Studies

Journal of

4.3 Different Styles and Models of Journalism

Learning Objectives

Objective versus Story-Driven Journalism

The New York Times

The Rise of Objective Journalism

The New York Times

The New York Times

Chattanooga

Times

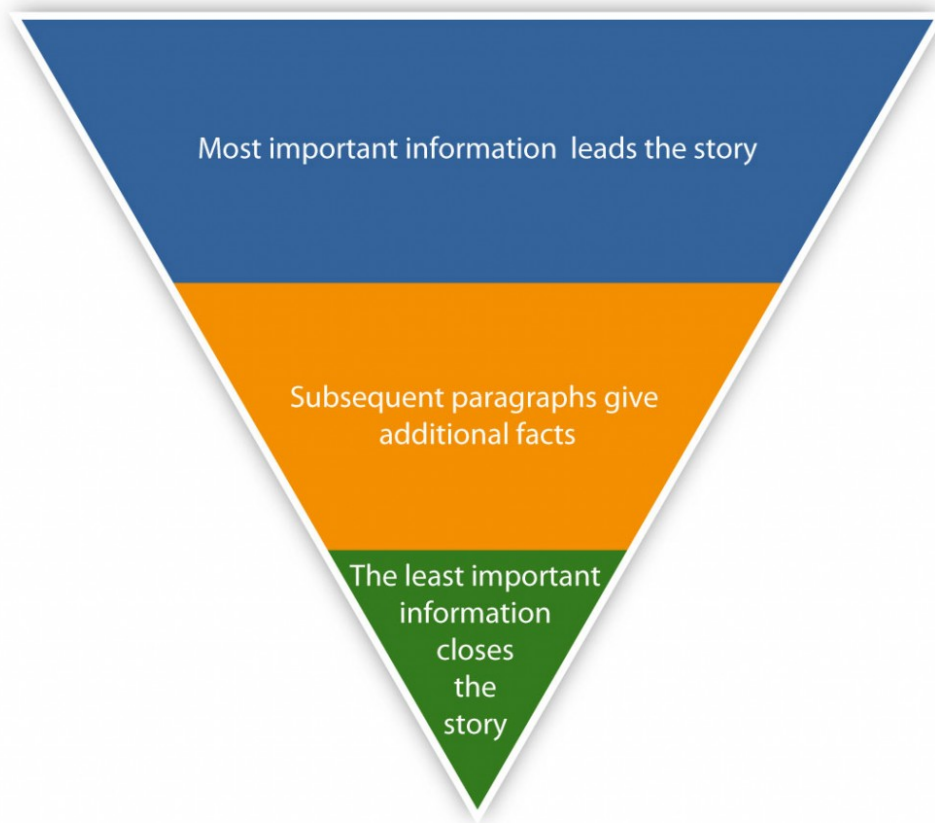
The New York Times

The New York Times

The New York Times

The New York Times

The Inverted Pyramid Style



Interpretive Journalism

York Times

Time

Time

The New

Time

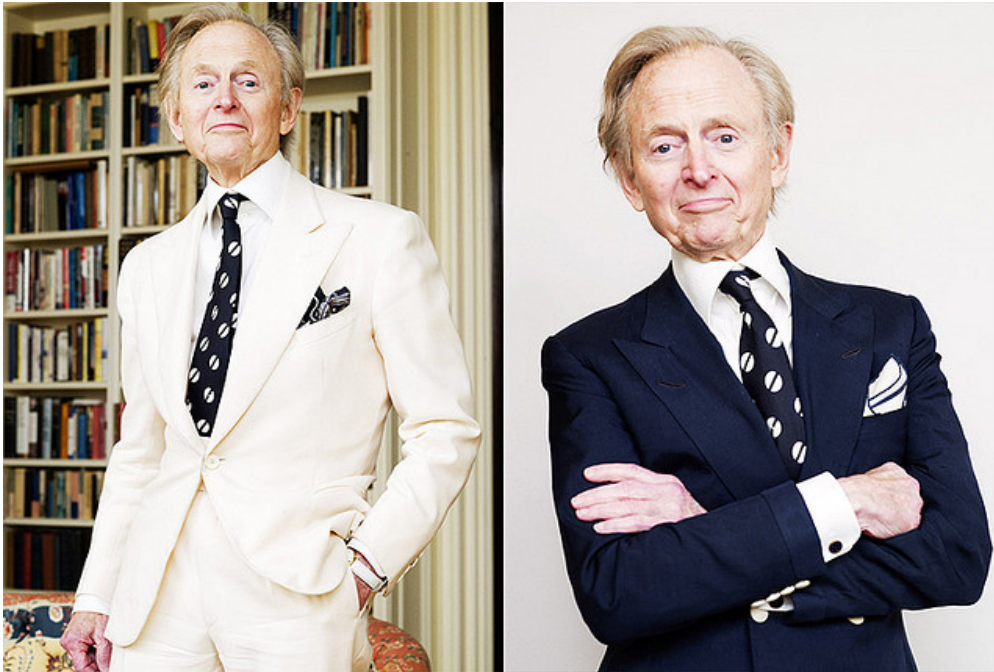
Competition From Broadcasting

opposite the editorial page

Literary Journalism

new journalism

Important Literary Journalists



Herald Tribune

Esquire

Esquire

Herald Tribune

In Cold Blood

New York Times

In Cold Blood

The Effects of Literary Journalism

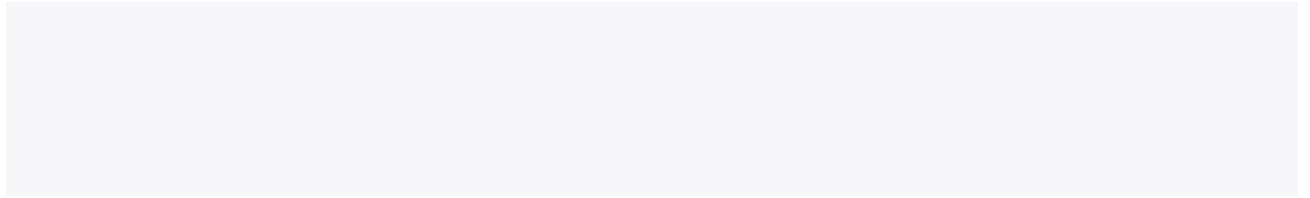
Esquire The New Yorker

Advocacy Journalism and Precision Journalism

USA Today

Oprah Winfrey: Advocacy Journalist

Oprah Winfrey Show



Consensus versus Conflict Newspapers

York Times

The New

Niche Newspapers

Christian Science Monitor

Advocate

The

The Underground Press

Village Voice

Village Voice

Key Takeaways

Exercises

References

Interim

Media Chatter

The International Encyclopedia of Communication

USA Today

A Sourcebook of American Literary Journalism: Representative Writers in an

Emerging Genre

OAH Magazine of History

Precision Journalism: A Reporter's Introduction to Social Science Methods

New York Times

History News Network

New York Times

Debbie Schlussel

Daedalus

The Handbook of Journalism Studies

4.4 How Newspapers Control the Public's Access to Information and Impact American Pop Culture

Learning Objectives

The New York Times

"All the News That's Fit to Print"

The New York Times

The New York Times
The New York Times

The New York Times

The New York Times
Read All About It: The Corporate Takeover of America's Newspapers

[Criticism.com](http://criticism.com)

The New York Times
The New Republic

The New York Times Revisits Old Stories

The New York Times

The New York Times

Times

The New York

Watchdog Journalism

The Washington Post

Impact of Television and the Internet on Print

Case Study: USA Today

USA Today

USA Today

USA Today

USA

Today: The Television Show

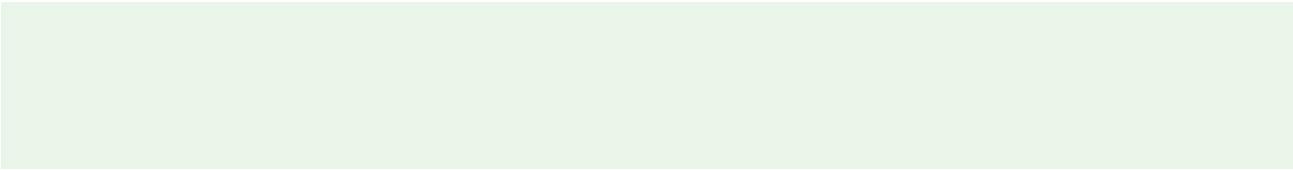
USA Today on TV)

USA Today

Key Takeaways

USA Today

USA Today



Exercises

USA Today The Wall Street Journal

References

The Institutions of American Democracy: The Press

Z Magazine

Read All About It: The Corporate Takeover of America's

Newspapers

New York Times

4.5 Current Popular Trends in the Newspaper Industry

Learning Objectives

Major Publications in the U.S. Newspaper Industry

USA Today

USA Today

USA Weekend USA Today

The Wall Street Journal

The Wall Street Journal

USA Today

USA Today

The Wall Street Journal

The Wall Street Journal

The New York Times

The New York Times





Chicago Tribune

Chicago Tribune

Declining Readership and Decreasing Revenues

Rocky Mountain News

Readership Decline

Rocky Mountain News

Joint Operating Agreements

Newspaper Chains

Recent Ownership Trends

The Wall Street Journal

Journal

Journal

The Wall Street Journal

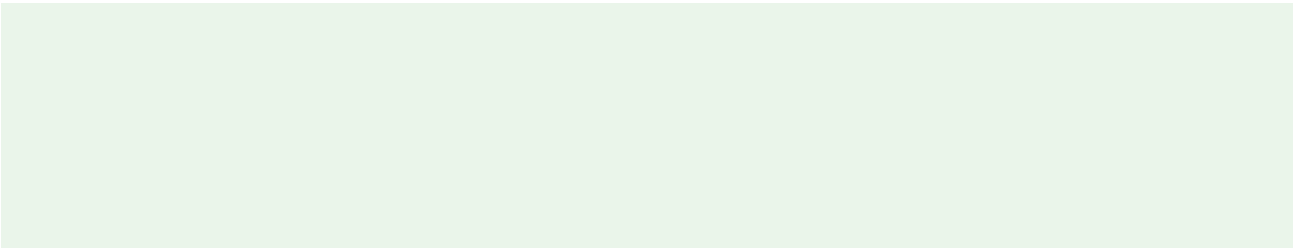
Chronicle of Philanthropy

Key Takeaways

New York Times

Los Angeles Times, The Washington Post

USA Today The Wall Street Journal The
Chicago Tribune



Exercises



References

Washington Post

Shaping the Future of the Newspaper

Readers' Representative Journal

Rocky Mountain News

Wall Street Journal

The State of the News Media

2004

The State of the News Media

2004

Chronicle of Philanthropy

4.6 Online Journalism Redefines News

Learning Objectives

Competition From Blogs

participating

Advantages Over Print Media

Drudge Report

Newsweek

Newsweek

Drudge Report

The Hindu

Orangette

Orangette
Bon Appetit

Online Newspapers

Times

Post-Intelligencer

Post-Intelligencer

Seattle

Post-Intelligencer

Drudge Report

The Huffington Post *The Daily Beast*
The Huffington Post

The Daily Beast *The Daily Beast* *Vanity Fair*

PressThink.org

Street Journal *The New York Times* *The Guardian* *The Financial Times* *The Wall*



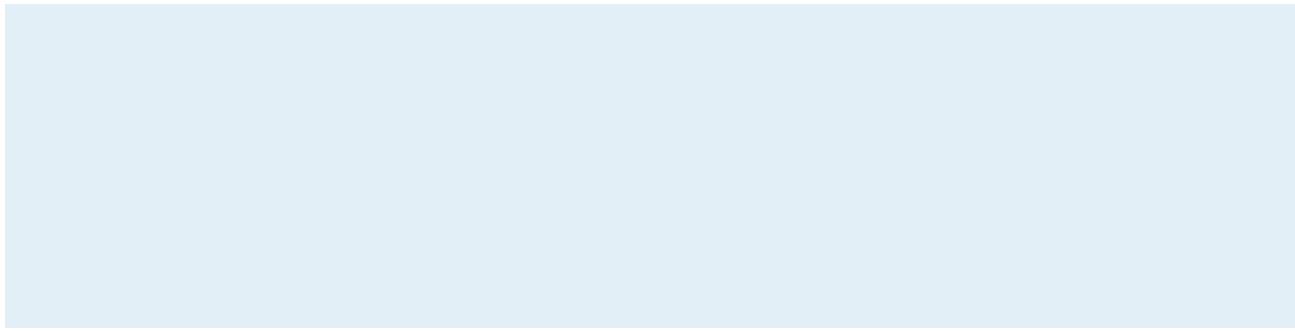
Key Takeaways

Exercises

End-of-Chapter Assessment

USA Today

Critical Thinking Questions



Career Connection

being

References

Daily Beast

PressThink

Hindu

Hindu

PressThink

Times

5.1 Magazines

Changing Times, Changing Tastes



Gourmet

Vogue

Gourmet

Cookie

Elegant

Bride

Modern Bride

Gourmet

Newsweek

Gourmet

Gourmet

Gourmet

Every

Day with Rachel Ray

Food Network Magazine

References

Gourmet

New York Times

Gourmet

New York Times

Newsweek

State of the Media Report 2011: Adapting, Surviving, and Reviving

5.2 History of Magazine Publishing

Learning Objectives

Early Magazines

Germany, France, and the Netherlands Lead the Way

Monaths-Unterredungen *Edifying Monthly Discussions*

Philosophical Transactions

Novelles de la République des Lettres

Mercure de France

Journal des Sçavans
Giornale de'letterati

Erbauliche

Le Mercure Galant

Athenian Mercury

British Magazines Appear

Robinson Crusoe

Review

Tatler

Spectator

Tatler

Spectator

Tatler

Spectator

Female Tatler

Female Spectator

American Magazines

General Magazine

American Magazine

American Magazine

General Magazine

Mass-Appeal Magazines

Godey's Lady's Book

The Saturday Evening Post

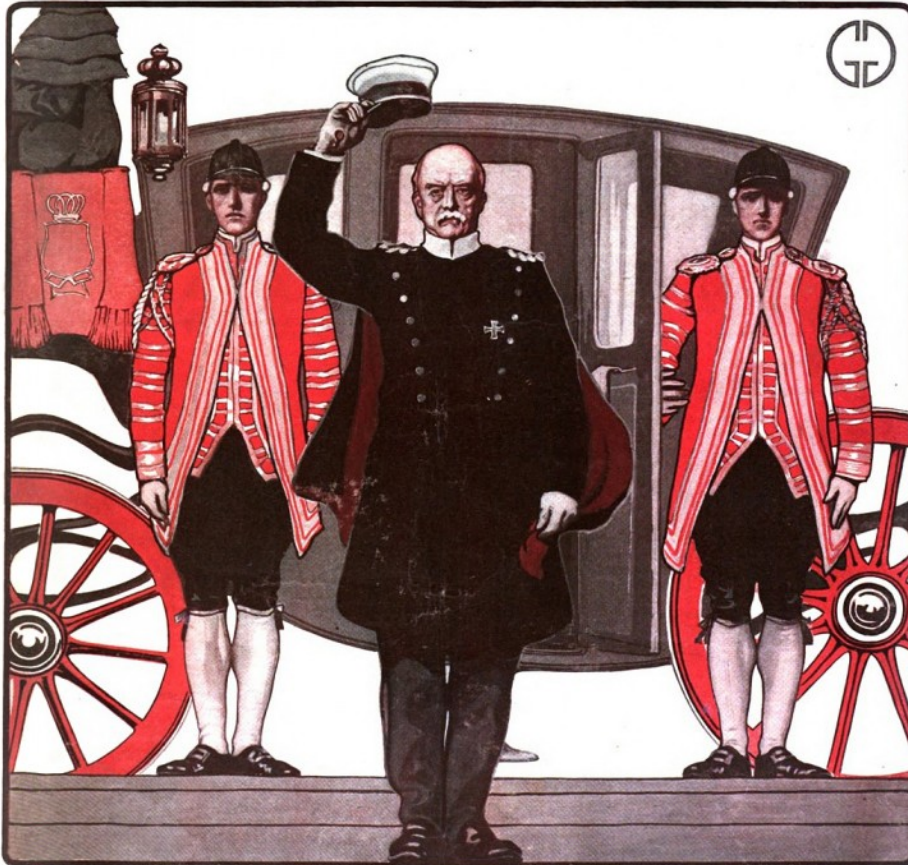
[illegible]

THE SATURDAY EVENING POST

An Illustrated Weekly Magazine
Founded A.D. 1728 by Benj. Franklin

NOVEMBER 28, 1903

FIVE CENTS THE COPY



DRAWN BY GEORGE GIBBS

THE STOLEN INTERVIEW

THE CURTIS PUBLISHING COMPANY, PHILADELPHIA

The Saturday Evening Post

The Saturday Evening Post

Youth’s Companion

The American Boy Youth’s Companion

Price Decreases Attract Larger Audiences

The Saturday Evening Post Youth’s Companion

McClure’s Magazine Cosmopolitan Munsey Magazine

Munsey Magazine

Early 20th-Century Developments

Newsmagazines

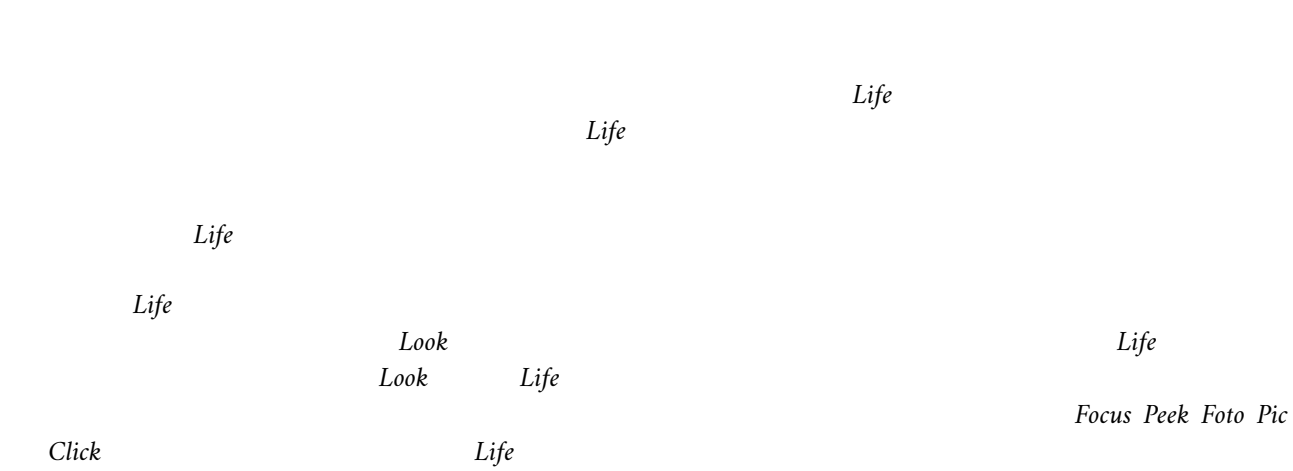
Time Time Time

Forbes Business Week

Newsweek Time Newsweek

Newsweek Time

Picture Magazines

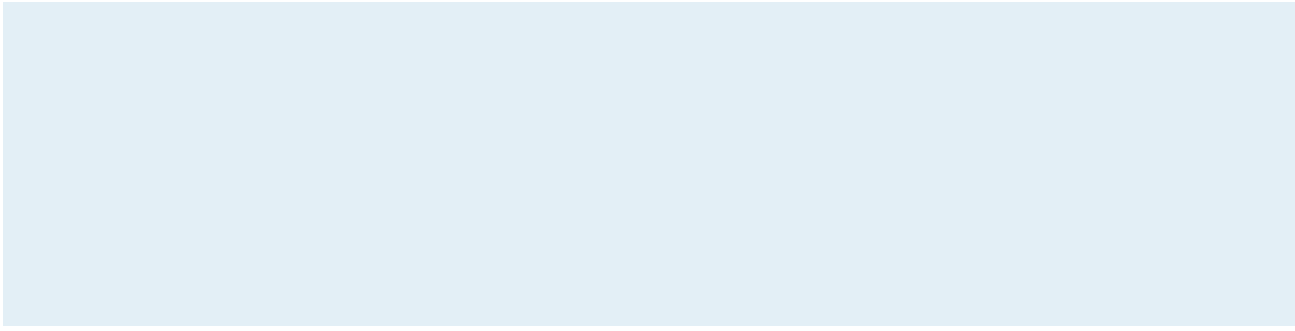


Into the 21st Century

Key Takeaways

Time *Newsweek*

Exercises



5.3 The Role of Magazines in the Development of American Popular Culture

Learning Objectives

Advertising for a National Market

Scribner's Monthly

Scribner's Monthly

Vogue

Popular Literature in Magazines

			Uncle Tom's Cabin	Walden	Moby-Dick	Tom Sawyer	Huckleberry Finn
	Ulysses					Tarzan of the Apes	
	Hiroshima	The Old Man and the Sea					

Pulp Magazines

Adventure Horror Stories Startling Stories *Weird Tales*



Detective Comics

Amazing Stories

Entertainment Magazines

Movie Mirror Movieland Photoplay Picture Play

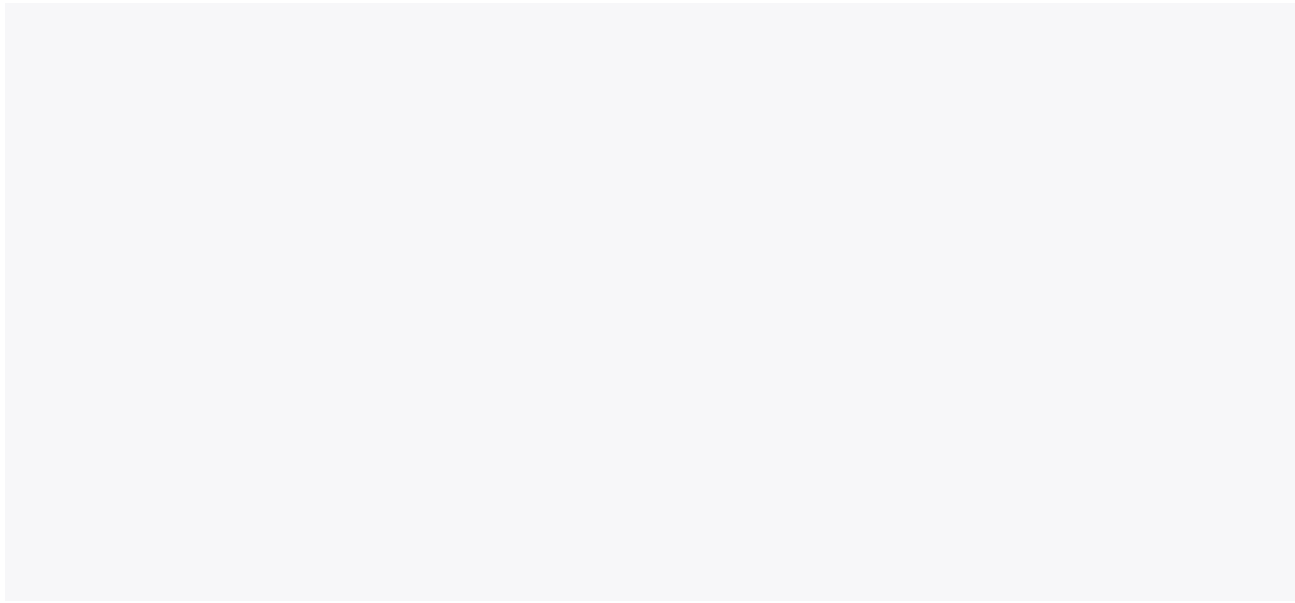
Guide Entertainment Weekly Rolling Stone TV

Teen Magazines

Tiger Beat Teen People Seventeen
Tiger Beat



Do Magazine Images Negatively Influence Teenage Girls?



Celebrity Magazines

Key Takeaways

Exercises

Seventeen *CosmoGIRL!*

References

USA Today

Marketing

Week

Selling Culture: Magazines, Markets, and Class at the Turn of the Century

5.4 Major Publications in the Magazine Industry

Learning Objectives

Cosmopolitan

High-Circulation Magazines

Better Homes and Gardens *National Geographic* *Family Circle*

Bulletin *Reader's Digest*

AARP

AARP The Magazine *AARP*

AARP The Magazine and AARP Bulletin

AARP The Magazine *AARP Bulletin*

AARP The Magazine

AARP The Magazine

AARP Bulletin

AARP Bulletin

Reader's Digest

Reader's Digest

Reader's Digest

News Magazines

World Report

Newsweek

Newsweek

News-Week

Time Newsweek

U.S. News &

Newsweek

Newsweek

Going Rogue: An American Life
Runner's World



Newsweek

Newsweek

Newsweek

Time

Time

Newsweek Time

U.S. News & World Report

U.S. News & World Report

Newsweek

United States News

World Report

U.S. News & World Report *Time* *Newsweek*
U.S. News & World Report

America's Best Colleges *America's Best Graduate Schools*

Women's Magazines

Ladies' Home Journal *Good Housekeeping* *Better Homes and Gardens*

Ladies' Home Journal

Ladies' Home Journal *Tribune and Farmer*

Ladies Home Journal and Practical Housekeeper *Ladies' Home Journal*

Ladies' Home Journal

Good Housekeeping

Good Housekeeping

Good Housekeeping

Better Homes and Gardens

Better Homes and Gardens

Better Homes and Gardens

Better Homes and Gardens

Better Homes and Gardens

Cosmopolitan

Cosmopolitan

Cosmopolitan

Cosmopolitan

Cosmo

Cosmopolitan

Cosmopolitan

Cosmo

Cosmo

Cosmopolitan

Men's Magazines

Sports Illustrated

Sports Illustrated

Time

Sports Illustrated

Sports Illustrated

Sports Illustrated

Celebrity Magazines

OK!

Us Weekly

People

People

Time

People

People

People

OK!

OK!

OK!

Us Weekly

Us Weekly

Us Weekly

Us Weekly

Key Takeaways

AARP The Magazine AARP Bulletin Reader's Digest

Cosmopolitan

Exercises

Cosmopolitan

References

Cosmopolitan

Good Housekeeping

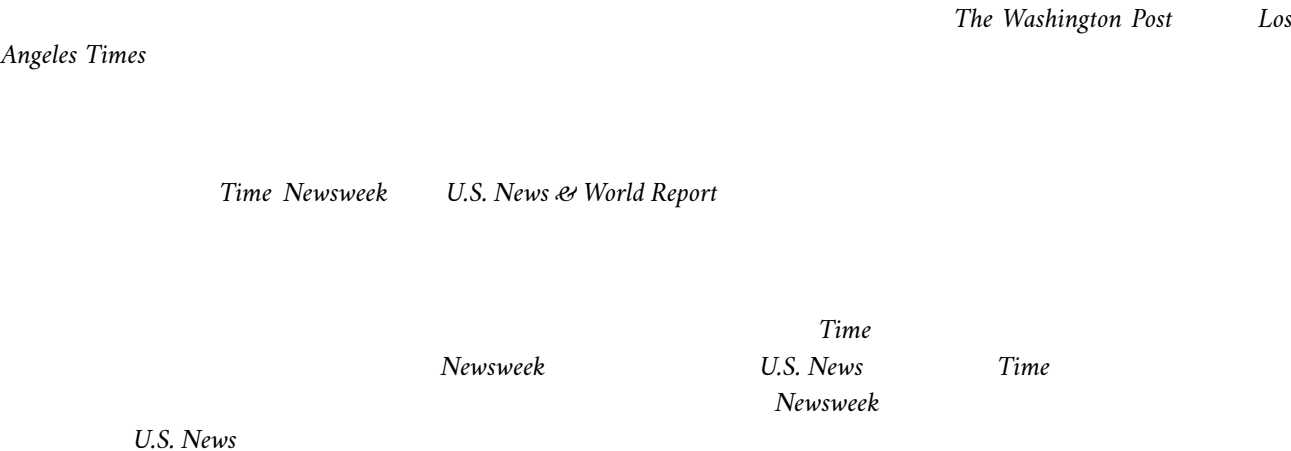
A History of American Magazines: 1885–1905

Newsweek

5.5 How Magazines Control the Public’s Access to Information

Learning Objectives

Format



Choice to Publish

Time Newsweek

Advertisers' Influence

Editorial Leanings

Time Newsweek and U.S. News & World Report

U.S. News & World Report

Newsweek

Time

U.S. News

Newsweek

U.S. News & World Report

Newsweek

Online News Sources

Salon

Slate

Key Takeaways

Exercises

References

The State of the News Media 2004

The State of the News Media 2004

The State of the News Media 2004

5.6 Specialization of Magazines

Learning Objectives

Professional Trade Publications

Scholarly Publications

Universal Historical Bibliothèque

American Economic Review

The Journal of Marriage and Families

Religious Groups

	<i>Christianity Today</i>	<i>Catholic Digest</i>	
			<i>Kashrus Magazine</i>
	<i>Shambhala Sun</i>		
<i>CrossCurrents</i>			<i>CrossCurrents</i>

Political Groups

		<i>The American Prospect</i>	<i>The American</i>
<i>Conservative</i>	<i>The American Prospect</i>		
		<i>the American Conservative</i>	

Pulp and Genre Fiction Magazines

	<i>Asimov's Science Fiction</i>
<i>Asimov's Science Fiction</i>	

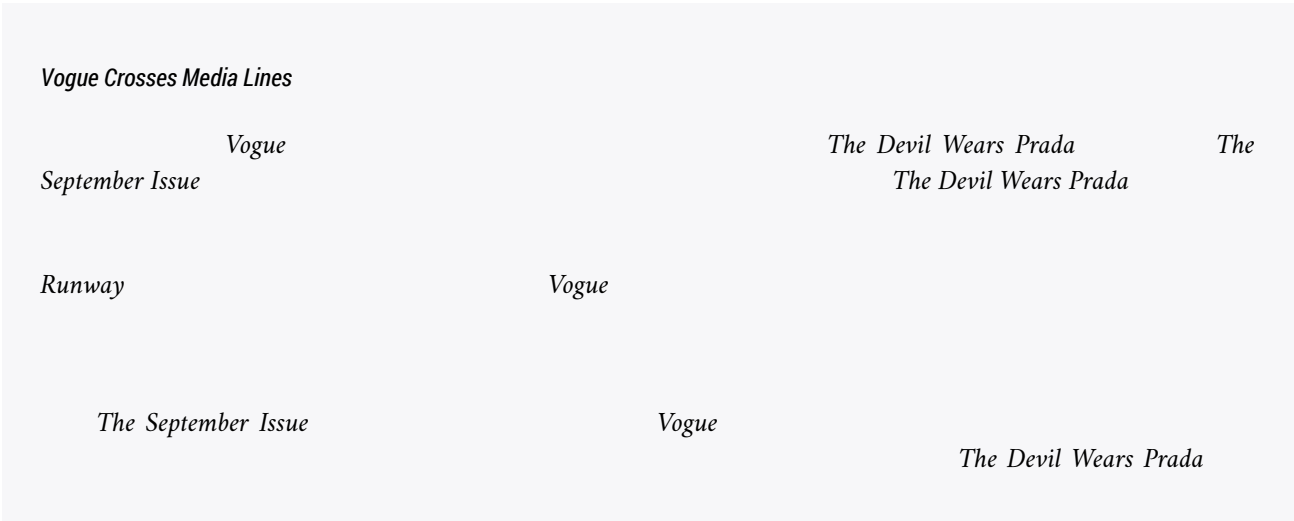
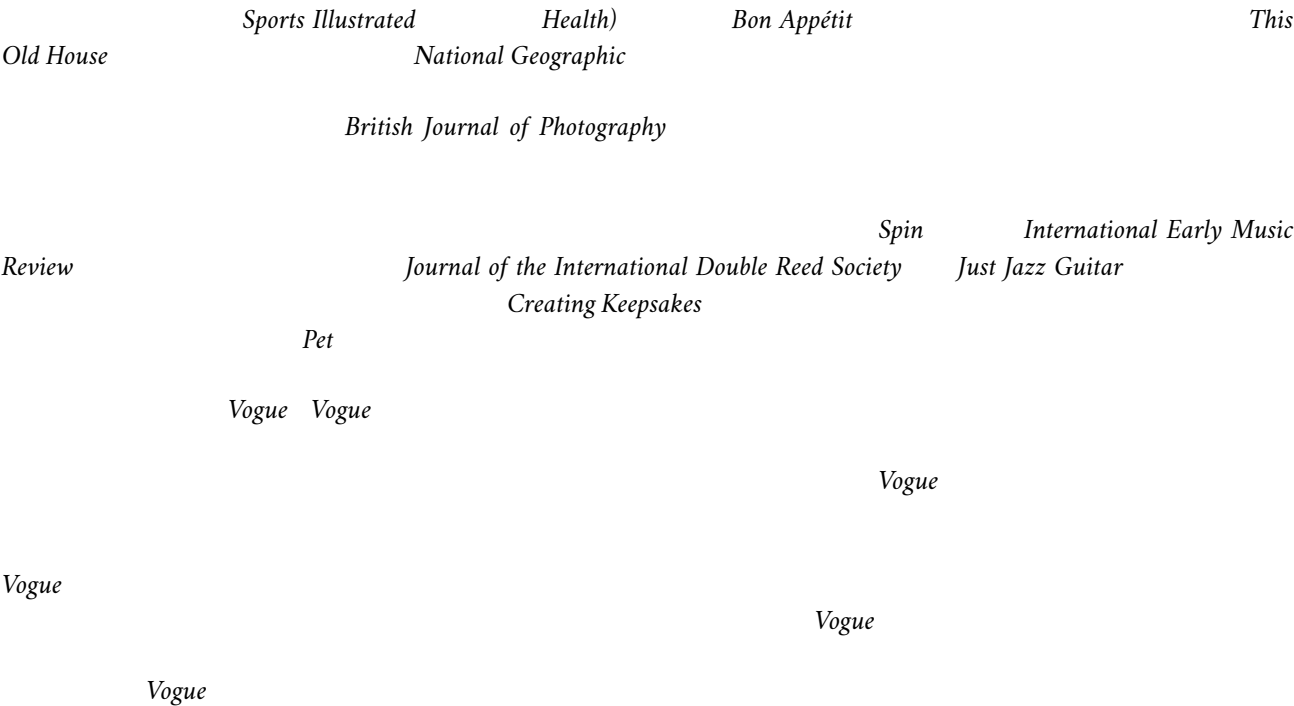


Asimov's Science Fiction

Ellery Queen's Mystery Magazine

Asimov's

Hobby and Interest Magazines



Key Takeaways

Exercises

Cosmopolitan

Vogue

References

	<i>EQMM</i>	<i>Ellery Queen's Mystery Magazine</i>	
<i>Angeles Times</i>			<i>24Frames</i> <i>Los</i>

5.7 Influence of the Internet on the Magazine Industry

Learning Objectives

Consumerist

TV Guide

TV Guide

Online-Only Magazines

Salon

Slate

PC Magazine

Slate

Slate

PC Magazine

Slate

Salon

PC Magazine

PC Magazine

PC Magazine Digital Edition

PC Magazine Digital

Edition

Elle Girl Teen People PC Magazine

Magazine-Like Websites

Print Magazines With Online Presences

What Remains

Time
Time
Time

Is Print Dead?

Is print dead? *The New*

York Times

Glamour

More

Marie Claire

Key Takeaways

Exercises

End-of-Chapter Assessment

Cosmopolitan

PC Magazine

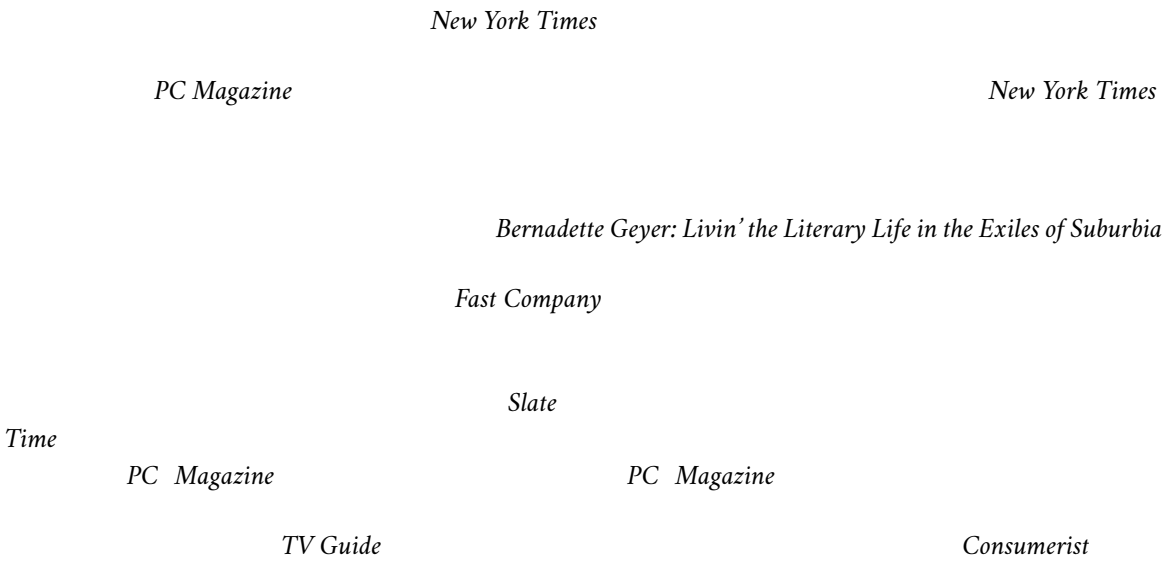
Critical Thinking Questions

The Saturday Evening Post

Is print dead

Career Connection

References



6.1 Music

From Social Networking to Stardom



Rumours

Coco

Billboard 200

Coco

Coco

Breakthrough

References

ColbieCaillat.com

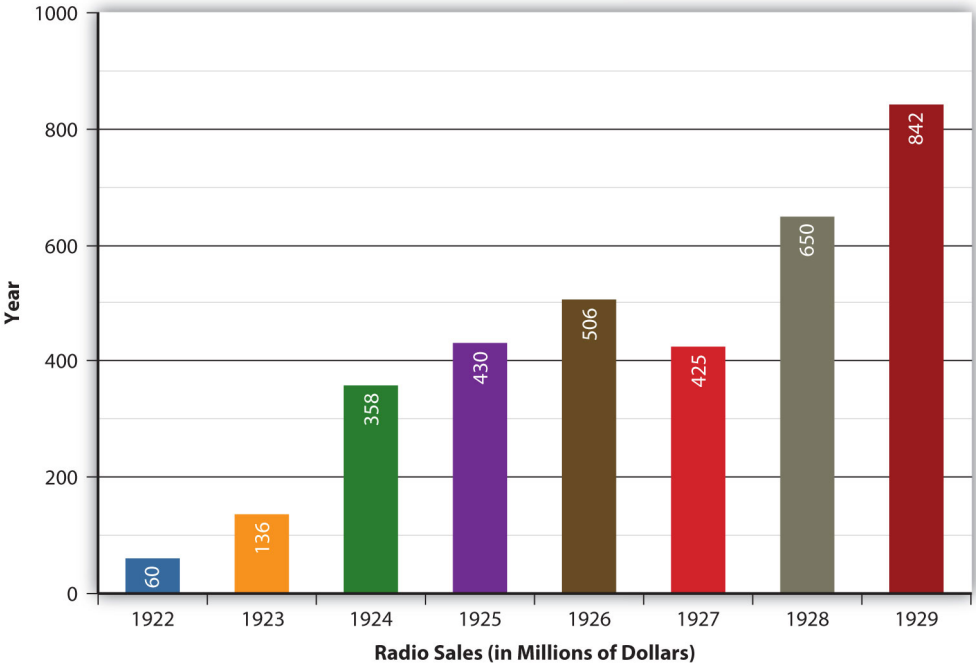
Waco Tribune-Herald

6.2 The Evolution of Popular Music

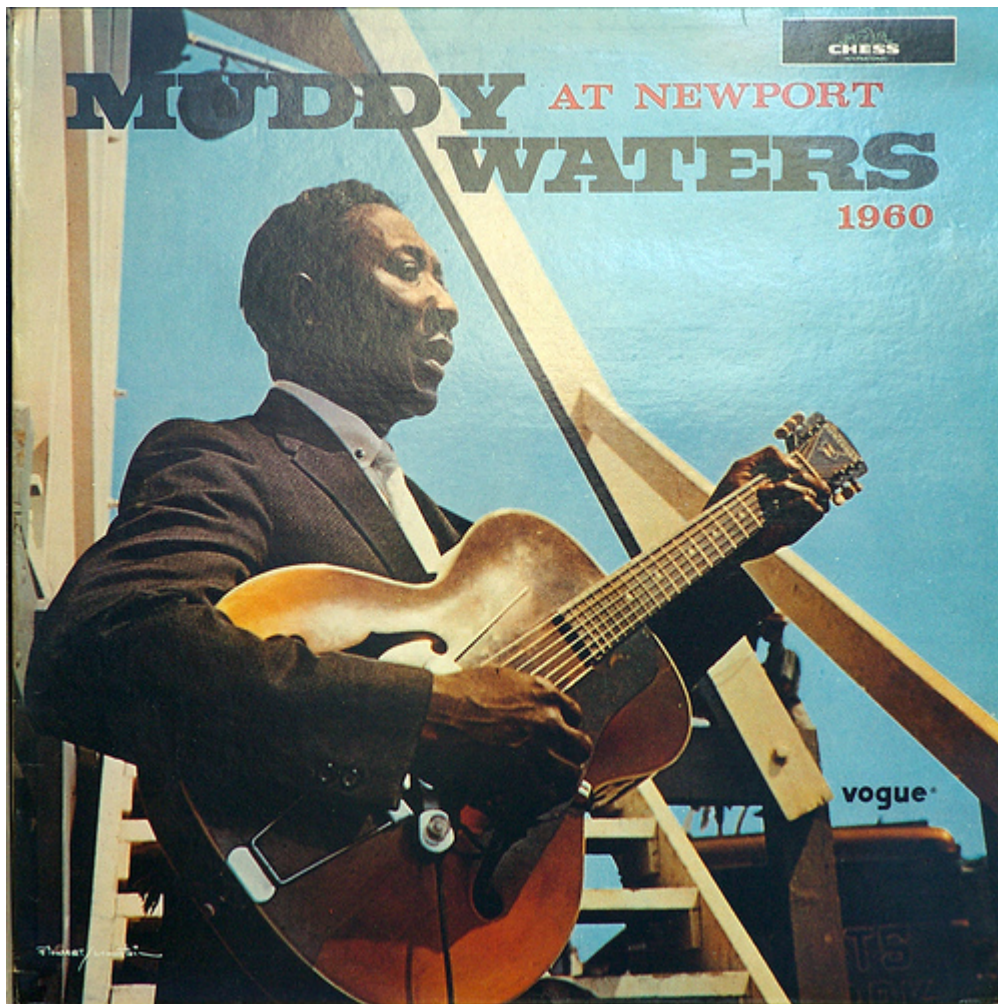
Learning Objectives



The Roaring 1920s: Radio versus Records



The 1930s: The Rise of Jazz and Blues



The 1940s: Technology Progresses



The 1950s: The Advent of Rock and Roll

Billboard

R&B

The Moondog Rock & Roll House Party



The 1960s: Rock and Roll Branches Out From R&B

The Ed Sullivan Show

The Ed

Sullivan Show

Beatlemania

The Ed Sullivan Show



The Ed Sullivan Show

The 1970s: From Glam Rock to Punk

Saturday Night Fever

Melody Maker



The 1980s: The Hip-Hop Generation



The 1990s: New Developments in Hip-Hop, Rock, and Pop



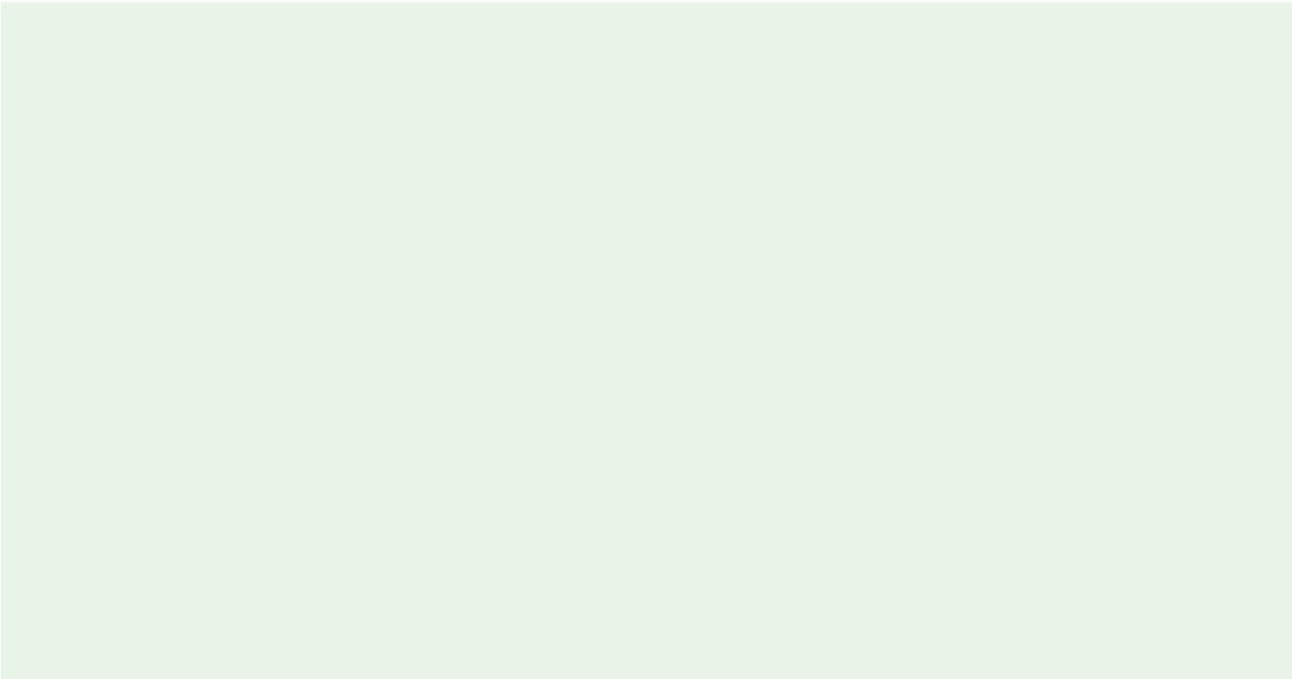


The 2000s: Pop Stays Strong as Hip-Hop Overtakes Rock in Popularity



Fearless

Key Takeaways



Exercise



References

BBC News Magazine

Popular Music

Can't Buy Me Love: The Beatles, Britain, and America
The Clash: Return of the Last Gang in Town

Encyclopedia of World Biography

*The Year the Music Died: 1964–1972: A Commentary on the Best Era of Pop Music, and an Irreverent
Look at the Musicians and Social Movements of the Time*

Pittsburgh's Golden Age of Radio

Continuum Encyclopedia of Popular Music of the World

Rockin' in Time: A Social History of Rock and Roll

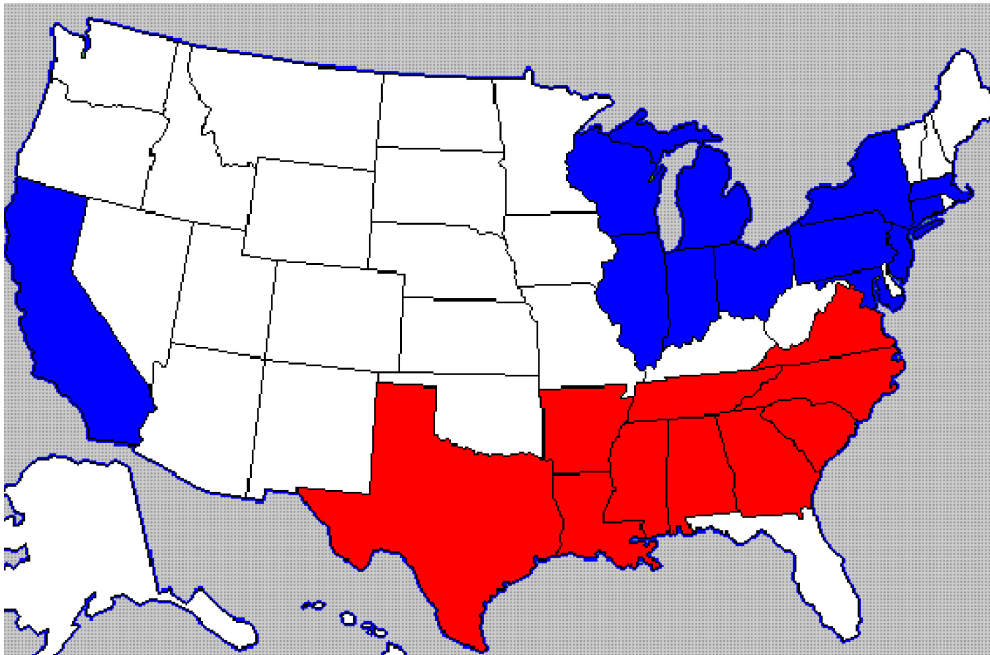
New York Magazine

6.3 The Reciprocal Nature of Music and Culture

Learning Objective

Cultural Influences on Music

Migration



Living Blues

Youth Culture



American Bandstand

Bandstand



American Bandstand

American Bandstand

Racial Integration

Brown v. Board of Education

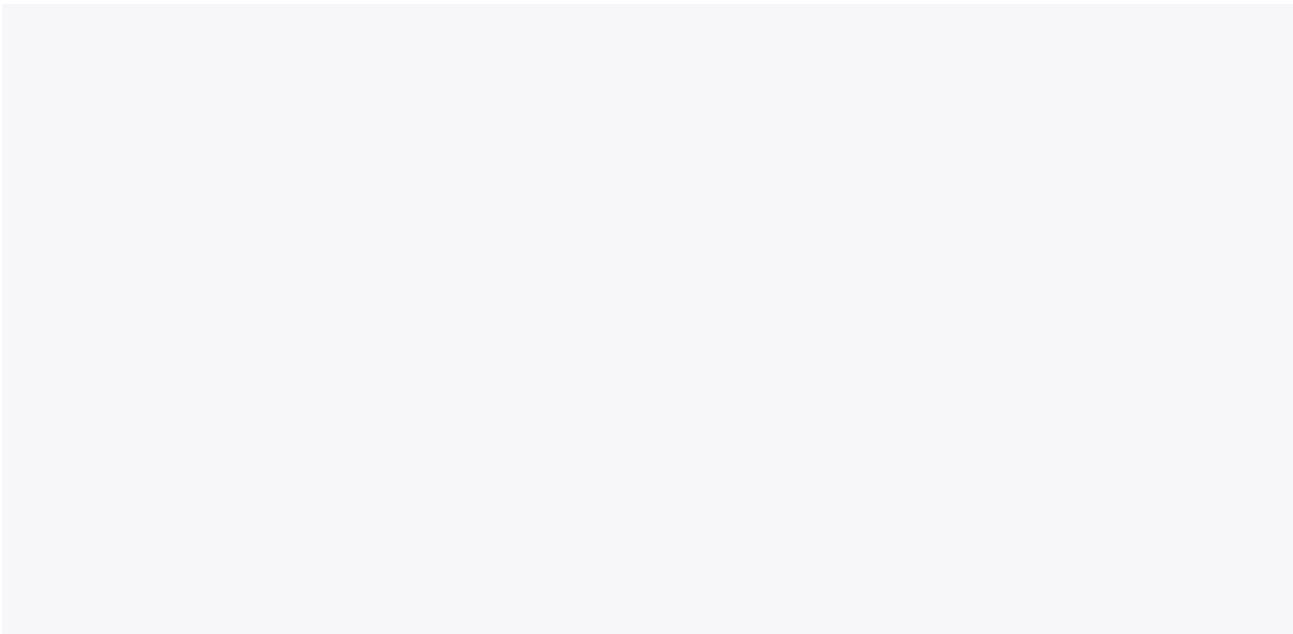
Billboard Hot 100



Musical Influences on Culture

Race

Hijacking Hits



Morality

York Daily News

Ed Sullivan Show

New

Gender

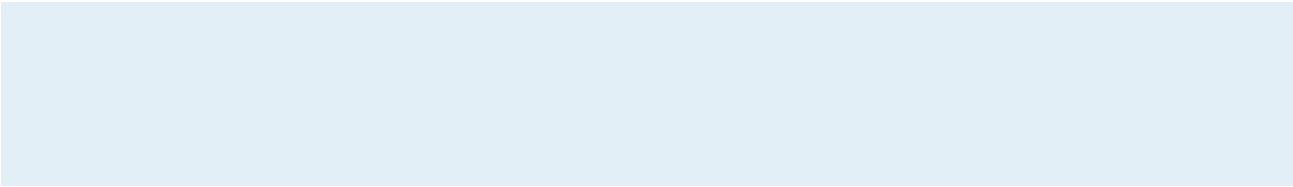


Key Takeaways

Bandstand

American

Exercise



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New York Times

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New York Times

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Our Culture Volume 1

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MSNBC

New York Times

The Tombstone Tourist; Musicians

Rockin' in Time

Rockin' in Time

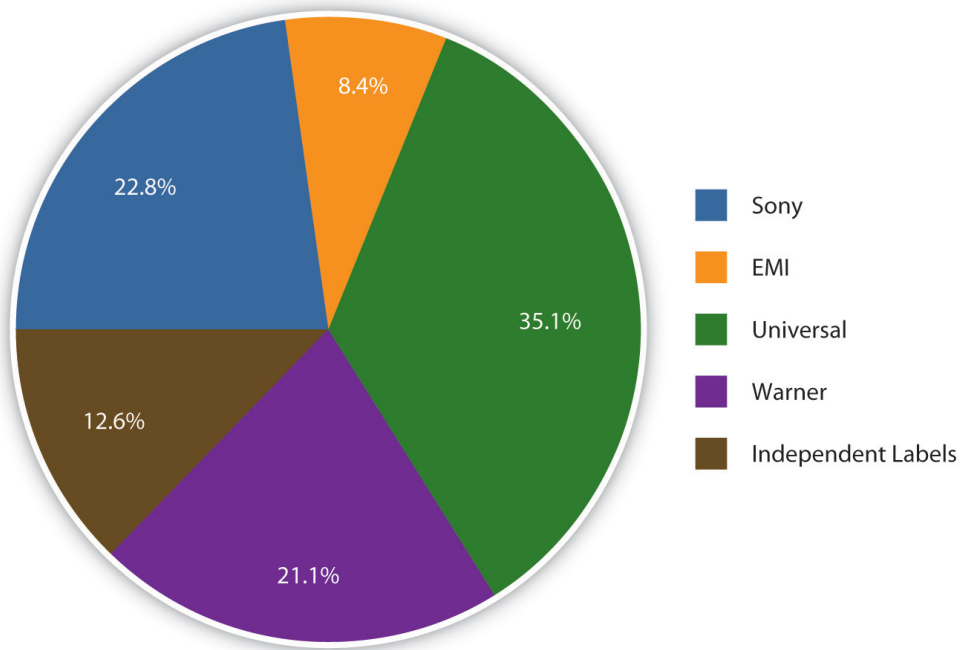
Rockin' in Time

Hollywood Walk of Fame

6.4 Current Popular Trends in the Music Industry

Learning Objectives

The Influence of Major Record Labels



Sony Music Entertainment

EMI Group

Warner Music Group

Universal Music Group

Independent Record Labels: A Smaller Share of the Pie

Indie Origins

The Pressure to Sell Out: Nirvana

Bleach

Nevermind

Billboard

Bleach

Dangerous

Nevermind

Advantages of Indie Labels



Vanity Labels

<i>Key Takeaways</i>		
<i>Exercise</i>		
<i>Labels</i>	<i>Major Record Labels</i>	<i>Independent Record</i>

Major Record Labels	Independent Record Labels

References

Washington Post

Bloomberg Businessweek

Los Angeles Daily

News

Guardian

Jacksonville (FL) First Coast News

CNN

New York Times

New York Times

Spin

Mix

CNN World Business

Times

Telegraph

Paste

Washington Post

6.5 Influence of New Technology

Learning Objectives

Moving Pictures Experts Group

3

MP

File Sharing: From Illegal Downloading to Digital Music Stores

Kid A

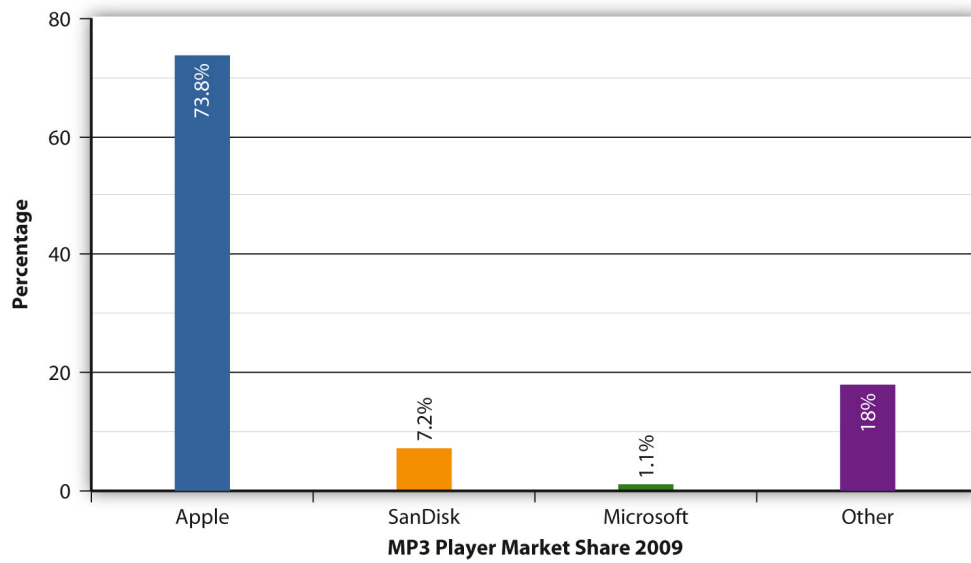
Billboard 200

The Post-Napster Universe: Gnutella and Kazaa

Busted! Woman Fined \$1.92 Million

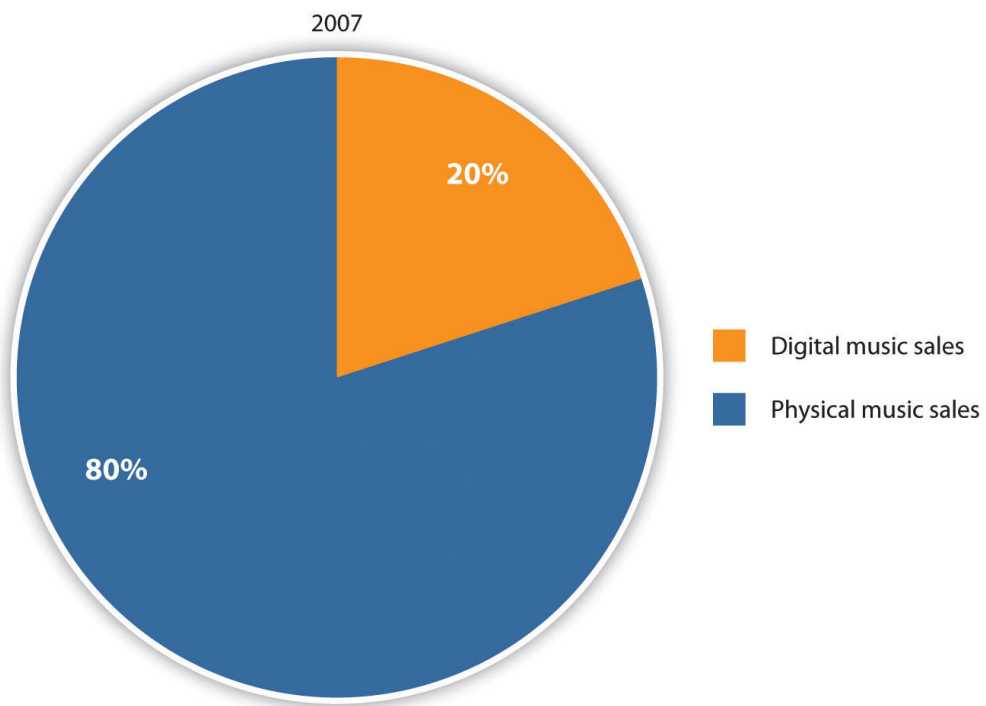
The Advent of Digital Music Stores

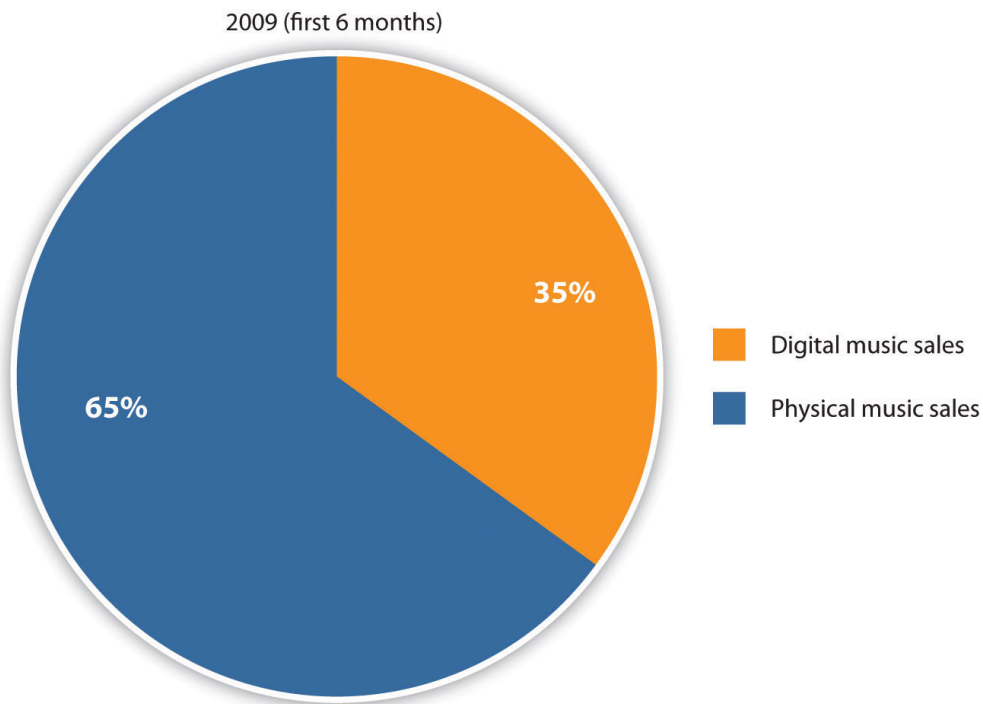
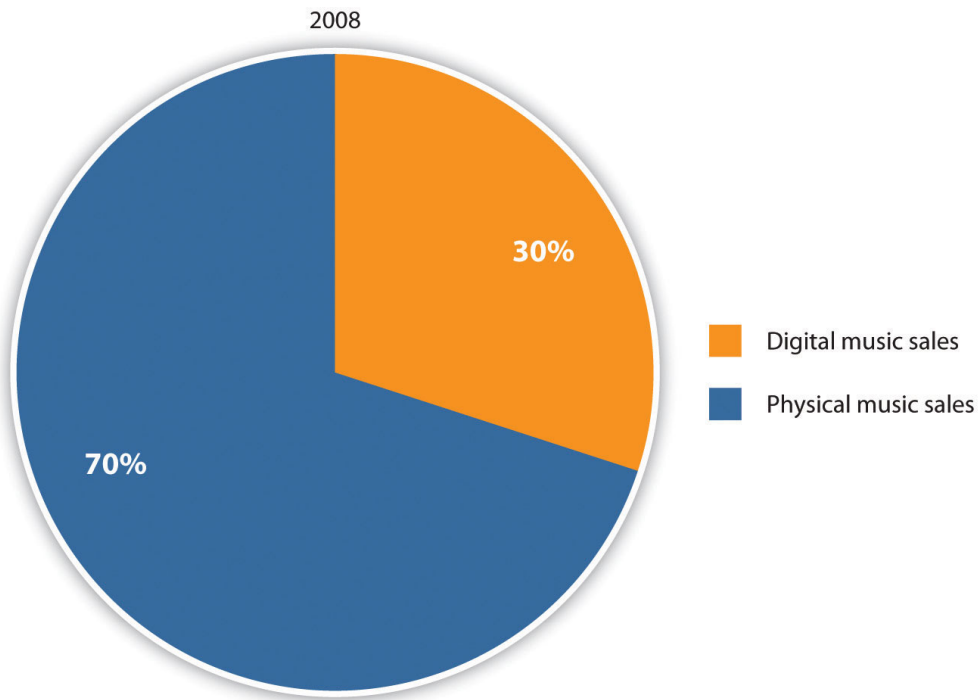
The Impact of Digital Music Technology



Profit Division

CD Sales

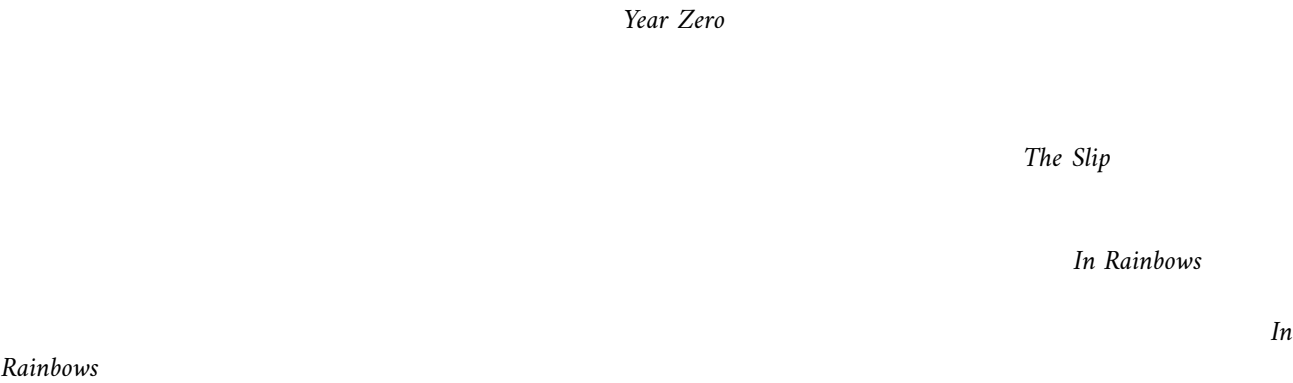




Pollstar

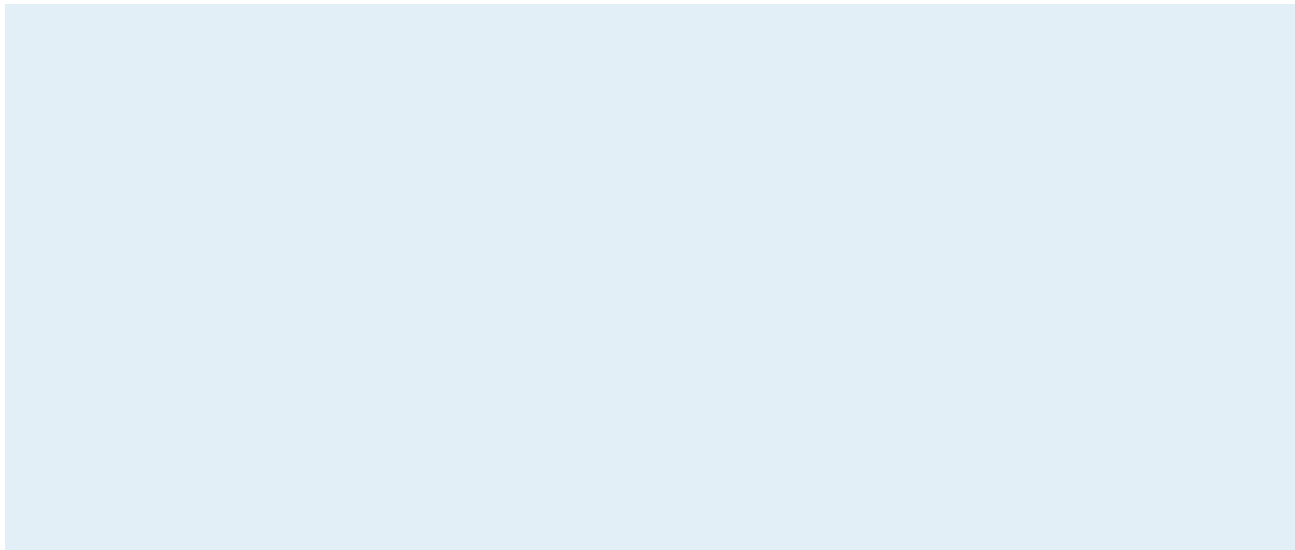
Utilizing the Internet: A New Level of Indie





Key Takeaways

*Exercise**End-of-Chapter Assessment*

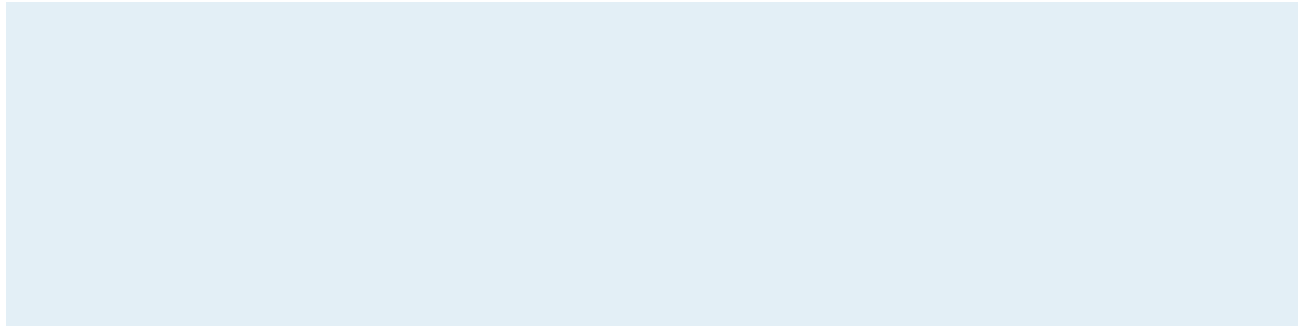


Critical Thinking Questions



Career Connection





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Billboard

CRN

Herald Sun

Dishmag

Rocky Mountain News

Wired

Wired

Wired

Newsweek

Guardian

Wired

The Toy Box Blog

Matter/Anti-Matter

New York Times

SPIN

Fortune

Computerworld

7.1 Radio



[home](#)
[blog](#)
[music](#)
[vintage](#)
[boards](#)
[store](#)
[about](#)

[Charts](#)
[Playlists](#)
[Lounge Acts](#)
[Local Lixx](#)
[Best of](#)

2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | **2008**

the 97 best of 2008

Welcome to our definitive listing of the top 97 Modern Rock and Alternative albums of 2008 -- the **25th Annual 97 Best**. Makes a great shopping list.

Check out the archive:



Click on any album title to buy the album from [lala.com](#).

	Artist	Album
1	My Morning Jacket	Evil Urges
2	TV On The Radio	Dear Science
3	Ra Ra Riot	The Rhumb Line
4	Fleet Foxes	Fleet Foxes
5	Death Cab For Cutie	Narrow Stairs
6	Dead Confederate	Wrecking Ball

tune in →

[LISTEN](#)
[Windows Media Player](#)

Fleet Foxes – He Doesn't Know Why

Blitzen Trapper – God + Suicide

Peter Adams – Ziggurat

Constantines – Hard Feelings

Wolf Parade – California Dreamer

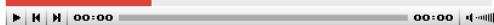
[Studio Cam](#)
[Request a song](#)
[Mini Playlist](#)



good music doesn't fade.



97 Best of 2008 - Hour 1
97 Best of 2008 - Hour 2
97 Best of 2008 - Hour 3
97 Best of 2008 - Hour 4
97 Best of 2008 - Hour 5



Rolling Stone
Rain Man

References

Cincinnati Enquirer

Ars Technica

7.2 Evolution of Radio Broadcasting

Learning Objectives

radio

The Invention of Radio



Broadcasting Arrives

Radio's Commercial Potential

The Rise of Radio Networks

Amos 'n' Andy The Lone Ranger Fibber McGee and Molly

The Radio Act of 1927

The Golden Age of Radio

Daytime Radio Finds Its Market

soap operas

Guiding Light

The Origins of Prime Time

Benny Show

Bob Hope Show

Burns and Allen *Jack*

Saturday Night Live

Lux Radio Theater

Mercury Theatre on the Air



Instant News

Hindenburg

Hindenburg

Is War!

This

The Birth of the Federal Communications Commission

Radio on the Margins

School of the Air

College of the Air

Television Steals the Show

The Bob Hope Show

Gunsmoke

Dragnet

Yours Truly, Johnny Dollar

Transition to Top 40

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The Rise of Public Radio

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This American Life
A Prairie Home Companion

Conglomerates

Key Takeaways

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United States Early Radio History

United States Early Radio History

7.3 Radio Station Formats

Learning Objectives

Top Radio Formats

Country

News/Talk/Information

Adult Contemporary

Pop Contemporary Hit Radio

Classic Rock

Urban Contemporary

Mexican Regional

Other Popular Formats

Key Takeaways

Exercises

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Radio Today
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Radio Station World

Radio Station World

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7.4 Radio's Impact on Culture

Learning Objectives

A New Kind of Mass Media

Vox Pop

Vox Pop

War of the Worlds and the Power of Radio

War of the Worlds
Mercury Theatre on the Air

War of the Worlds

The WAR of the WORLDS

By H. G. Wells

Author of "Under the Knife," "The Time Machine," etc.



War of the Worlds

War of the Worlds

Radio and the Development of Popular Music

Music Appreciation Hour

Regional Sounds Take Hold

Barn Dance

Barn Dance

Grand Ole Opry



Country musician Dolly Parton sings a song on stage during a Grand Ole Opry live broadcast in Nashville, Tenn. as U.S. soldiers watch the show simultaneously in Iraq on April 23, 2005. Secretary of Defense Donald. H. Rumsfeld also visited Nashville to thank Dolly Parton, the Grand Ole Opry and the American people for their support of our troops. DoD photo by Tech. Sgt. Cherie A. Thurlby, U.S. Air Force.

Opry

Louisiana Hayride

Radio's Lasting Influences

Jack Benny Show

Major Bowes and His Original Amateur

Hour

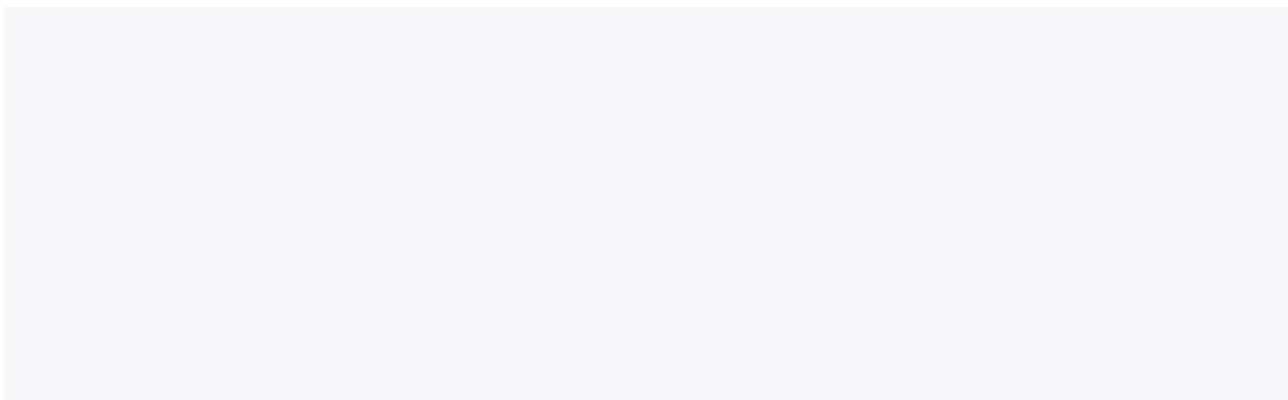
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Treasury Hour

This Is War!

FDR's Fireside Chats





de facto

The Importance of Talk Radio

Repeal of the Fairness Doctrine

The Revitalization of AM

Coast to Coast AM

Coast to Coast AM

Coast to Coast

Coast to Coast

Coast to Coast

On-Air Political Influence



Freedom of Speech and Radio Controversies

Making (and Unmaking) a Career out of Controversy

Imus in the Morning

Key Takeaways

Exercises

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Stay Tuned

Accuracy in Media Column

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Beatles Destroyed Rock 'n' Roll

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Rebels on the Air

7.5 Radio's New Future

Learning Objectives

Satellite Radio



HD Radio

Internet Radio and Podcasting

Internet Radio

Problems of Internet Broadcasting

Podcasting

podcasting

Grammar Girl: Quick and Dirty Tricks

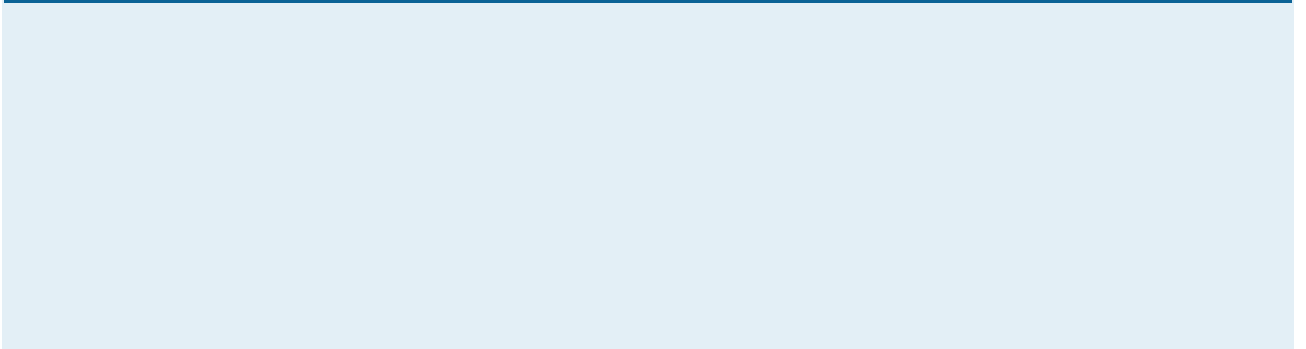
Key Takeaways

Exercises

End-of-Chapter Assessment



Critical Thinking Questions



Career Connection

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The Big Money

Fast Company

USA Today

New York Times

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8.1 Movies



Avatar Avatar

Alice in Wonderland Clash of the Titans

Shrek Forever After

Avatar

Avatar

Clash of the Titans
Beowulf

Avatar

Clash of the Titans

The Last Airbender

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USA Today

The Last Airbender

Chicago Sun Times

Gawker

Variety

8.2 The History of Movies

Learning Objectives

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cinema

Workers Leaving the Lumière Factory

Rough Sea at Dover



Workers Leaving the Lumière Factory:

Trip to the Moon

The Conquest of the Pole



Trip to the Moon

The Nickelodeon Craze (1904–1908)

The Great Train Robbery

The Great Train Robbery

The "Biz": The Motion Picture Industry Emerges

the Trust

The Rise of the Feature

Queen Elizabeth

film d'art

Cabin

A Tale of Two Cities

Uncle Tom's

Hollywood

The Art of Silent Film

The Birth of a Nation

MPAA: Combating Censorship

MPAA

*Silent Film's Demise**Don Juan**The Jazz Singer**"I Don't Think We're in Kansas Anymore": Film Goes Technicolor**The Toll of the Sea**The Toll of the Sea**The Ten Commandments**Little Pigs**Snow White and the Seven Dwarves**Three**The Wizard of Oz**Gone With the Wind**Rise and Fall of the Hollywood Studio*



The Robe

Mass Entertainment, Mass Paranoia: HUAC and the Hollywood Blacklist

Down With the Establishment: Youth Culture of the 1960s and 1970s

Bonnie and Clyde

The Wild Bunch

Easy Rider

2001: A Space Odyssey

The Godfather

The Exorcist

Jaws

Blockbusters, Knockoffs, and Sequels

Close Encounters of the Third Kind

Star Wars

Raiders of the Lost Ark

E.T.: The Extra-

Terrestrial

Jaws
Star Wars

Jaws

Star Wars Indiana Jones Godfather
Halloween

The 1990s and Beyond

Day Jurassic Park Independence Day Terminator 2: Judgment
Titanic The Matrix
Antz A Bug’s Life Toy Story
Toy Story 2

Maguire Jerry

Key Takeaways

The Jazz Singer

The Wizard of Oz *Gone With the Wind*

Bonnie and Clyde *The Wild Bunch*

2001: A Space Odyssey *Easy Rider*

Jaws *Star Wars* *Raiders of the Lost Ark* *The Godfather*

The Matrix *Jurassic Park*

Toy Story

Exercises

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and Cinema of the 20th Century

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Motion Pictures

Motion Pictures

Motion Pictures

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From Peep Show to Palace

From Peep Show to Palace

From Peep Show to Palace

Encyclopedia of the Age of Industry and Empire

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Energy

Encyclopedia of Communication and Information

8.3 Movies and Culture

Learning Objectives

Movies Mirror Culture

Fahrenheit 9/11 World Trade Center United 93

Birth of a Nation

The Clansman
The Birth of a Nation

The Birth of a Nation

Evening Post

Birth of a Nation

The



The Birth of a Nation

"The American Way"

Casablanca

Why We Fight

Lifeboat

Youth versus Age: From Counterculture to Mass Culture

The Graduate

The Graduate

Bonnie and

Clyde



Bonnie and Clyde

Bonnie and Clyde

Bonnie and Clyde

Easy Rider

The Wild Bunch

Midnight Cowboy

The Hollywood Production Code

MPAA Ratings

Bonnie and Clyde *Who's Afraid of Virginia Woolf?*

The New War Film: Cynicism and Anxiety

Dr. Strangelove *M*A*S*H* *The Deer Hunter* *Apocalypse Now*

Platoon *Born on the Fourth of July* *Full Metal Jacket*

Halloween *Friday the 13th*
E.T.: The Extra-Terrestrial *Raiders of the Lost Ark* *Star Wars*

Movies Shape Culture

Flashdance

Film and the Rise of Mass Culture

Picture Magazine

The Motion

The Motion Picture Magazine

American Myths and Traditions

High Noon

It's a Wonderful Life

Star Wars

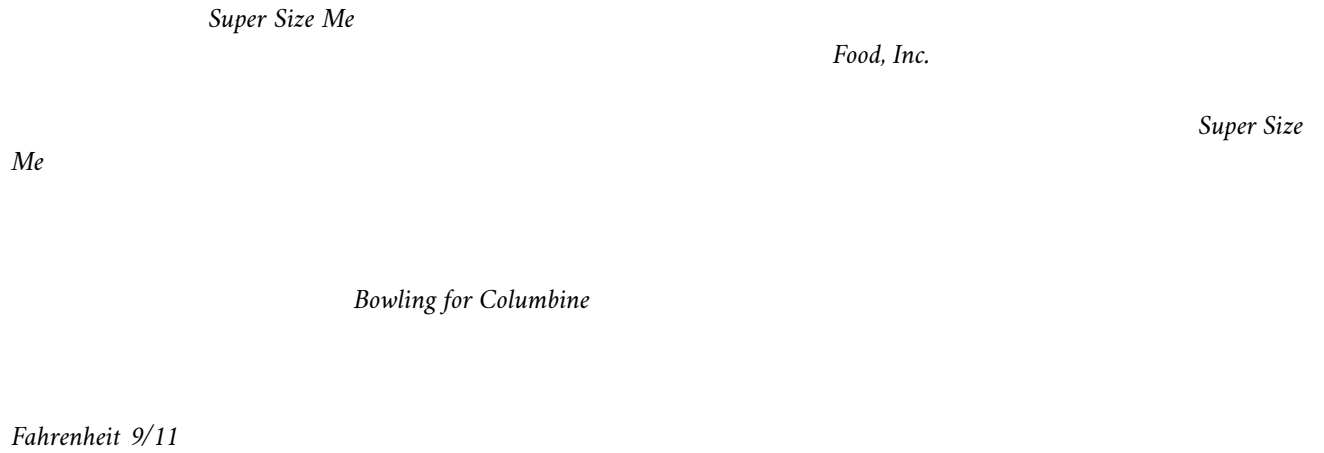
The Matrix

Social Issues in Film

The Birth of a Nation

Hotel Rwanda

The Kite Runner



Key Takeaways

— *The Birth of a Nation*

—

—

Fahrenheit 9/11 *Super Size Me*

Exercises

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- Movies and Mass Culture*
 - Digital History*
 - The Clothing Chronicles*
 - New York Times*
 - Wiretap*
 - Hollywood from Vietnam to Reagan*

8.4 Issues and Trends in Film

Learning Objectives

The Influence of Hollywood

What Women Want
The Million Dollar Hotel

What Women Want

The Million Dollar Hotel

The Blockbuster Standard

Avatar

Titanic Pirates of the Caribbean

Titanic

Avatar

Alice in Wonderland

The Lord of the Rings

Harry Potter and the Sorcerer's Stone

The Dark Knight

The Role of Independent Films

Fight Club

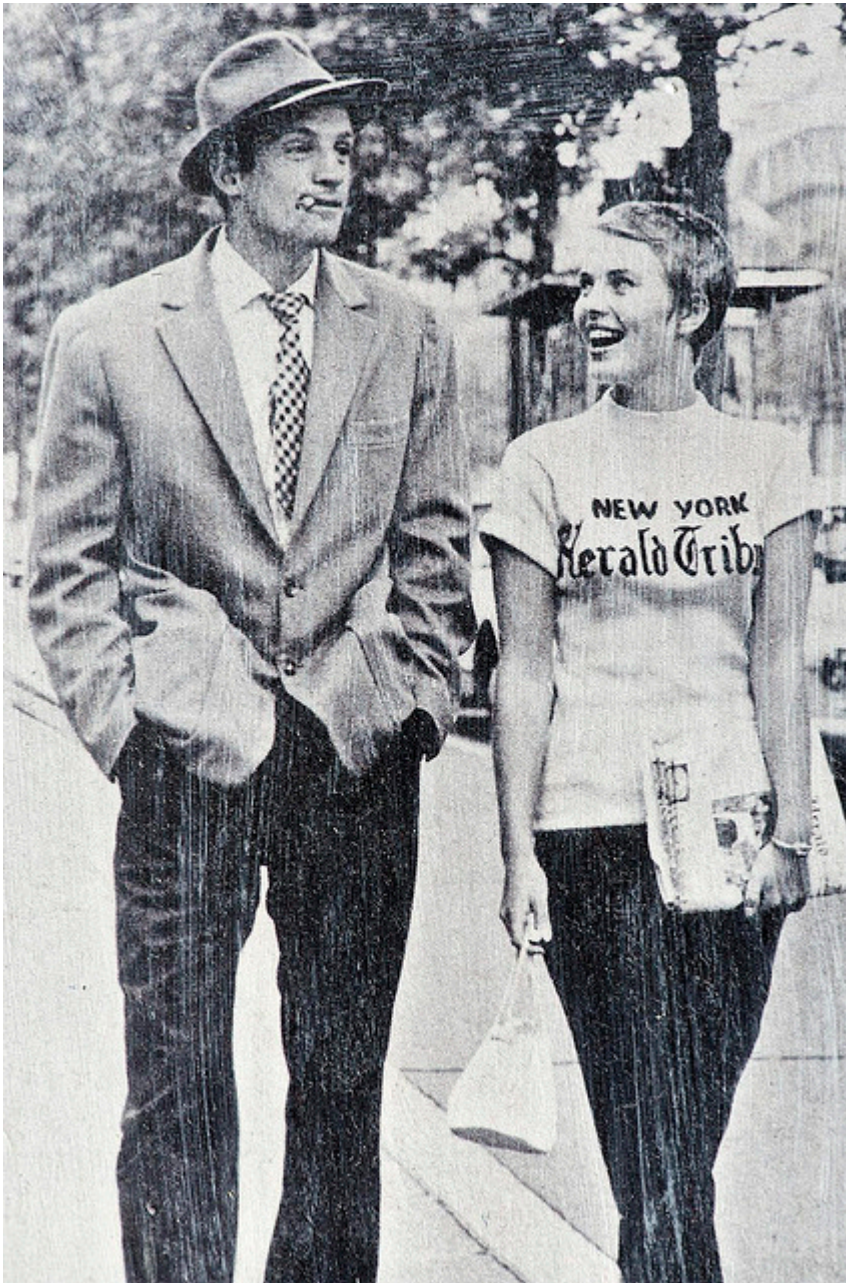
Lost in Translation

Juno

sex, lies, and videotape

Pulp Fiction

The Role of Foreign Films



Breathless

House of Flying Daggers

The Ring

Dark Water
Crouching Tiger, Hidden Dragon

The Grudge

Hero

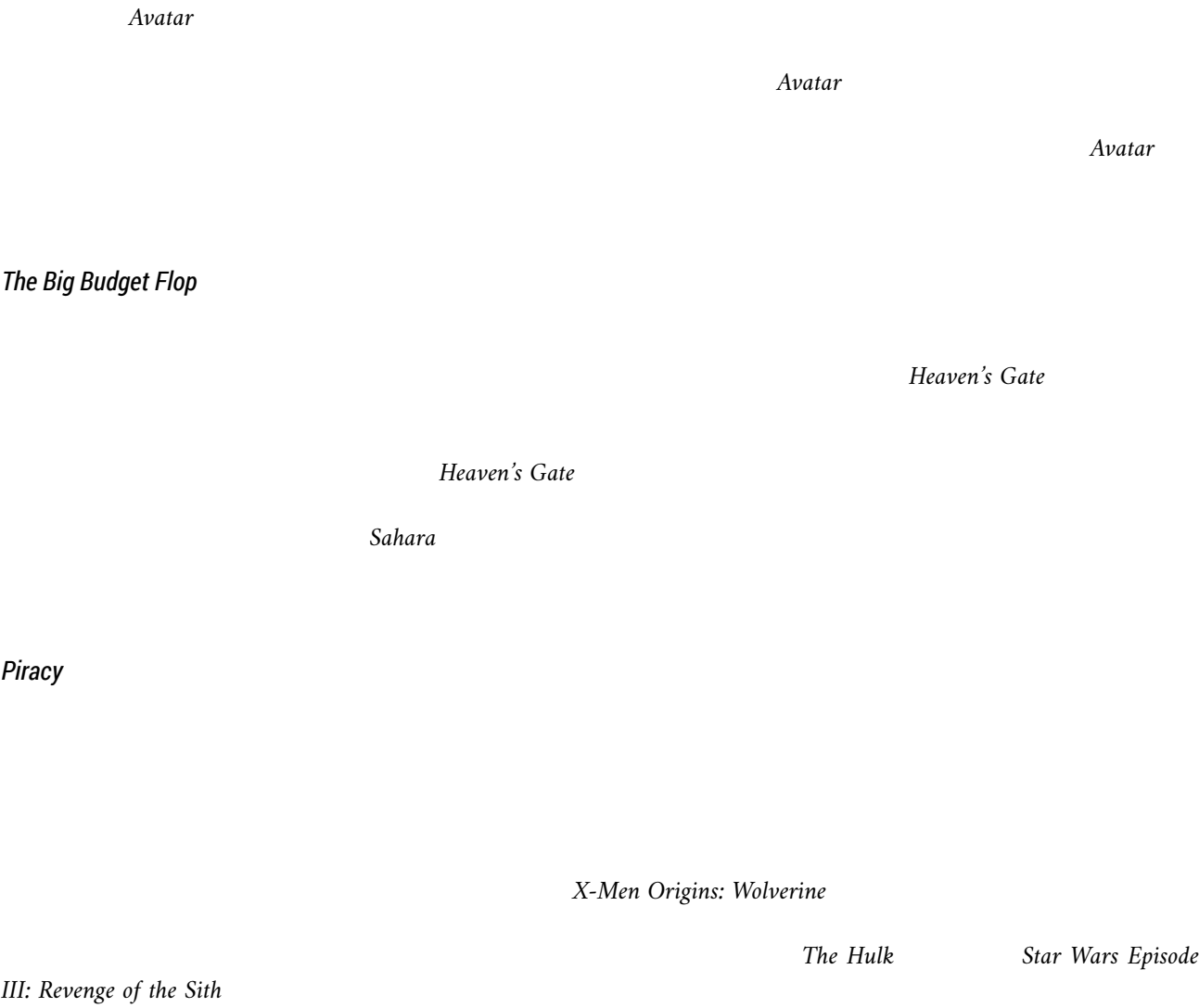
Cultural Imperialism or Globalization?

The Economics of Movies

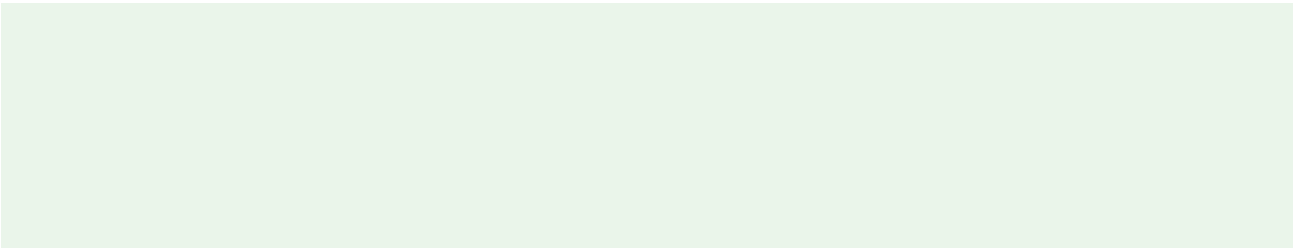
Rising Costs and Big Budget Movies

Avatar

Avatar



Key Takeaways



Exercises

Alice in Wonderland Avatar Pirates of the Caribbean

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Film
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CNN
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Epics, Spectacles, and Blockbusters: A

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New York Times

Vanity Fair

The Numbers: Box Office Data, Movie Stars, Idle Speculation

The Numbers: Box Office Data, Movie Stars, Idle Speculation

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Access Hollywood

Helium

8.5 The Influence of New Technology

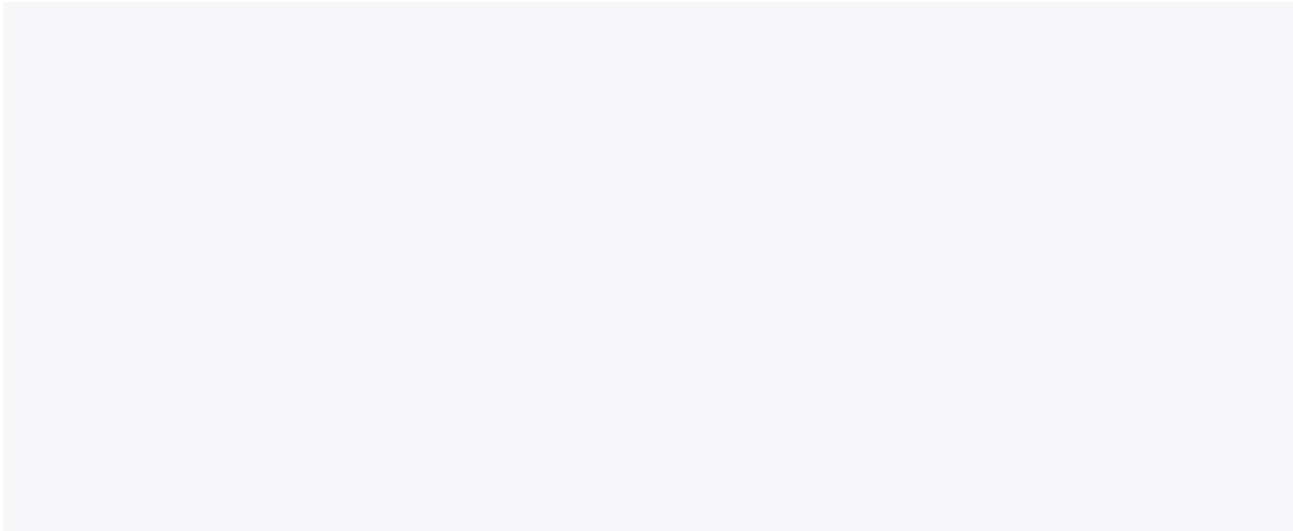
Learning Objectives

Effects of Home Entertainment Technology

VCRs Legal, Just Barely

Corp. of America v. Universal City Studios

Sony



The Optical Disc System

DVD Revenues and Decline

direct-to-DVD

American Pie

Bring It On: In It to Win It

Ace Ventura Pet Detective, Jr.

Slumdog Millionaire

Glee

The Industry Goes Digital

Attack of the Clones

Star Wars Episode II:

Attack of the Clones



Attack of the Clones

Attack of the Clones

The Resurgence of 3-D

House of Wax



Shrunk the Audience Captain Eo

Captain Eo Honey, I

Journey to the Center of the Earth

Avatar

Alice in Wonderland

Key Takeaways

Star Wars Episode II: Attack of the Clones

Exercises

End-of-Chapter Assessment

The Birth of a Nation

Why We Fight

The Graduate

Sony Corp. of America v. Universal City Studios

Critical Thinking Questions

The Birth of a Nation

Career Connection

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Fox News

CNN

Disney Parks Blog

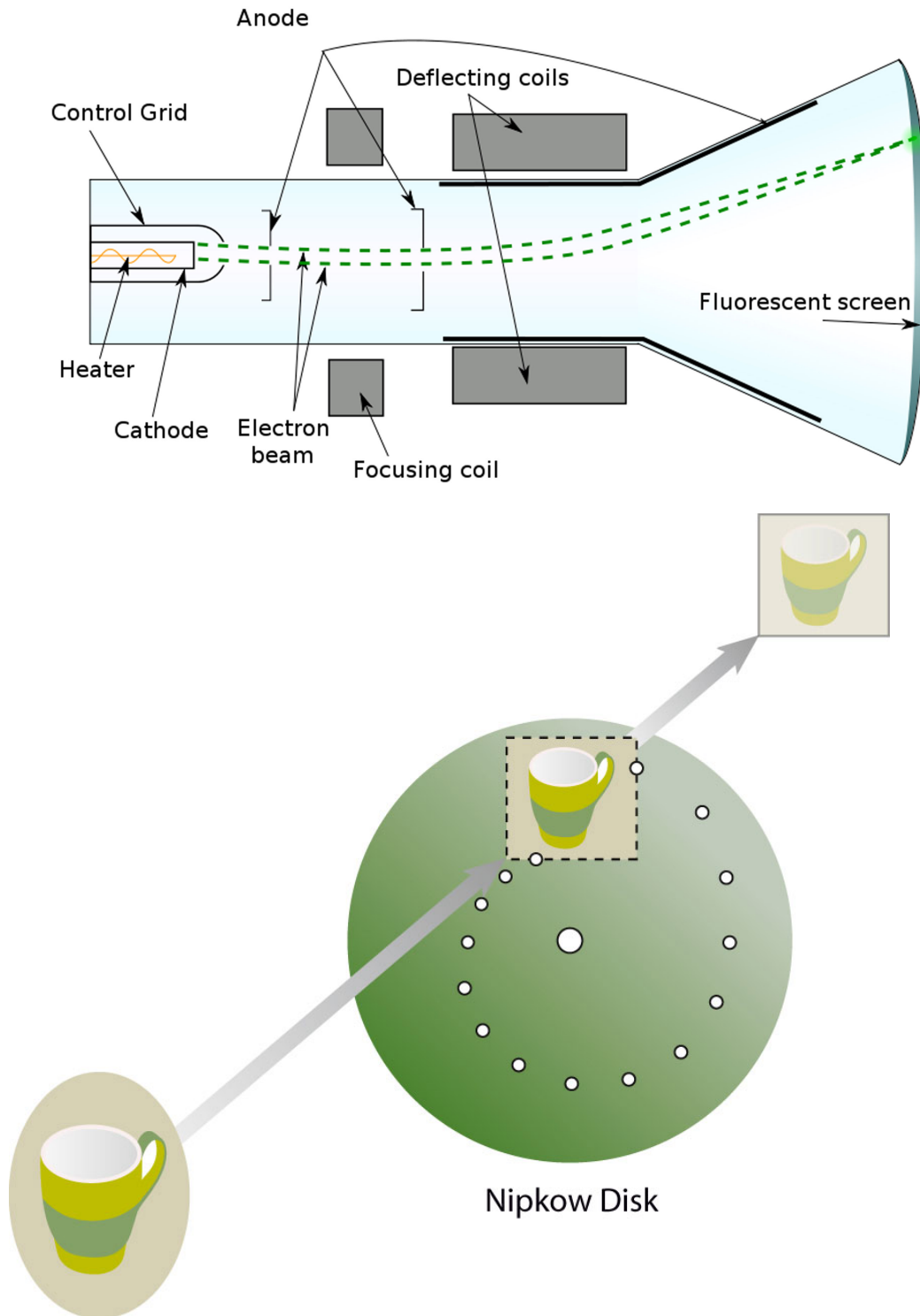
Gadgetwise *New York Times*

9.1 The Evolution of Television

Learning Objectives

Challenger

The Origins of Television

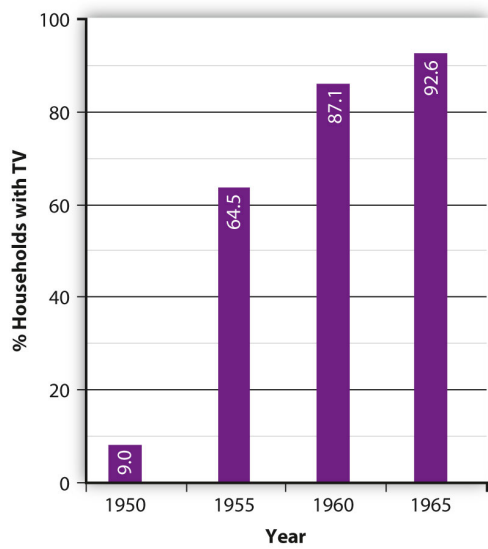


Mechanical Television versus Electronic Television

Early Broadcasting

Color Technology

The Golden Age of Television



Playhouse 90

The U.S. Steel Hour

Today

The Tonight Show



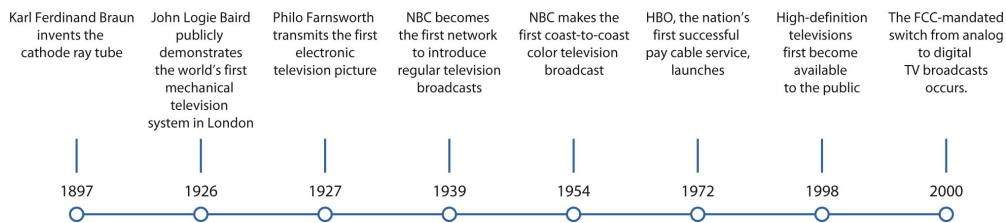
Who Wants to Be a Millionaire

\$64,000 Question

Dotto

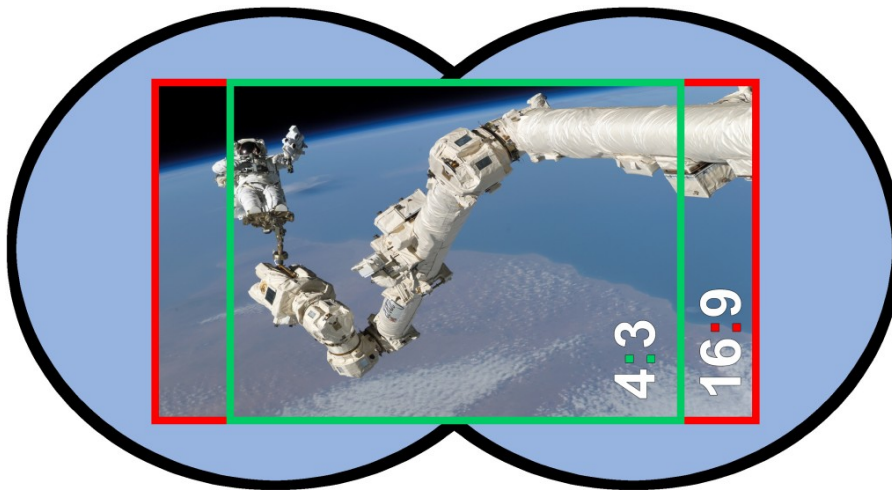
Who Wants to Be a Millionaire

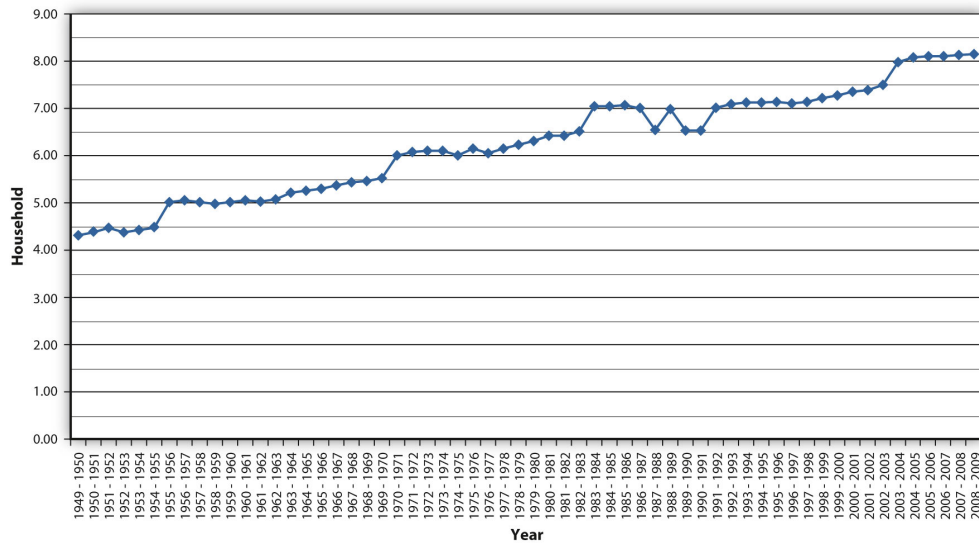
The Rise of Cable Television



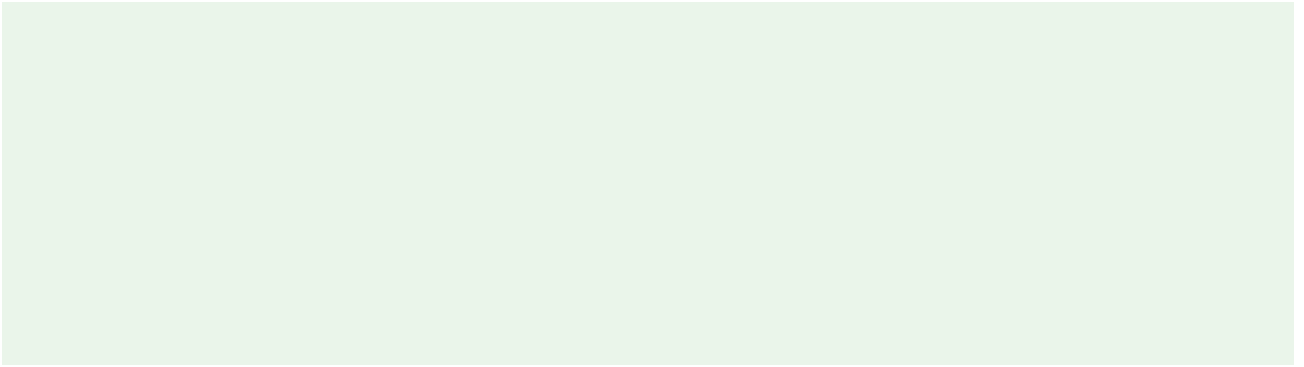
The Emergence of Digital Television

The Era of High-Definition Television

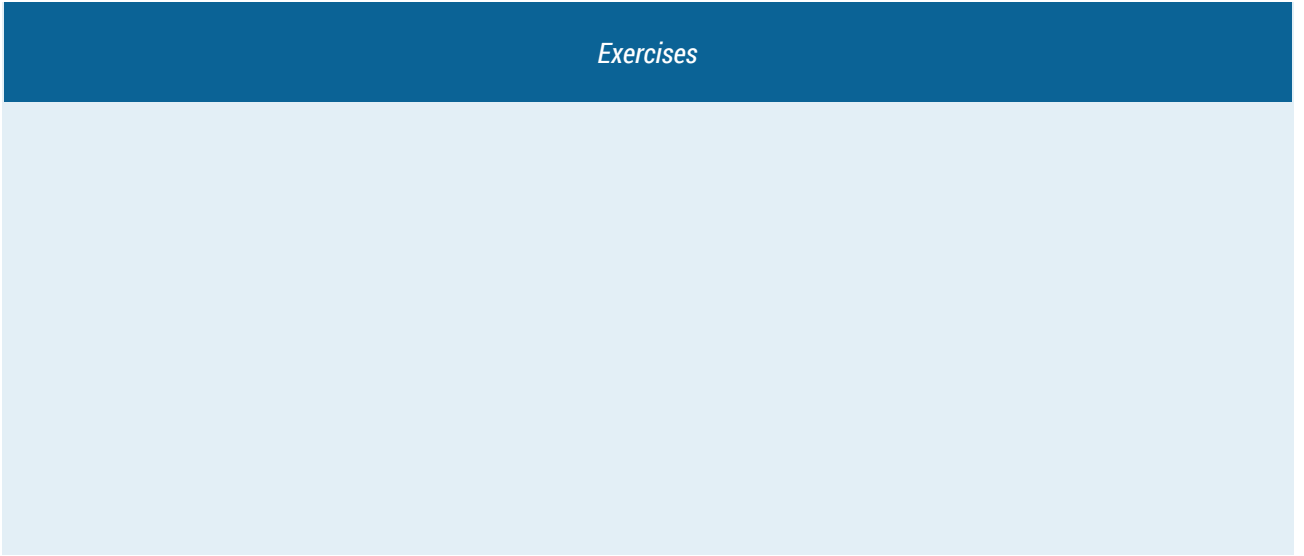




Key Takeaways



Exercises



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Commission

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New York Times

9.2 The Relationship Between Television and Culture

Learning Objectives

Cultural Influences on Television

It to Beaver, The Donna Reed Show

The Adventures of Ozzie and Harriet

Leave

Father Knows Best



See It Now

Gunsmoke

Gunsmoke

Violence and Escapism in the 1960s

The CBS Evening News with Walter Cronkite



Bewitched

I Dream of Jeannie

The Beverly Hillbillies

Gilligan's Island



I Dream of Jeannie

Diversity and Politics in the 1970s

Maude

Maude

Maude

All in the Family
The Mary Tyler Moore Show

The Brady Bunch



Maude

Saturday Night Live SNL

Laugh-In

SNL

The Influence of Cable Television in the 1980s

Family Ties

The Cosby Show

Specialization in the 1990s and 2000s

Black Entertainment Television (BET)

Television's Influence on Culture

Lost 24

Grey's Anatomy

News Channel	Republican (%)	Democratic (%)	Independent (%)
Source: "Partisanship and Cable News Audiences," Oct. 30, 2009, Pew Research Center for the People & the Press, a project of the Pew Research Center			

Social Controversy

Murphy Brown

Ellen

Ellen

Ellen

Creating Stars via Reality Television

Candid Camera

America's Funniest Home Videos America's Funniest People

America's Most Wanted Unsolved Mysteries

Project Runway Police Women of Broward County Top Chef

The Real World

Big

Brother

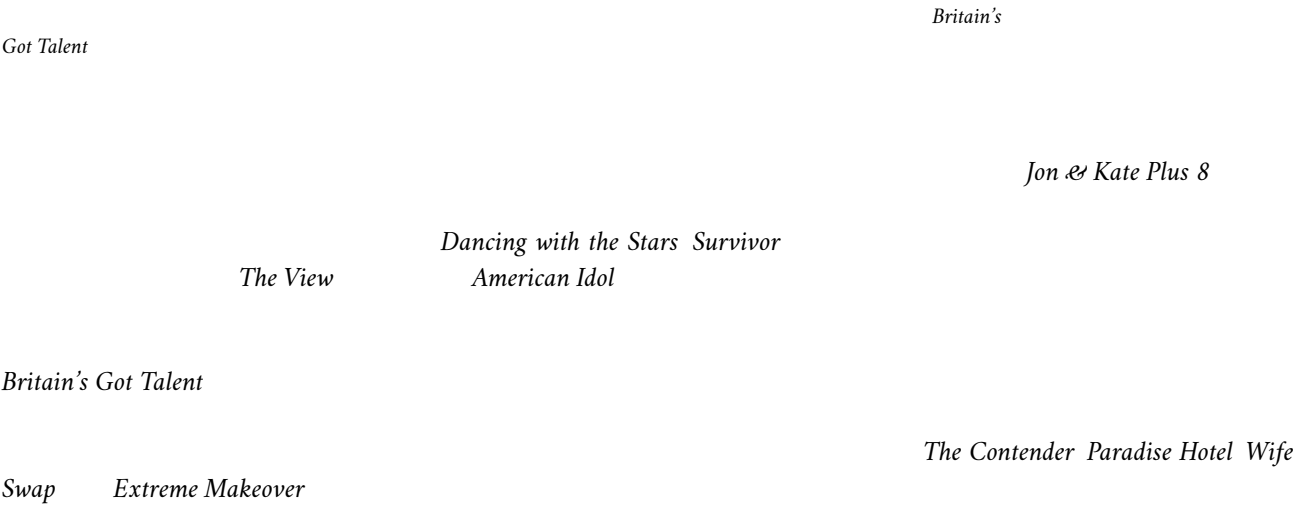
Survivor

Survivor

The Bachelor Temptation Island Dating in the Dark

American Idol





Key Takeaways

Exercises

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CNN Health

Hollywood Reporter

The Way We

Never Were: American Families and the Nostalgia Trip

Fox News

Edward R. Murrow: Journalism at Its Best

CNN Money

Entertainment Weekly

Encyclopedia of Television

Time

9.3 Issues and Trends in the Television Industry

Learning Objectives

Dragnet

Gunsmoke

The Influence of Corporate Sponsorship

Playhouse

Colgate Comedy Hour Camel Newsreel Goodyear TV



Hour

Colgate Comedy

Glenn Beck

Saturday Night Live

Hot Ghetto Mess

Ellen

Public Television and Corporate Sponsorship

The Rise and Fall of the Network

John Adams *The Tudors* *Planet Earth*
Nova *Nature*

The Late Show Starring Joan Rivers

Beverly Hills 90210 *Melrose Place* *In Living Color* *The Simpsons*

Creek *The Wayans Bros*

Buffy the Vampire Slayer *Moesha* *Dawson's*

Variety

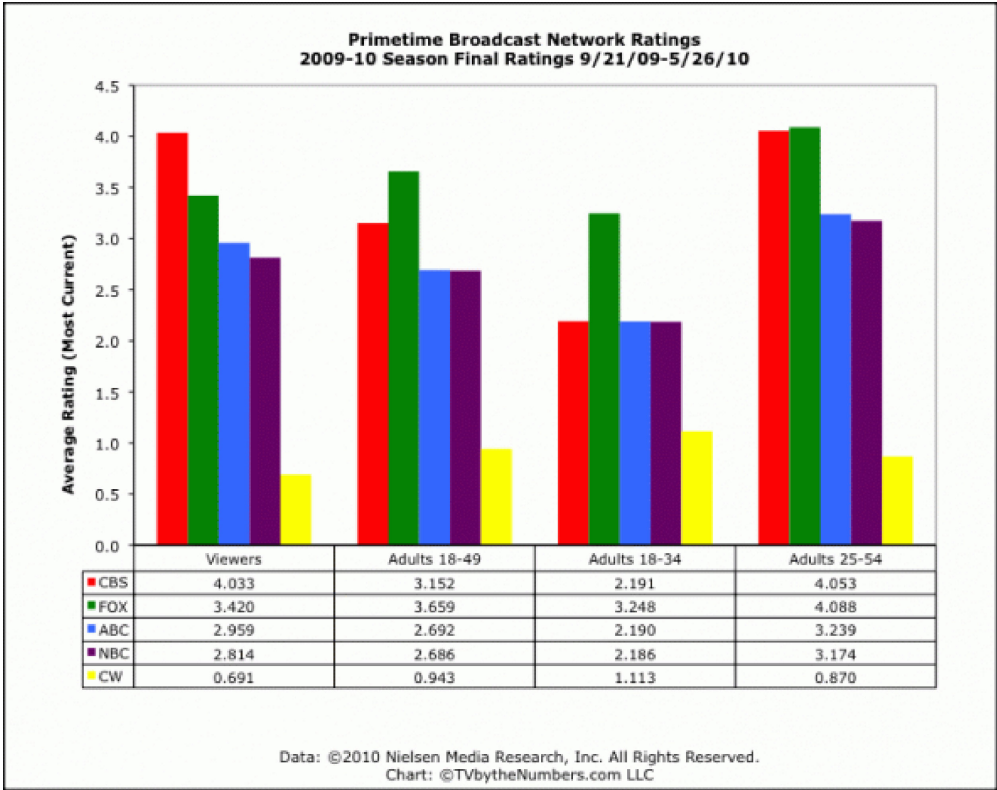
America’s Next Top Model

Veronica Mars
Gossip Girl

Beauty and the Geek
The Vampire Diaries

Smallville

Gossip Girl 90210



Cable Challenges the Networks



Narrowcasting

Impact on Networks

Practice

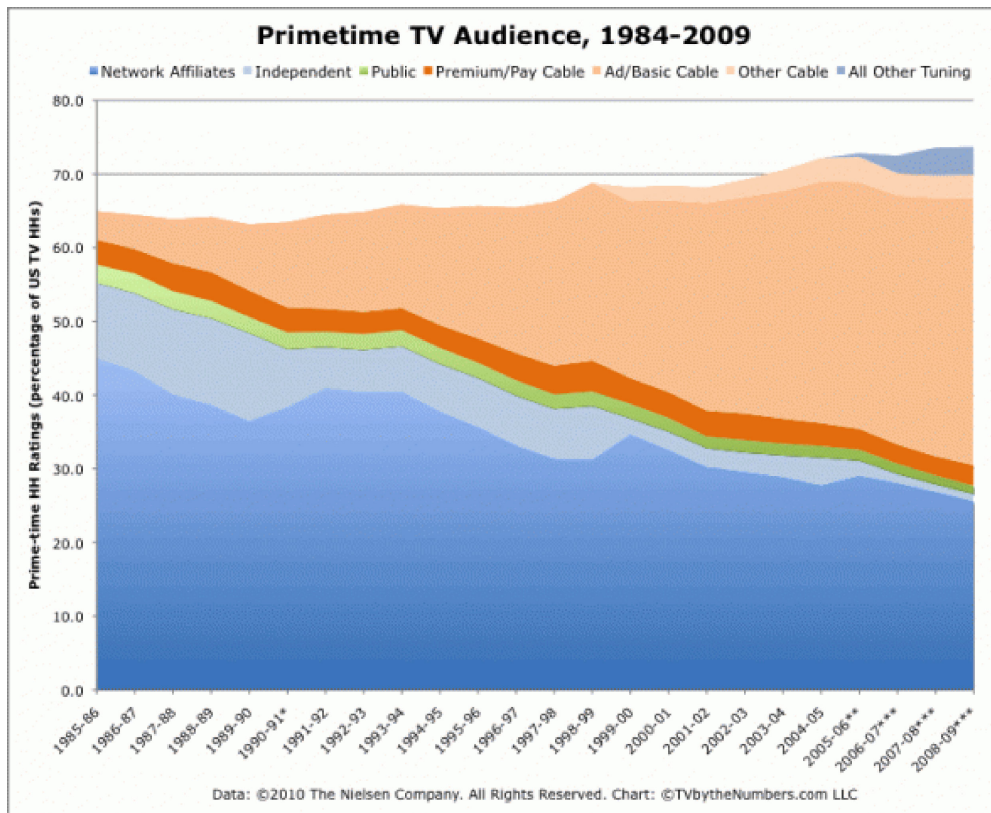
CSI NCIS Grey's Anatomy Private

Everybody Hates Chris

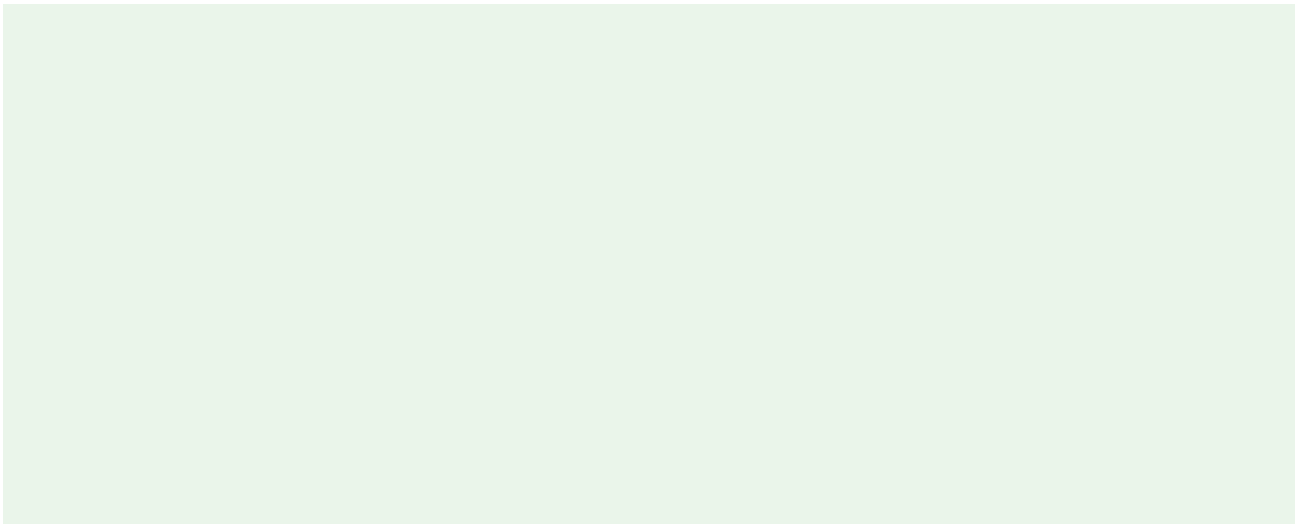
Gossip Girl The Vampire Diaries

Cops

*Modern Family Cougar Town
America's Most Wanted*



Key Takeaways



Exercises

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-
-

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Public Broadcasting and the Public Interest
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Time

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Regional Economist

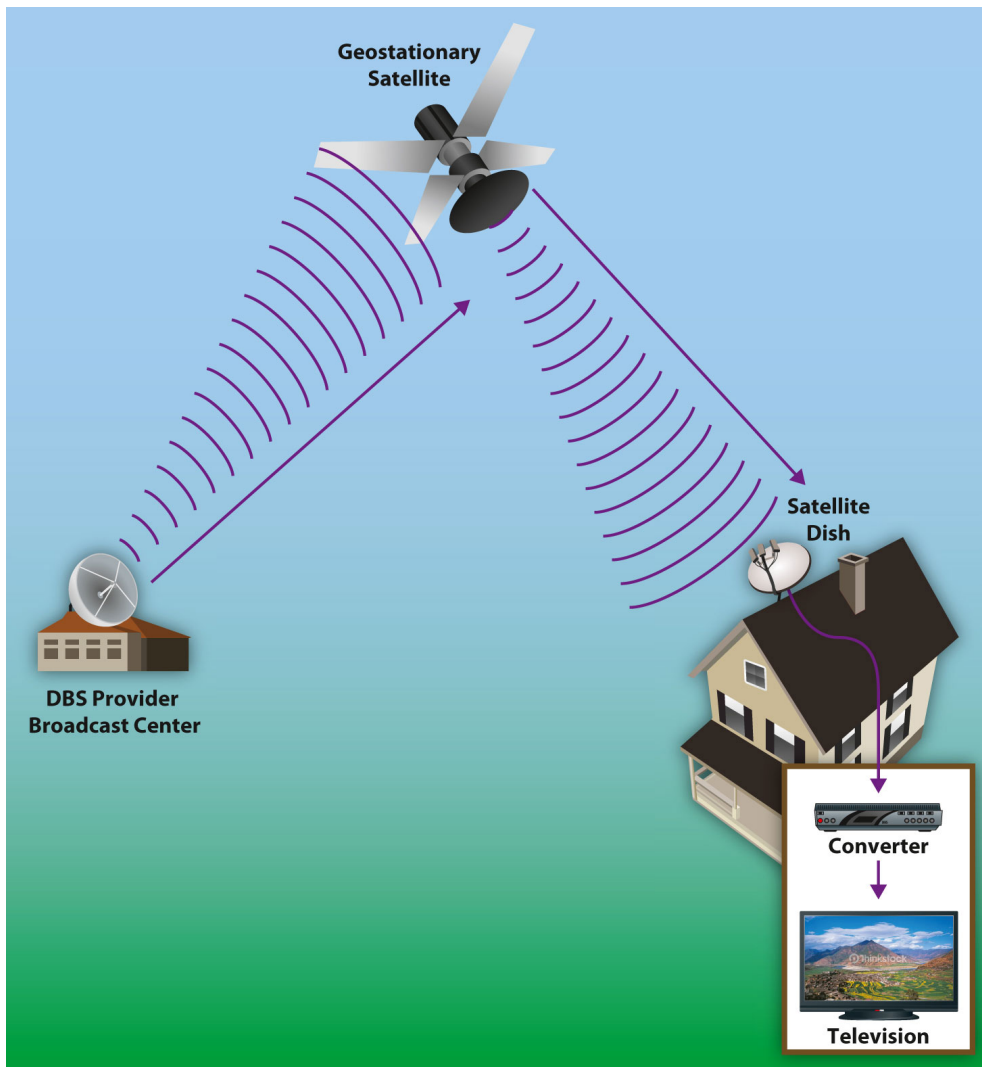
9.4 Influence of New Technologies

Learning Objectives

The War Between Satellite and Cable Television

Sputnik

Telstar



The Current Satellite Market: DirecTV versus Dish Network

Passions

Friday Night Lights

Oz

Deadwood

Sex and the City

The Impact of DVRs and the Internet: Changing Content Delivery

Deadliest

Catch

New Viewing Outlets: YouTube and Hulu

House *Saturday Night Live* *The Simpsons*

It's Always Sunny in Philadelphia

The Closer

Saturday

Night Live

Video-on-Demand

Interactive Television

CSI

Glee

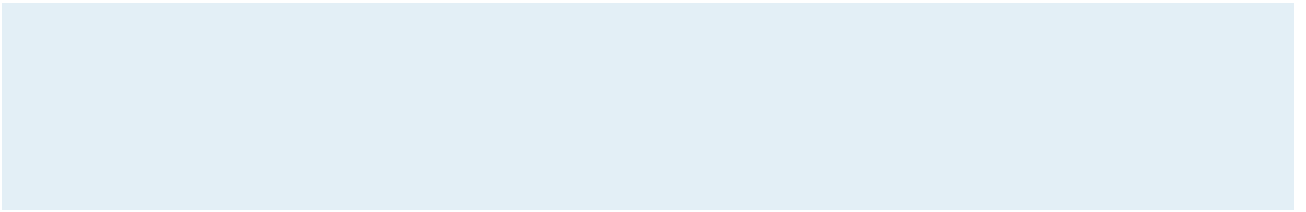
Glee



Key Takeaways

Exercises

End-of-Chapter Assessment

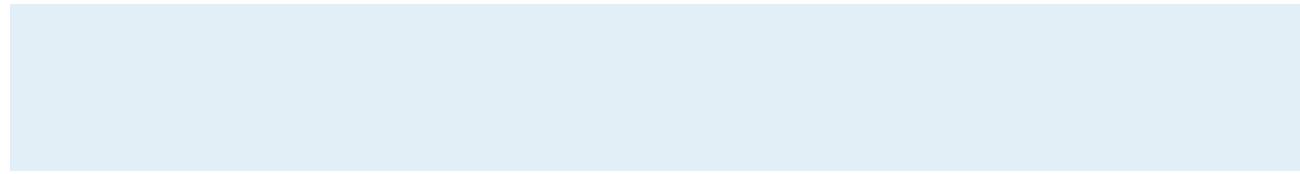


Critical Thinking Questions



Career Connection





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MSNBC

Reuters

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Fast Company

TechCrunch

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10.1 Electronic Games and Entertainment

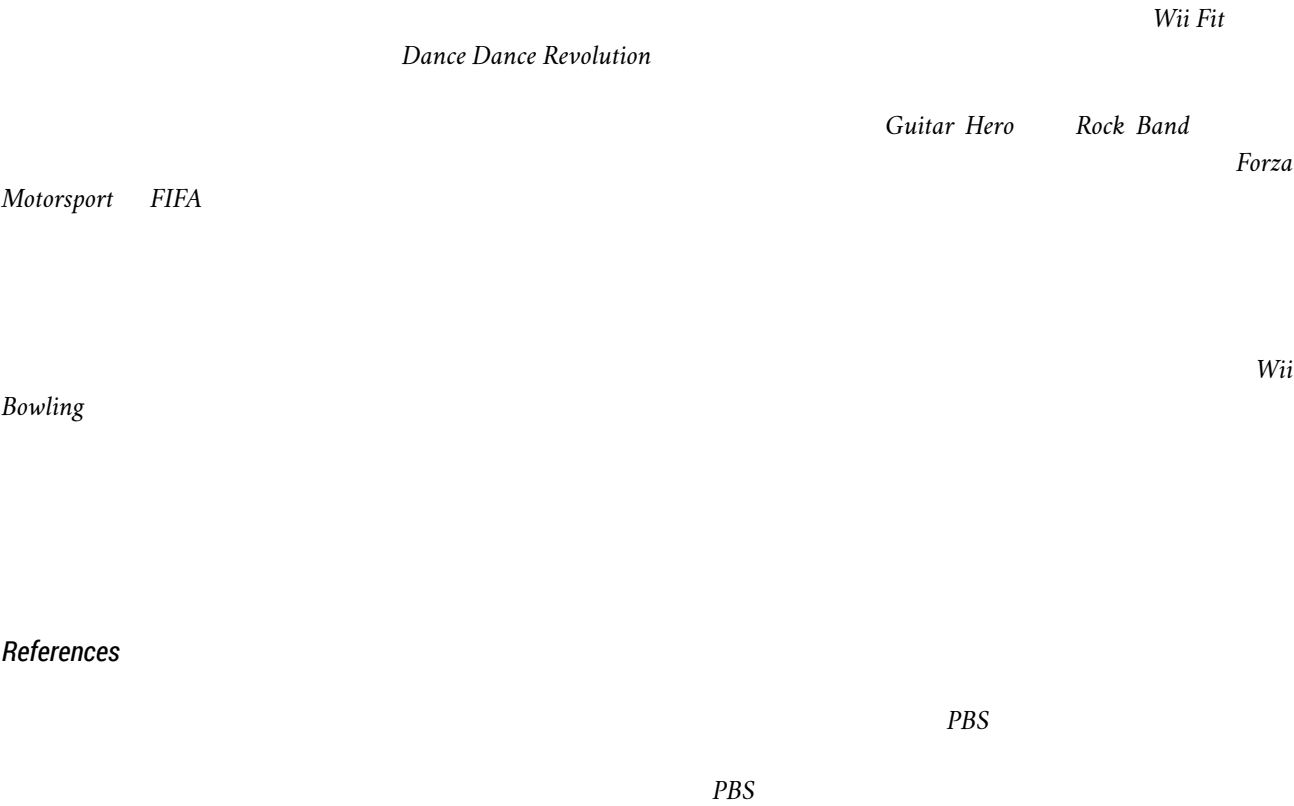
Want to Get Away?



Final Fantasy

The Legend of Zelda

Tetris

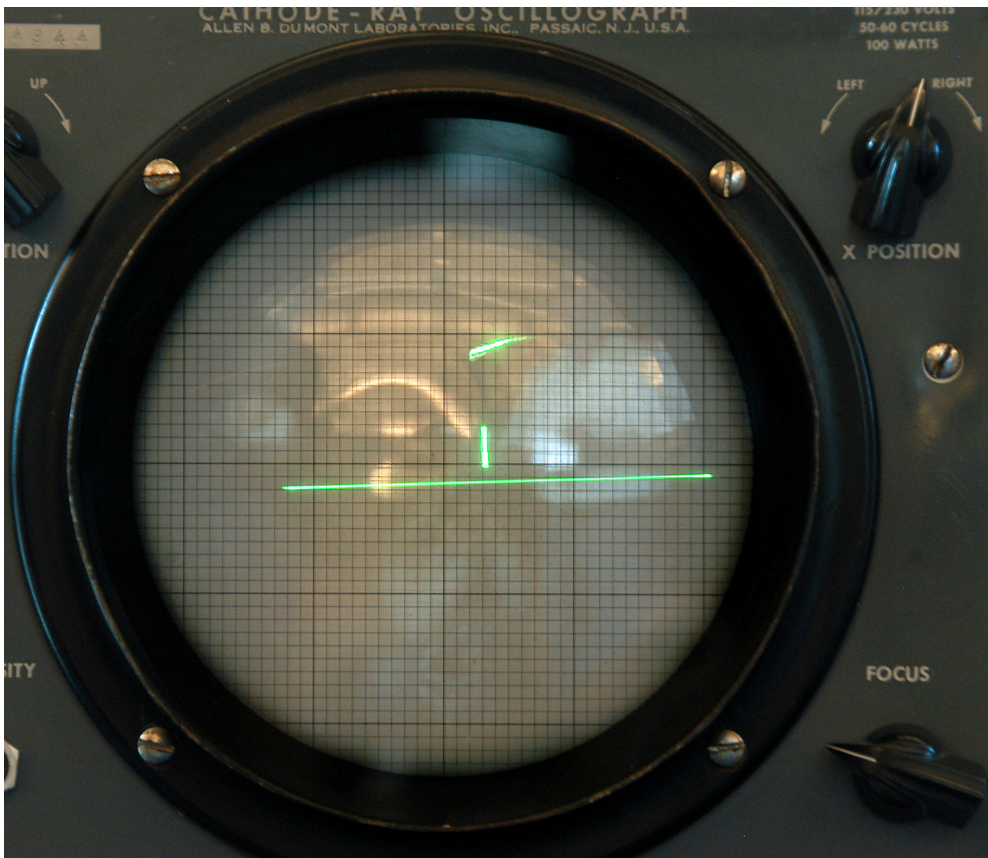


10.2 The Evolution of Electronic Games

Learning Objectives

Pong

Tennis for Two



Tennis for Two

Tennis for Two

The 1970s: The Rise of the Video Game

Rolling Stone

Spacewar!

Arcade Games

Spacewar!
Pong

Computer Space

Pong

Space Invaders

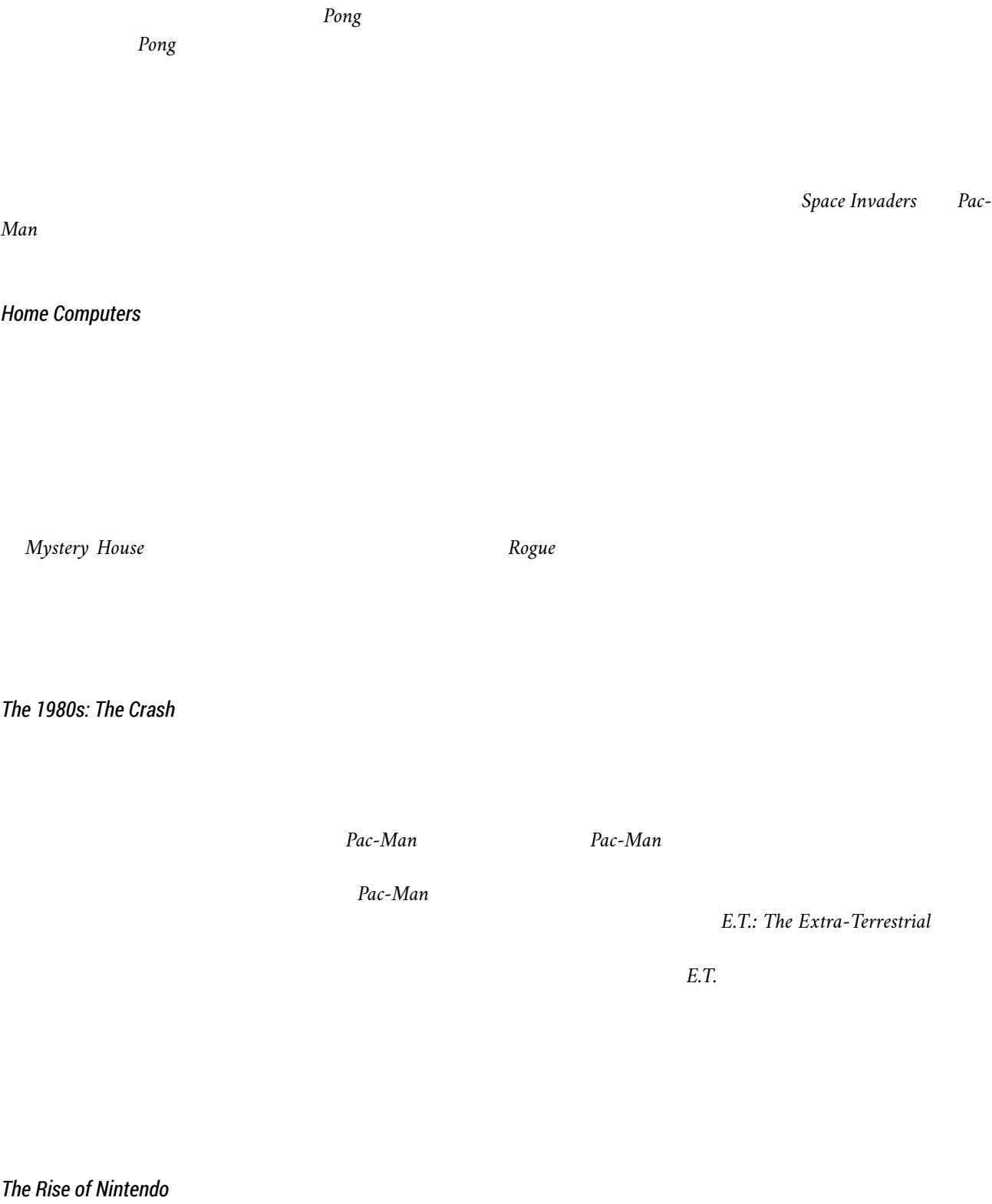
Space Invaders

Video Game Consoles

Pong

Pong

Pong



Donkey Kong

Super

Mario Brothers

Super Mario

Brothers

The Legend of Zelda

Other Home Console Systems

Computer Games Flourish and Innovate

Dragon's Lair Space Ace

Habitat

The 1990s: The Rapid Evolution of Video Games

Console Wars



Mortal Kombat

Street Fighter

Computer Games Gain Mainstream Acceptance

Wolfenstein 3D

Doom

Quake



Myst

Myst

Myst

Riven

SimCity

Doom

Quake

Online Gaming Gains Popularity

and Conquer

Doom

Total Annihilation

Ultima Online

Command

Portable Game Systems

Tetris

The Early 2000s: 21st-Century Games

The Console Wars Continue

Halo

Computer Gaming Becomes a Niche Market

The Evolution of Portable Gaming

Video Games Today

Home Consoles

Key Takeaways

Tennis for Two

Myst

Exercises

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Rolling Stone

Business Week

Journal of

Social History

Edge

Understanding Video Games: The Essential Introduction

Time

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- The Meaning and Culture of*
- Digital Play: The Interaction of Technology, Culture, and*
- Marketing*
- Fortune*
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- Racing the Beam The Atari Video Computer System*
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- Ars Technica*
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10.3 Influential Contemporary Games

Learning Objectives

Guitar Hero and Rock Band

Guitar Hero

Rock Band

Dance Dance Revolution

Dance Dance Revolution



Rock Band

Guitar Hero

Rock Band

Guitar Hero: Aerosmith

The Beatles: Rock Band

Guitar Hero: Aerosmith

Death Magnetic

Guitar Hero III

Rock Band

The Grand Theft Auto series

Grand Theft Auto (GTA)

GTA
GTA III *GTA IV*

The Ballad of Gay Tony

GTA

World of Warcraft

World of Warcraft (WoW)
Warcraft



World of Warcraft

WoW

WoW

WoW

Grand Theft Auto
WoW

WoW

WoW

WoW

Call of Duty: Modern Warfare

Call of Duty

Call of Duty: Modern Warfare 2

Call of Duty

Wii Sports and Wii Fit

Wii Sports

Wii Sports

Wii Sports

Doom

Wii Bowling

Wii Fit

Wii Fit

Wii Sports

Wii Fit

Key Takeaways

Guitar Hero *Rock Band*

Grand Theft Auto

World of Warcraft

Wii Sports *Wii Fit*

Wii Sports

Wii Fit

Exercises

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Austin Chronicle

Guardian

CNET

Edge

CBS News

PC World

CNN

Business Week

Chicago Tribune

10.4 The Impact of Video Games on Culture

Learning Objectives

Brain Age

Game Culture

Spacewar!

Pac-Man

Super Mario Bros.

Super Mario Bros.

Super Mario Bros.

Wii Bowling



The Effects of Video Games on Other Types of Media

E.T. Star Wars

Television

Show!

The Legend of Zelda

Pac-Man Pole Position

*Q*bert*

The Super Mario Bros. Super

Pokémon

The Guild

Film

Mortal Kombat

Lara Croft: Tomb Raider

Prince of Persia

Tron

Grand Theft Auto IV

Iron Man *Grand Theft Auto IV* *Iron Man*

Grand Theft Auto IV

Music

Final Fantasy

The Beatles: Rock Band *Rock Band* *Guitar Hero*

Final Fantasy

Machinima

Quake

South Park

Video Games and Education



Number Munchers *Word Munchers*

Nature

Video Games as Art

Flower
Flower

Katamari

The New Yorker

The New York Times

Key Takeaways

Exercises

Fox News

Wired

Times

Chicago Sun-Times

Essential Facts About the Computer and Video Game Industry: 2009 Sales, Demographic, and Usage Data

MSNBC

Atlantic Wire

Nature

TechNewsDaily

TechNewsDaily

Boston Globe

PC Magazine

This Gaming Life: Travels in Three Cities

Film Shaft

Adweek

Wilmington (NC) Morning Star

USA Today

10.5 Controversial Issues

Learning Objectives	

Violence

Death Race

X

Donahue

60 Minutes

Grand

Theft Auto

Video Game Addiction

World of Warcraft



Berzerk

Cities
Quake III

This Gaming Life: Travels in Three

Sexism



Tomb Raider *Dead or Alive Xtreme*

Game Developer

Custer's Revenge

Super Mario Bros.

The Legend of Zelda

Tomb Raider

Dead or Alive

Dead or

Alive Xtreme Beach Volleyball

God of War

Mortal Kombat

Portal

Half-Life

Phoenix Wright: Ace Attorney

Mass Effect

Halo: Reach

Key Takeaways

Death Race

Exercises

References

Los Angeles Times

Journal of Experimental Social Psychology

Time

ABC News

BoingBoing

Essential Facts About the Computer and Video Game Industry: 2009

CNN

Times

Hollywood Reporter

Emotional and Behavioral Effects of Video Games and Internet Overuse

This Gaming Life

BBC News

10.6 Blurring the Boundaries Between Video Games, Information, Entertainment, and Communication

Learning Objectives

Video Games and the Social World of Sports



Virtual Worlds and Societal Interaction

World of Warcraft EverQuest EVE Online

Second Life

Second Life

Creativity:

Ownership:

Second Life



Second Life

Social Media and Games



FarmVille

FarmVille

FarmVille

Lexulous

Scrabulous

Scrabble

Pet Society

World of Warcraft

Mobile Phones and Gaming

FarmVille

Mafia Wars

FarmVille

Video Games and Their Messages

Oligarchy
Faith Fighter

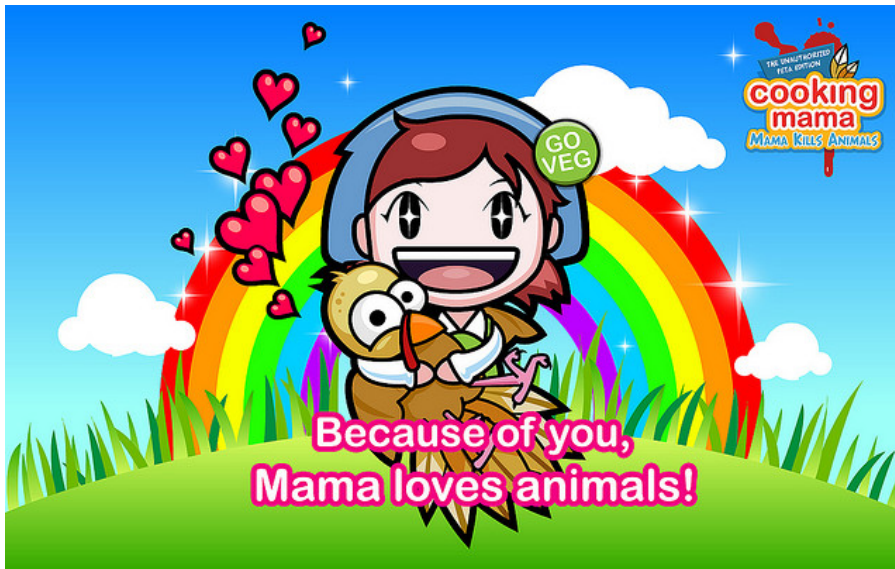
Downing Street Fighter

Cutthroat Capitalism

Redistricting Game

Planet Green Game

Cooking Mama



Cooking Mama

Halo

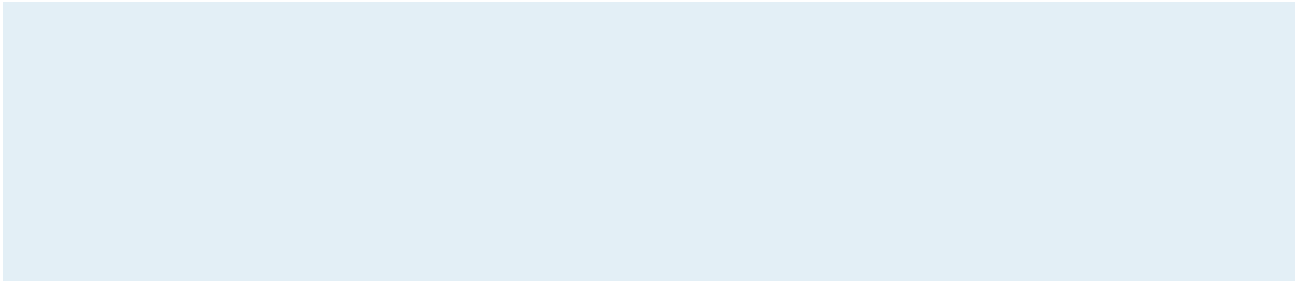
Key Takeaways

Exercises

End-of-Chapter Assessment

World of Warcraft

Guitar Hero Rock Band



Critical Thinking Questions



Career Connection



References

Wired

Issues in Informing Science and

Information Technology

Info/Law

Joystiq

CNN

Independent

The Human-Computer

Interaction Handbook: Fundamentals, Evolving Technologies, and Emerging Applications

11.1 The Internet and Social Media

Cleaning Up Your Online Act



The New York Times

References

New York Times

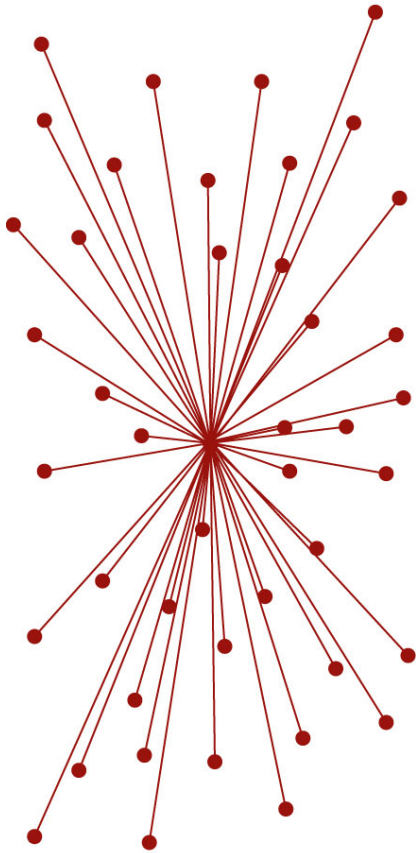
11.2 The Evolution of the Internet

Learning Objectives

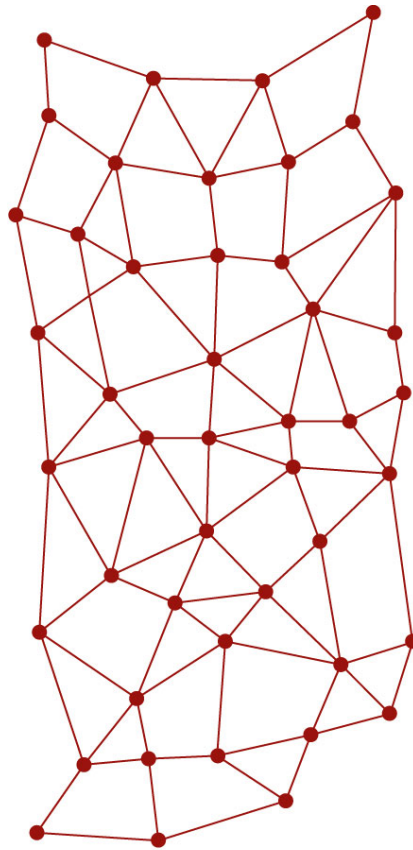
protocol decentralization

The History of the Internet

The Building Blocks of the Internet

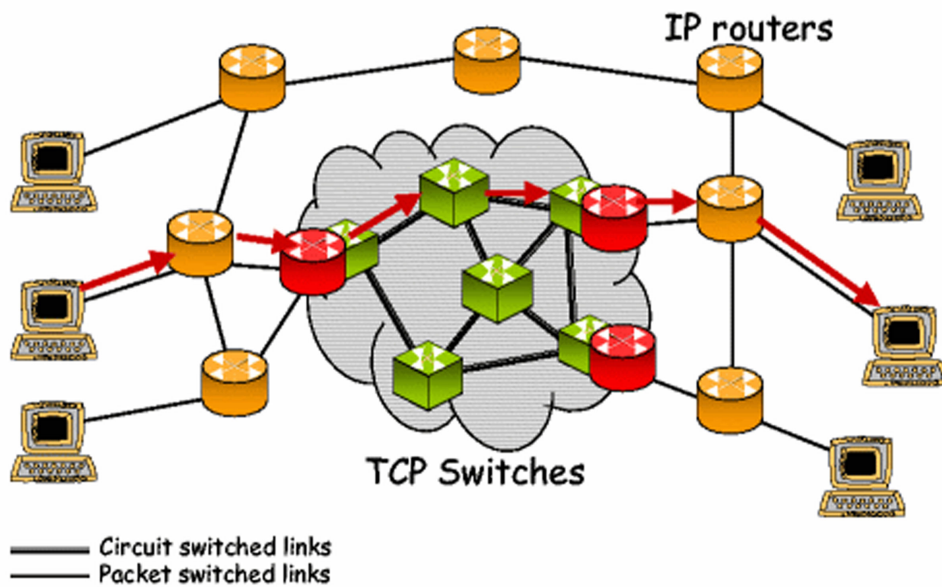


Centralized Network



Distributed Network

TCP Switching: Exposes Circuits to IP

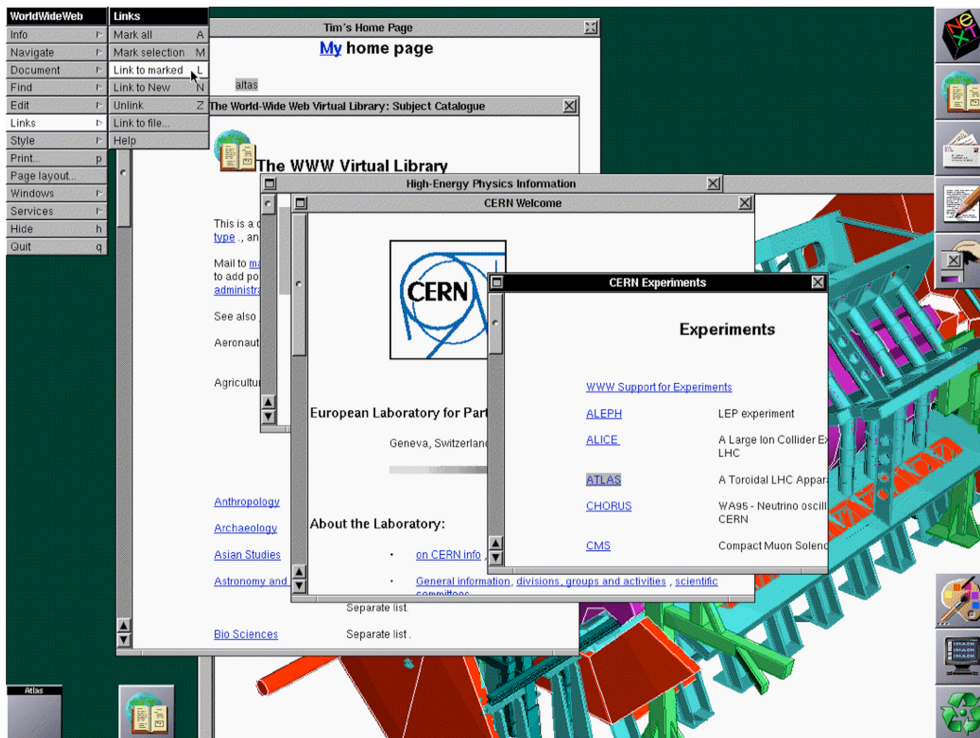


You've Got Mail: The Beginnings of the Electronic Mailbox

@

Hypertext: Web 1.0

Hypertext



Browser	Total Market Share
Source: Courtesy Net Applications.com http://www.netapplications.com/	

For Sale: The Web

The Early Days of Social Media

How Did We Get Here? The Late 1970s, Early 1980s, and Usenet

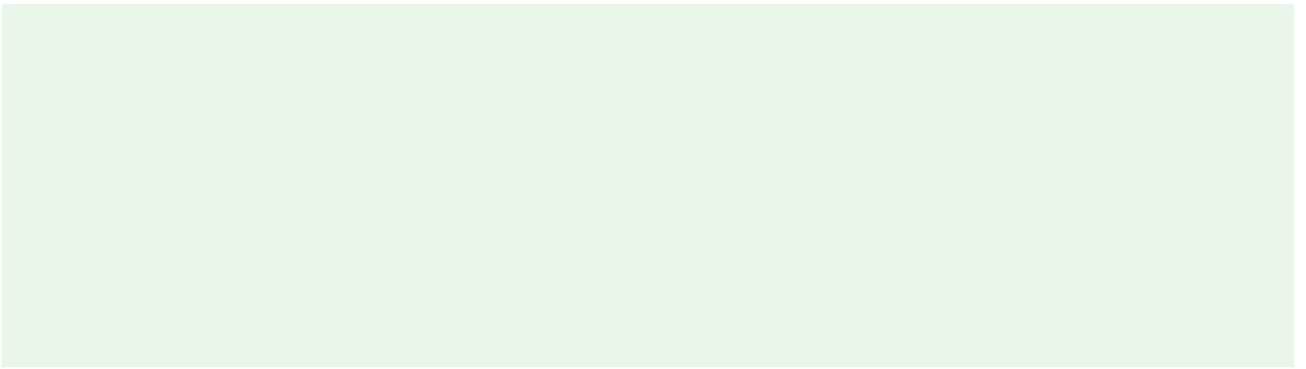
Guardian

GeoCities: Yahoo! Pioneers

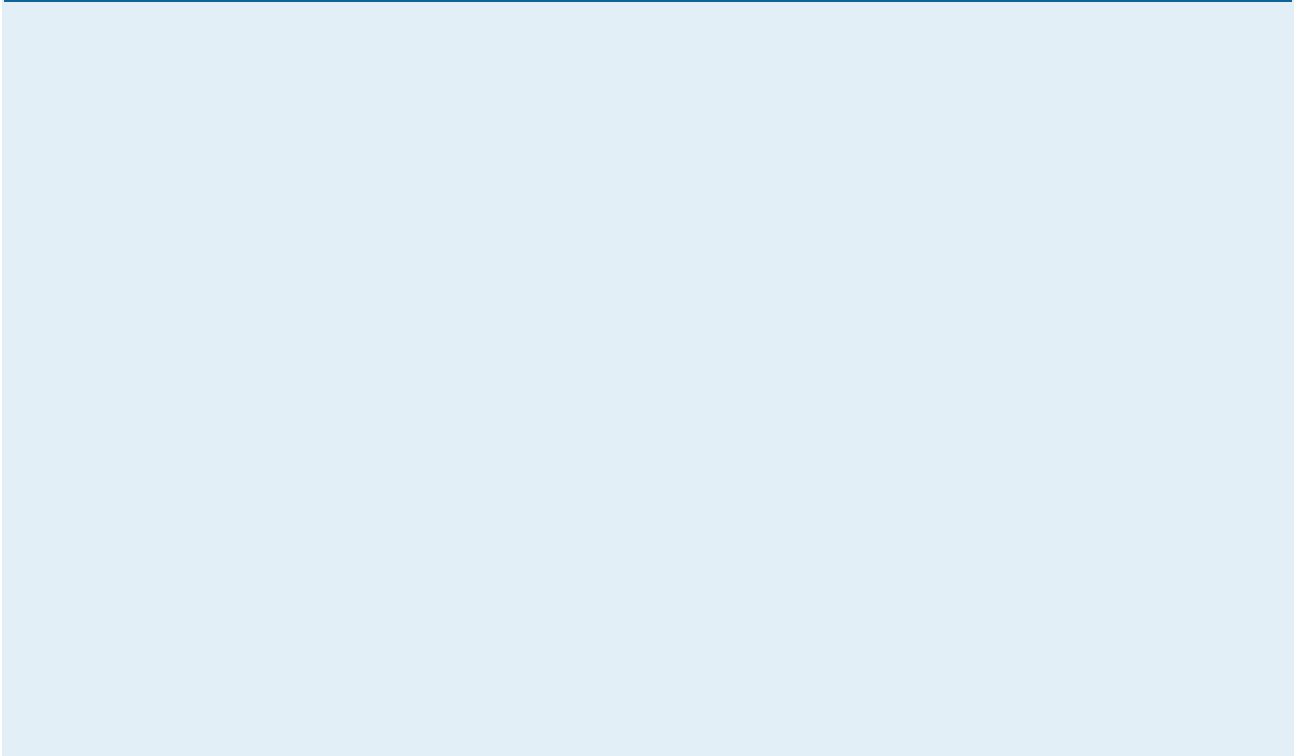
Journal

The Wall Street

Key Takeaways



Exercises



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CNET

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Guardian

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New York Times

11.3 Social Media and Web 2.0

Learning Objectives

Social Networking

Wikipedia

Going Viral

Les Miserables

Britain's Got Talent



In Rainbows

In Rainbows

Hail to the Thief

New York

Times

Grand Theft

Auto IV

The Simpsons

Benefits and Problems of Social Media

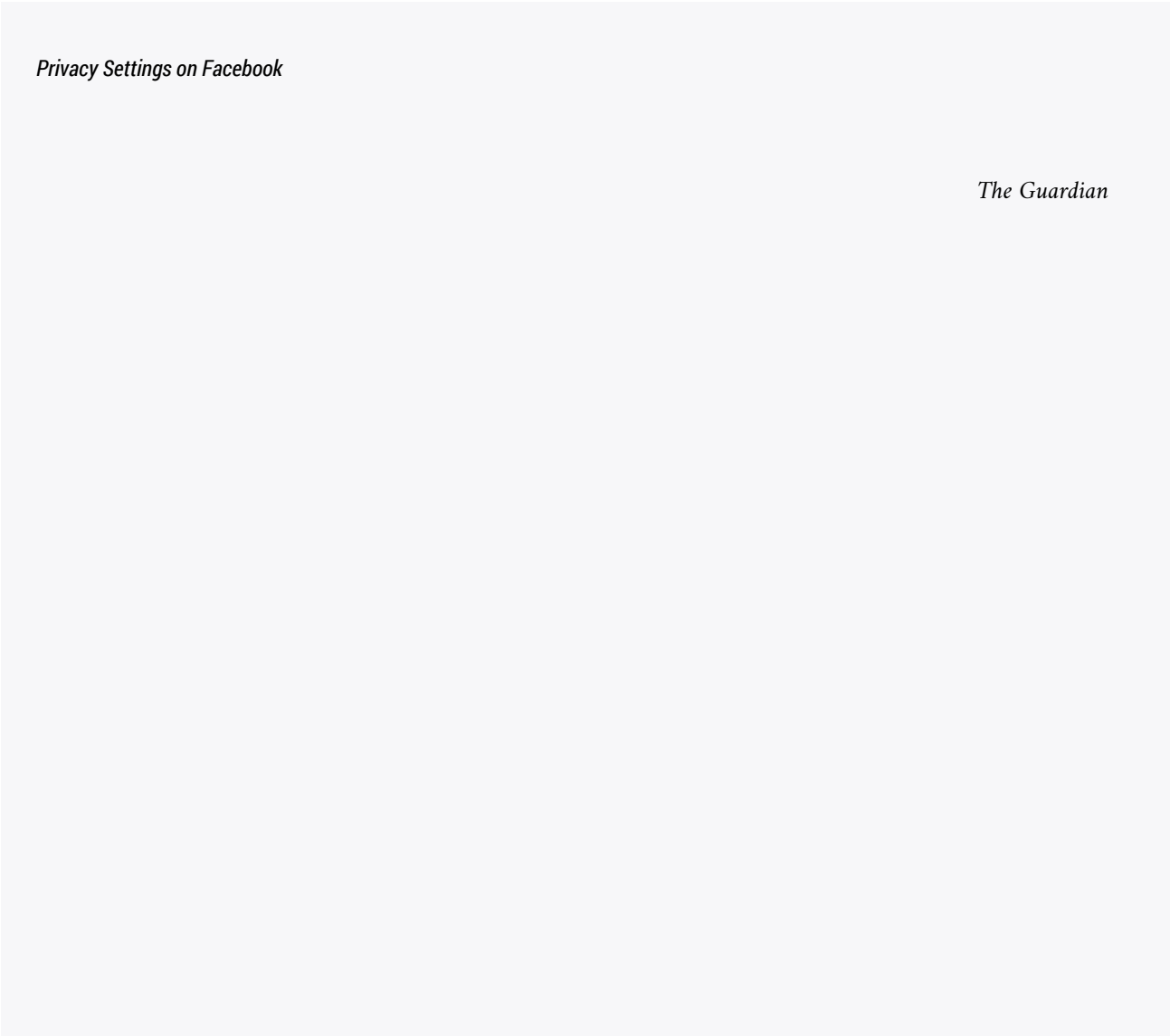
The Cult of the Amateur

Education, the Internet, and Social Media

Privacy Issues With Social Networking

some

all



Privacy Settings on Facebook

The Guardian

American Idol



FarmVille

FarmVille

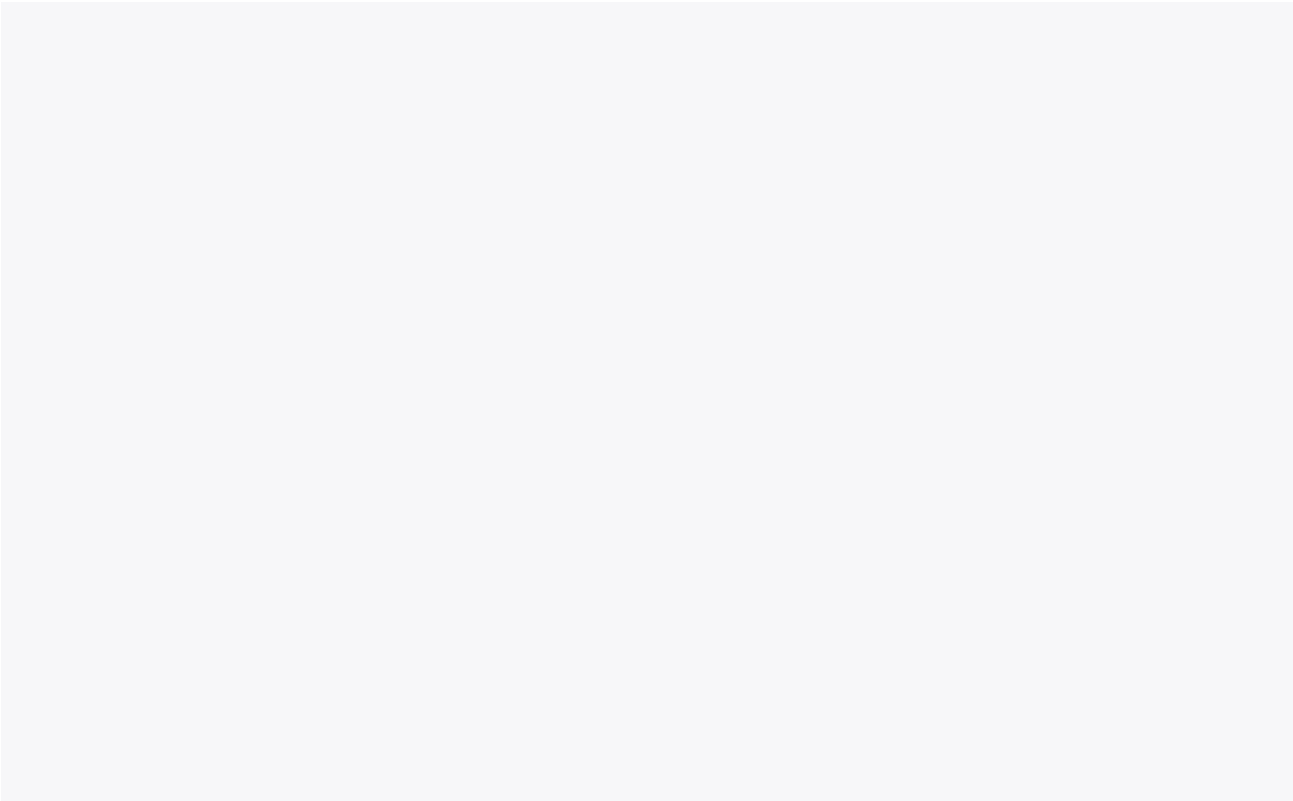
Social Media's Effect on Commerce

The Movie

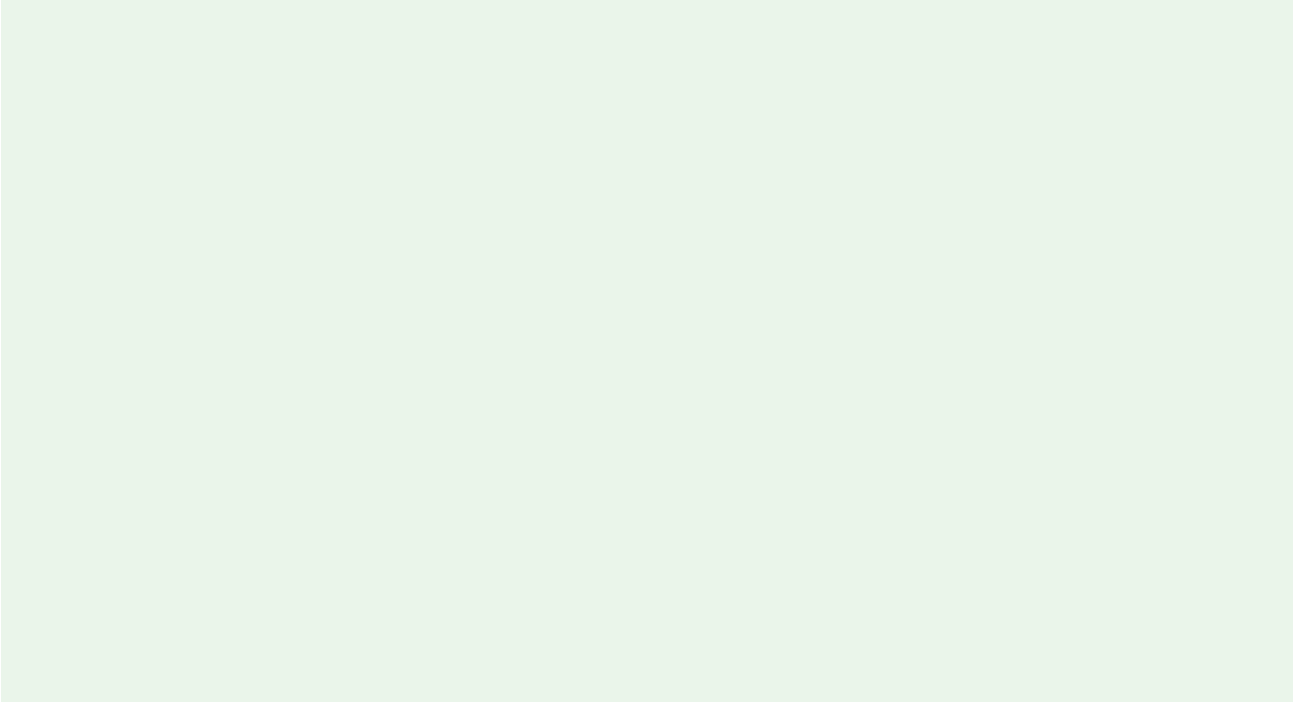
College College:

New York Times

Social Media as a Tool for Social Change



Key Takeaways



Exercises

References

New Yorker

Deeplinks Blog

NPR

Morning Herald

New York Times

Brimstone Online

Time

Hamlet

Official Gmail Blog

Guardian

Guardian

New York Times

The Cult of the Amateur: How Today's Internet Is Killing Our Culture

BBC News

CNN

Bookforum

New York Times

CNN

Wired

Voice of America

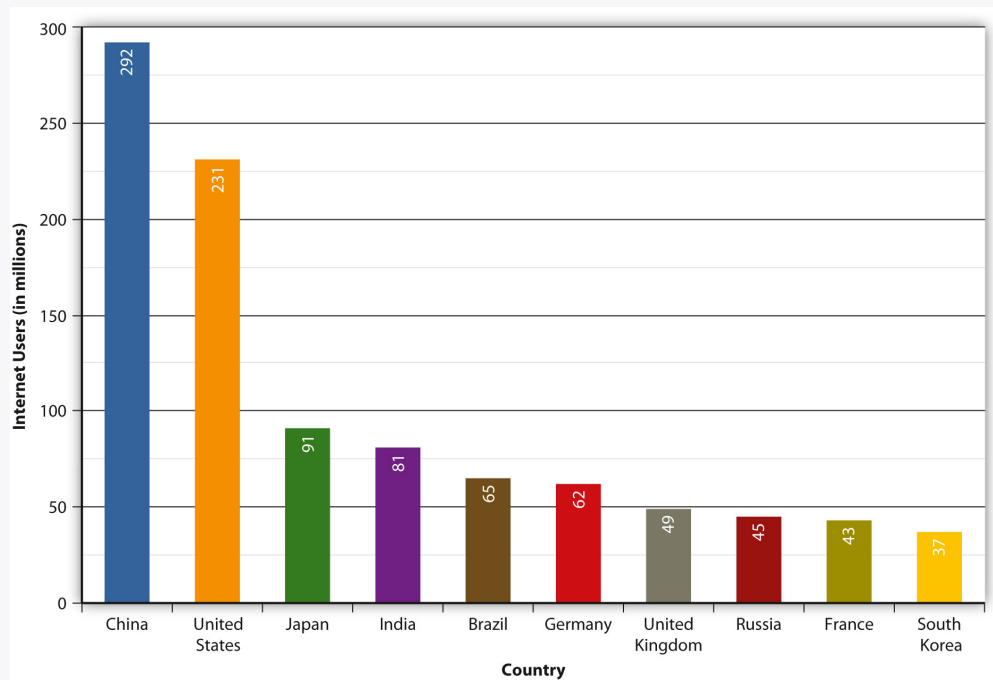
11.4 The Effects of the Internet and Globalization on Popular Culture and Interpersonal Communication

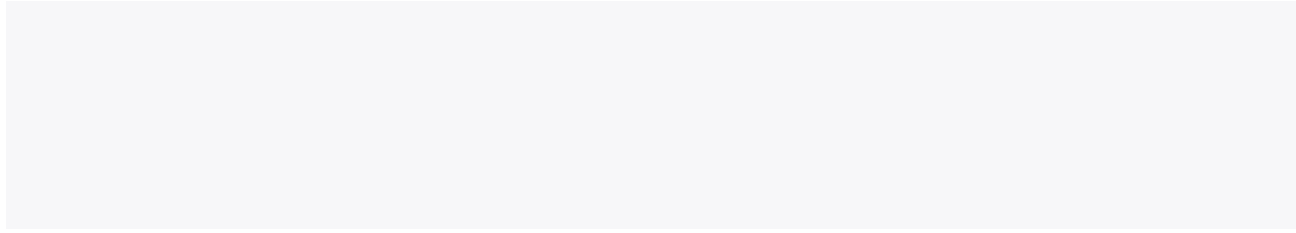
Learning Objectives

World Wide Web

Electronic Media and the Globalization of Culture

Baywatch

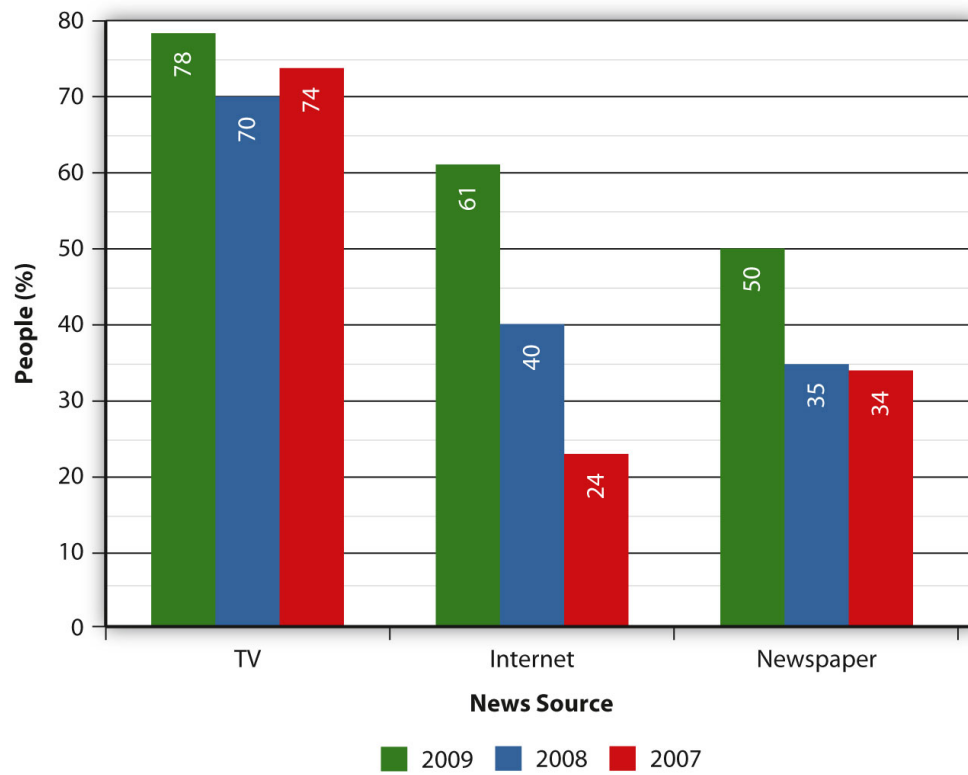
China, Globalization, and the Internet



New Media: Internet Convergence and American Society

media convergence

Internet-Only Sources



Washington Post

The New York Times *Washington Post* *Time*

"Live" From New York ...

Saturday Night Live *SNL*



Rank	Parent	Total Streams (in Millions)	Unique Viewers (in Millions)
Source: The Nielsen Company			

The Role of the Internet in Social Alienation

The “Internet Paradox” and Facebook

not

[Meetup.com](#): Meeting Up “IRL”

World of Warcraft

World of Warcraft: Social Interaction Through Avatars

Time

Warcraft (WoW)

World of

WoW

Slate

WoW

IUP



World of Warcraft

WoW

social

Social Interaction on the Internet Among Low-Income Groups

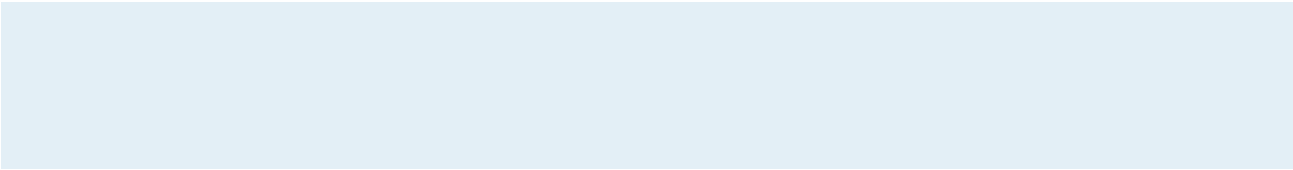
Developmental Psychology

The Way Forward: Communication, Convergence, and Corporations

Key Takeaways

World of Warcraft

Exercises



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Developmental Psychology

Los Angeles Times

Ubiquity

Pittsburgh Post-Gazette

IUP.com

New York Times

CNET

New York Magazine

Slate

Vanity Fair

30 Rock

Wired

11.5 Issues and Trends

Learning Objectives

information superhighway

net neutrality

information superhighway



information superhighway

Information Access Like Never Before

digital divide

Rural Areas and Access to Information

The Cloud: Instant Updates, Instant Access



Credibility Issues: (Dis)information Superhighway?

New York Times

Just Trust Me: Bias on the web

Consumer Reports

Washington Times

Washington Times

Wikipedia: The Internet's Precocious Problem Child

Wikipedia
Wikipedia
Wikipedia

Rank	Parent	Unique Audience (Millions)	Active Reach %	Time
Source: The Nielsen Company				

Wikipedia

Wikipedia

Wikipedia

Wikipedia

Wikipedia

Wikipedia

Wikipedia

Wikipedia

Wikipedia

Security of Information on the Internet

Hacking E-mail: From LOVE-LETTER-FOR-YOU to Google in China

Can't Wait: Denial of Service

Net Neutrality

Net Neutrality Legislation: The FCC and AT&T

Misleading Metaphors: It's Not a Big Truck

cap

Digital Technology and Electronic Media

Key Takeaways

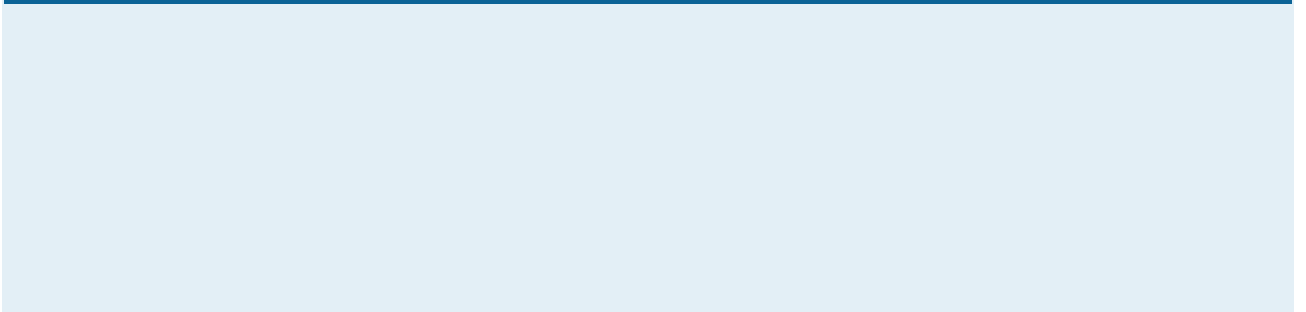
Wikipedia

Exercises

End-of-Chapter Assessment



Critical Thinking Questions



verifiability

Career Connection

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Communication Law Journal

Federal

Wall Street Journal

ExxonMobil 2006 Contributions and Community Investments

New York Times

The Biz Media

Toward a New Golden Age in American Education: How the Internet, the Law and Today's Students Are Revolutionizing Expectations

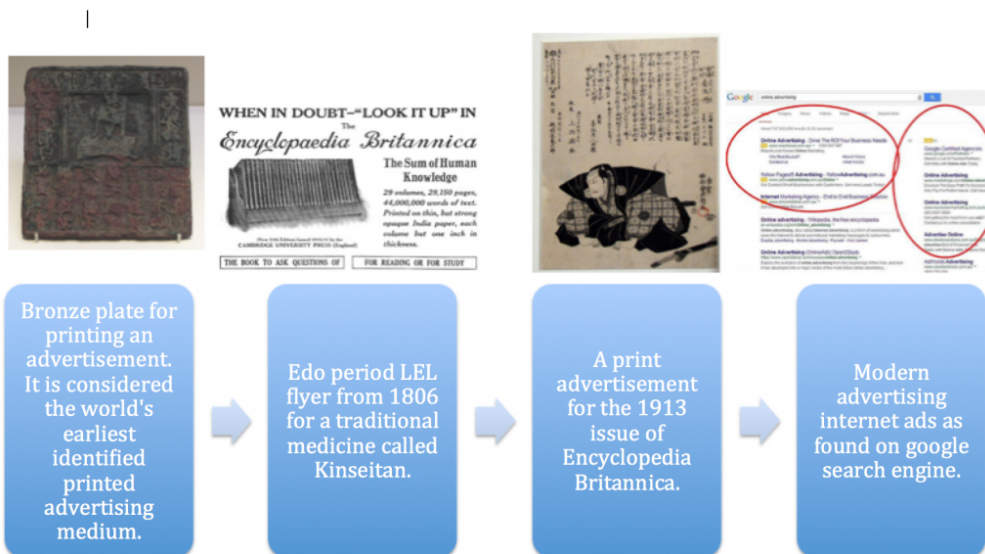
Wired

Wired

12.1 Advertising

Learning Objectives

History of Advertising



Ancient and Medieval Advertising

Selling the New World

Nineteenth-Century Roots of Modern Advertising

"I's in Town Honey!"

Aunt Jemima's Pancake Flour

Better this year than ever before. Prepared from Wheat, Corn and Rice. Makes the finest pancakes imaginable. No trouble at all. Only takes a minute to prepare. All grocers sell

Aunt Jemima's Pancake Flour

Buy a package today and have good old-fashioned, light, digestible pancakes for breakfast tomorrow. You'll be surprised and happy when you see them on the table, smoking hot, delicious and brown.

Aunt Jemima's Pancake Flour is unexcelled for waffles and muffins.

Davis Milling Company,
St. Joseph, Mo.

Manufacturers of the celebrated Aunt Jemima's Special Cake and Pastry Flour.

DAVIS' GOLDEN SHEAF
KANSAS HARD WHEAT
FLOUR

All our products guaranteed to please you.

FREE Aunt Jemima and Her Rag Doll Family

Three unique dolls are the best loved toys for the little folks. They are given away FREE in exchange for the coupons on each package. Every child wants a set of these dolls.

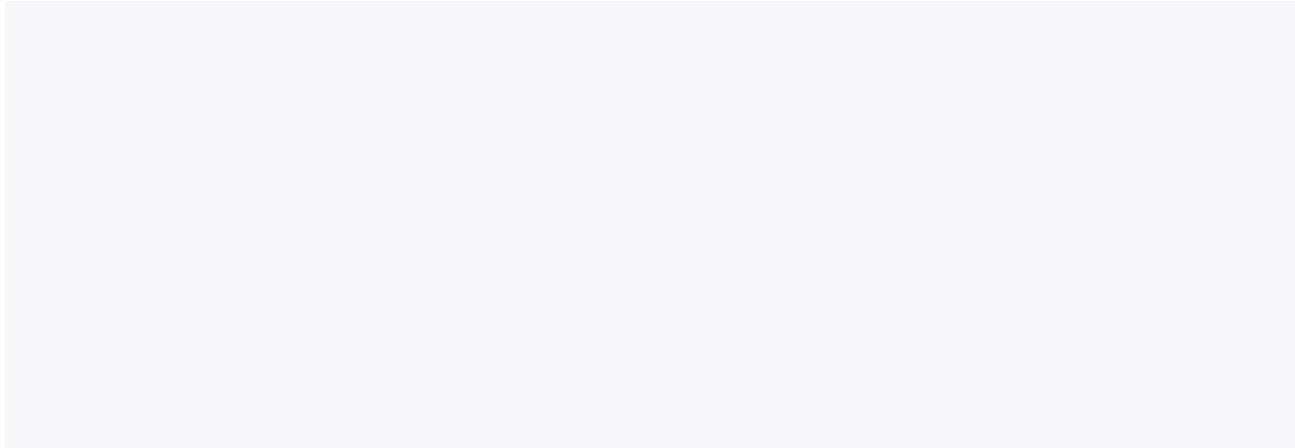
Notice the medal on Aunt Jemima, presented to her during the World's Fair in Chicago for baking One Million of the best pancakes ever eaten.



New York Sun

New York Sun

P. T. Barnum and Advertising





Ink

McClure's

Ladies' Home Journal

Harper's Weekly

Printers'

The Rise of Brand Names



Please print or write plainly

NAME _____

RURAL ROUTE _____ BOX NO. _____

STREET ADDRESS _____

POST OFFICE (TOWN) _____

STATE _____ PARCEL POST ZONE _____

BE6630

Sears

SEARS, ROEBUCK AND CO.
BACK BAY STATION
BOSTON 15, MASS.

PLACE
STAMP
HERE

Advertising Gains Stature During the 20th Century

Advertising Makes Itself Useful

New Media

Lux Radio Theater

Jack Benny Show

Fibber McGee and Molly

The Great Depression and Backlash

Many Windows

Our Master's Voice

Through

Ballyhoo

Saturday Night Live

The Onion

Playhouse

Kraft Television Theatre

Goodyear TV

Persuaders

The Hidden Persuaders

The Hidden

The Creative Revolution

creative revolution

Advertising Stumbles



The Rise of Digital Media

Types of Advertising



Newspapers and Magazines

Gourmet
Food Network Magazine

Radio

Television

Survivor

Project Runway *American Idol*

Digital Media

Viral Ads

Social Media

Mobile Phones



Government Regulation of Advertising

The Formation of the FTC

Truth in Advertising

biodegradable recyclable

Regulation of the Internet

Advertising's Influence on Culture

Advertising and the Rise of Consumer Culture

Babbitt



New Yodora helps keep you bath-fresh around the clock.

You are never daintier than when you step out of your bath or shower. Now a remarkably pure white deodorant helps you stay that way all day long. It's new Yodora—with hexachlorophene, world's number one deodorant. With Yodora's protection, you never need doubt you are at your fresh and dainty best all day long—the woman you want to be, the woman others expect you to be. Get new Yodora. It's gentle, but it works.



Creating the Modern World

Leave It to Beaver

1984

The Conquest of Cool

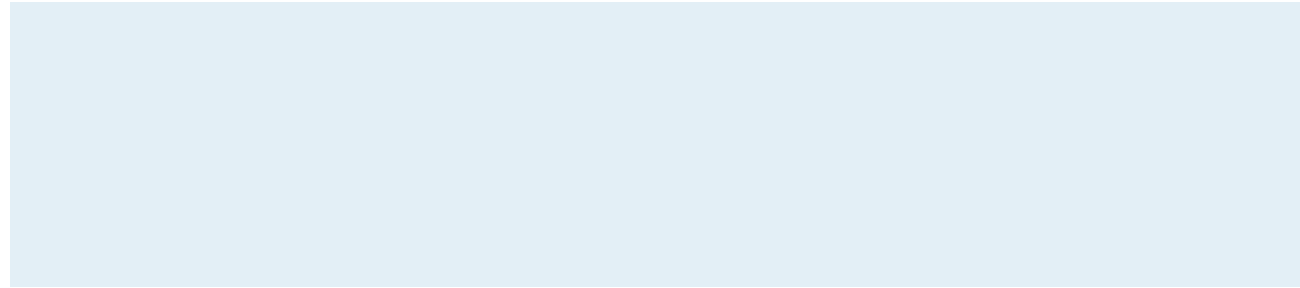
Advertising Age Madison Avenue

Advertising Stereotypes

Advertising Age

Advertising to Children

*Positive Effects of Advertising**Key Takeaways**Exercises*



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DiversityInc.com

Ars Technica

Personalities and Products: A Historical Perspective on Advertising in America

The Dirt on Clean: An Unsanitized History

Logics of Television: Essays in Cultural Criticism

The Future of Children

PC Magazine

The Mirror Makers
The Conquest of Cool

Boing Boing

1984

Triangle Business Journal

Bloomberg BusinessWeek

Selling the Dream: Why Advertising Is Good Business
Time

PC World

No Logo

Slate

Babbitt

Advertising the American Dream: Making Way for Modernity, 1920–1940

SmartBrief

Accept No Substitutes: The History of American Advertising

AdvertisingAge

Advertising & Society Review

Advertising and Integrated Brand Promotion

Feminist Phoenix: The Rise and Fall of a Feminist Counterculture

Brought to You By: Postwar Television Advertising and the American Dream

New York Times

Adweek

Entertainment Weekly

Wired

Penny Press

12.2 Public Relations

Learning Objectives

The Fall of Advertising and the Rise of PR

The Four Models of PR

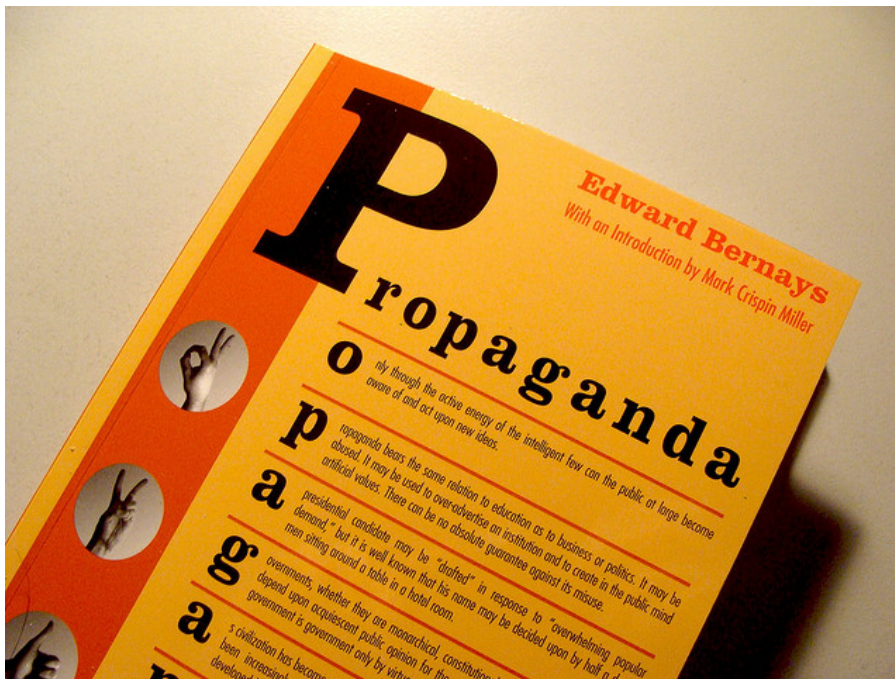
Type of Model	Description	Example
		<i>Bruno</i>
Source: James E. Grunig and Todd Hunt, <i>Managing Public Relations</i> (Belmont, CA: Wadsworth Publishing, 1984).		

Traditional Publicity Model

American Idol

Public Information Model

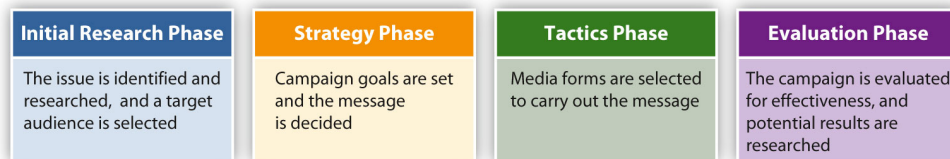
Persuasive Communication: Two-Way Asymmetric



Two-Way Symmetric Model

PR Functions

Anatomy of a PR Campaign



Initial Research Phase

Strategy Phase

Tactics Phase

Evaluation Phase

Examples of PR Campaigns

Diamonds for the Common Man

Big Tobacco Aids Researchers

Grimault's Indian Cigarettes for asthma



Recommended by Medical Authorities for the immediate relief of Asthma and Bronchial trouble, Hay Fever, Laryngitis and Irritation of the air passages.

GRIMAULT'S CIGARETTES

ease the feeling of tightness across the chest and give à relief from gasping for breath.

GRIMAULT & Co, 8, r. Violonne, Paris.

Taco Bell Targets Mir

Mir

Mir

PR as a Replacement for Advertising

Branding

Shift From Advertising to PR

Studies in Success: Apple and Nike

Branding Backlashes

Blackspot: The Antibrand Brand

Adbusters



Relationship With Politics and Government

biosolids

sludge

Political Branding

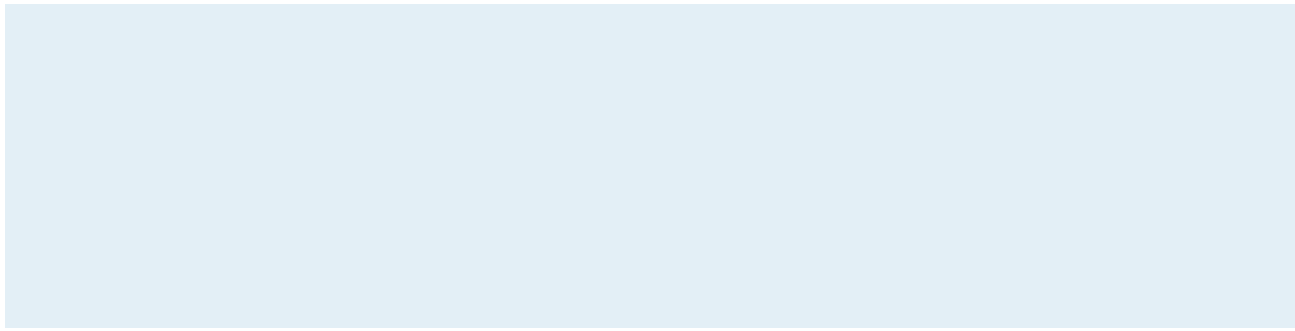


Branding as a New Form of Communication

Adbusters

Key Takeaways

*Exercises**End-of-Chapter Assessment**Critical Thinking Questions*



Career Connection

personal brand

References

Financial Post

USA Today

MSNBC

Frontline PBS

Los Angeles Times

Daily Mail

(London)

Managing Public Relations

Benjamin Franklin: An American Life

BusinessWeek

New York Times

Ethics in Public Relations

Atlantic

The Fall of Advertising and the Rise of PR

Frontline PBS

Power Public Relations: How to Master the New PR

Strategic Planning for Public Relations

Adweek

Toxic Sludge is Good for You!

The Public Relations Handbook

13.1 Economics of Mass Media

Media Conglomerate or Monopoly?



References

New York Times

Consumerist

13.2 Characteristics of Media Industries

Learning Objectives

Raising Revenue

Print Media

Newspapers

USA Today

Magazines

Time Fortune Sports Illustrated

Television and Radio

Music and Film

The Big Four

Consolidation and Ticketing

Film

From Miramax to the Weinstein Company

MIRAMAX

Reservoir Dogs

Sex, Lies, and Videotape

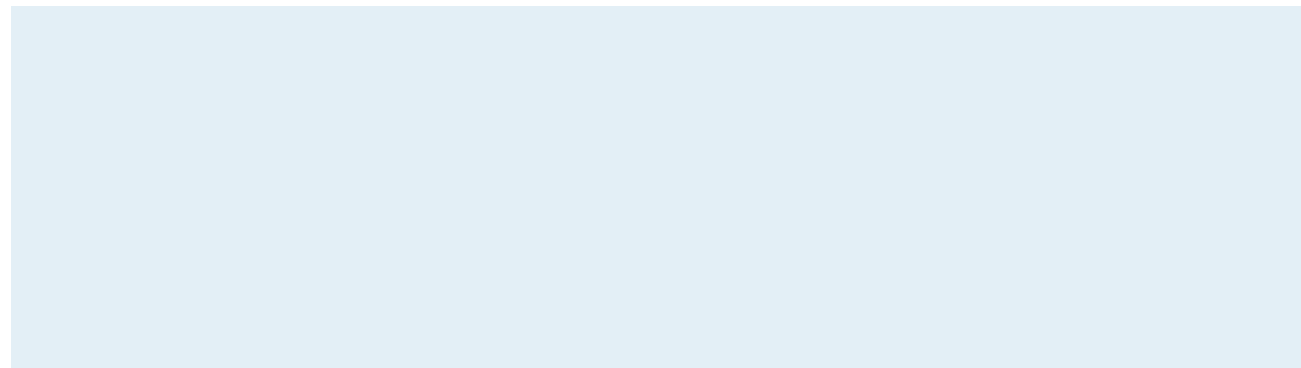
Clerks Dogma

Jay and Silent Bob Strike Back

Pulp Fiction

Fahrenheit 9/11

*Queen**A.V. Club**Sicko**The Onion**Vicky Cristina Barcelona*
*Capitalism: A Love Story**The****New Media, Old Models****Drudge Report**Newsweek****Key Takeaways******Exercises****Washington Post*
*Corporate About Us**Columbia Journalism Review*



References

Crain's New York Business

New York Times

A.V. Club

13.3 The Internet's Effects on Media Economies

Learning Objectives

The Wall Street Journal
The New York Times

Online Synergy

The New York Times

The New York Times

Internet by Google

Google [Advanced Search](#) **Ads**

Web [Show options...](#) Results 1 - 10 of about 51,300,000 for recycling [definition]. (0.30 seconds) [View customizations](#)

Waste Recycling
www.Safety-Kleen.com/WasteRecycling Customized Waste Recycling Services By Safety-Kleen-Call For Quote Now!

Recycling Facts
www.Container-Recycling.org/Facts info on recycling rates of glass, plastic and aluminum—right here!

Recycling - Wikipedia, the free encyclopedia
 Recycling involves processing used materials into new products to prevent waste of potentially useful materials, reduce the consumption of fresh raw ...
en.wikipedia.org/wiki/Recycling - [Cached](#) - [Similar](#)

Recycle City
 Find out what happens to garbage and why recycling is important. Includes a game and other activities.
www.epa.gov/recyclecity/ - [Cached](#) - [Similar](#)

Recycling | Reduce, Reuse, Recycle | US EPA
 provides information on the benefits of recycling, the process of recycling - collecting and processing secondary materials, manufacturing recycled-content ...
www.epa.gov/osw/conservation/recycle.htm - [Cached](#)

Earth911.com - Find Recycling Centers and Learn How To Recycle
 Guide to local resources including recycling centers, how to recycle, pollution prevention and how help protect the environment.
Location - Electronics - Recycling Center Search
earth911.com/ - [Cached](#) - [Similar](#)

Recycling Solutions
 Corporate Recycling solutions for junk, scrap, electronics, paper, etc
www.ecycleenvironmental.com
 Los Angeles, CA

Hauling & Demolition
 Relax while we do the work! We Care For Your Hauling & Dumping Needs.
www.allhaul.net/1.html
 Costa Mesa, CA

Recycling In Los Angeles
 FREE beverage container recycling for bars, restaurants and hotels.
www.socialrecycling.com
 Los Angeles, CA

Save the Earth, Recycle
 Recycling can help reduce our impact on the planet. Learn how.
www.TogetherGreen.org

Clean Up the World
 We inspire communities to clean up. Learn more about how your group can
CleanUpTheWorld.org

Problems of Digital Delivery

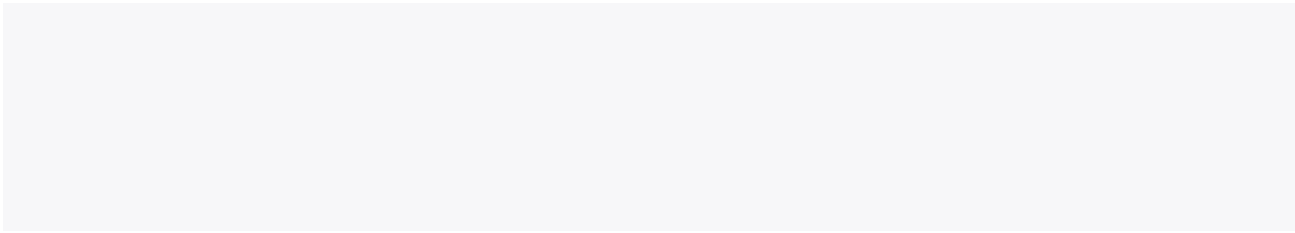
Google News

Wall Street Journal

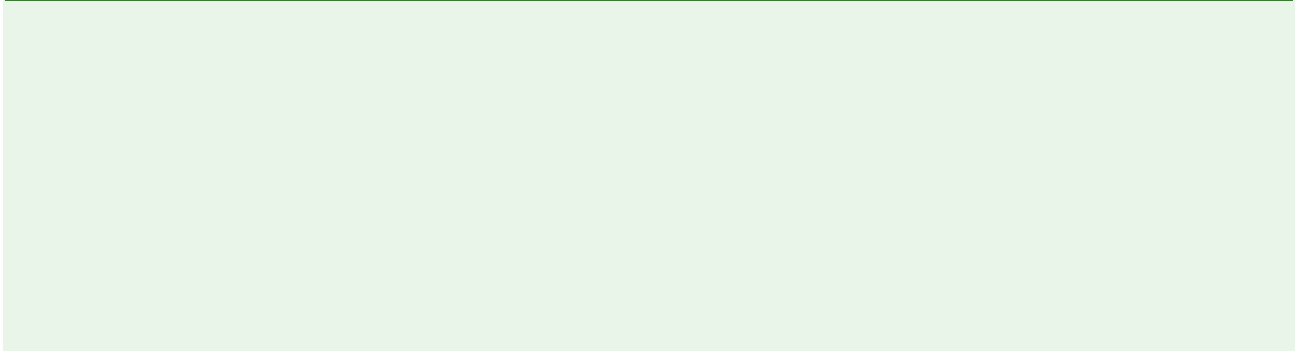
Music and File Sharing

Video Streaming

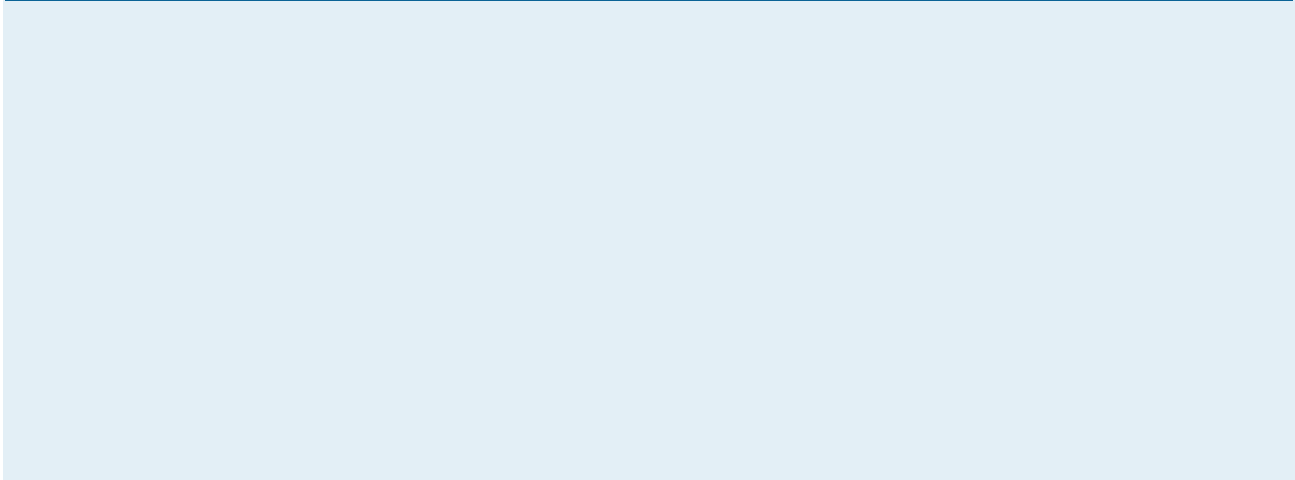
Digital Millennium Copyright Act (DMCA)



Key Takeaways



Exercises



References

Australian

Register

13.4 Digital Divide in a Global Economy

Learning Objectives

The Informational Shift

Computer Skills and Older Workers

The Digital Divide Abroad

Country	Population (Millions)	Internet Users (Millions)	Percent Connected
Source: , https://www.cia.gov/library/publications/the-world-factbook/ (accessed July 27, 2011).			



Key Takeaways

Exercises

References

World Factbook

World Factbook

Pew Internet & American Life Project

MSNBC

13.5 Information Economy

Learning Objectives

Guide to the Network Economy

Information Rules: A Strategic

Regulation of the Information Economy

A Brief History of Antitrust Legislation

Deregulation and the Telecommunications Act of 1996

Media Conglomerates and Vertical Integration

Corporate Advantages of Vertical Integration

Ethical Issues of Vertical Integration

30 Rock
Saturday Night Live

The Issues of the Internet

Digital Downloads and DRM

Piracy

Key Takeaways

Exercises

Columbia Journalism Review

References

Law School

Cornell University

Understanding Media Economics

Journal of Political Economy

Information Rules: A Strategic Guide to the Network Economy

USA Today

13.6 Globalization of Media

Learning Objectives

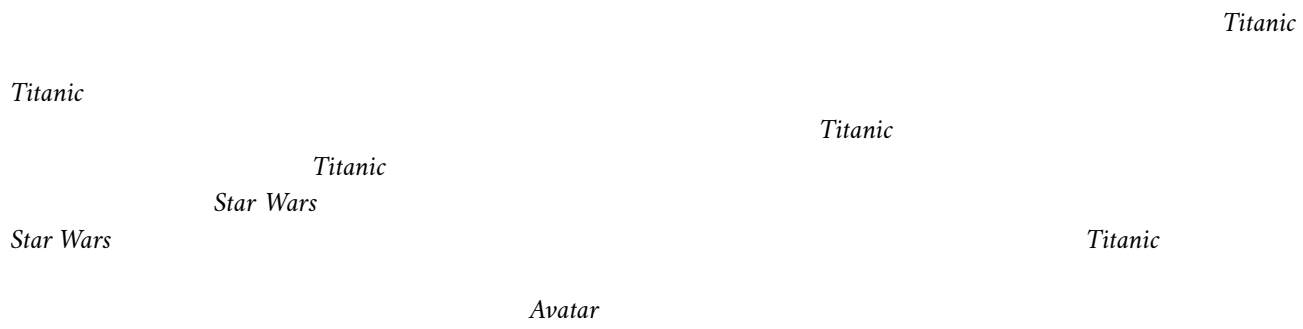
Globalized Culture, Globalized Markets

Vertical Integration and Globalization

Foreign Markets and Titanic



Titanic



Key Takeaways

Exercises

References

European Journal of Scientific Research

The Media and Globalization

Media

Development

University of Iowa Center for International Finance and Development

13.7 Cultural Imperialism

Learning Objectives

Slumdog Millionaire

Cultural Hegemony

hegemons

Spreading American Tastes Through McDonaldization

The McDonaldization of Society



Fast Food Nation

McDonaldizing Media

Imperialism

Cultural

The New York Times

Cultural Imperialism, Resentment, and Terrorism



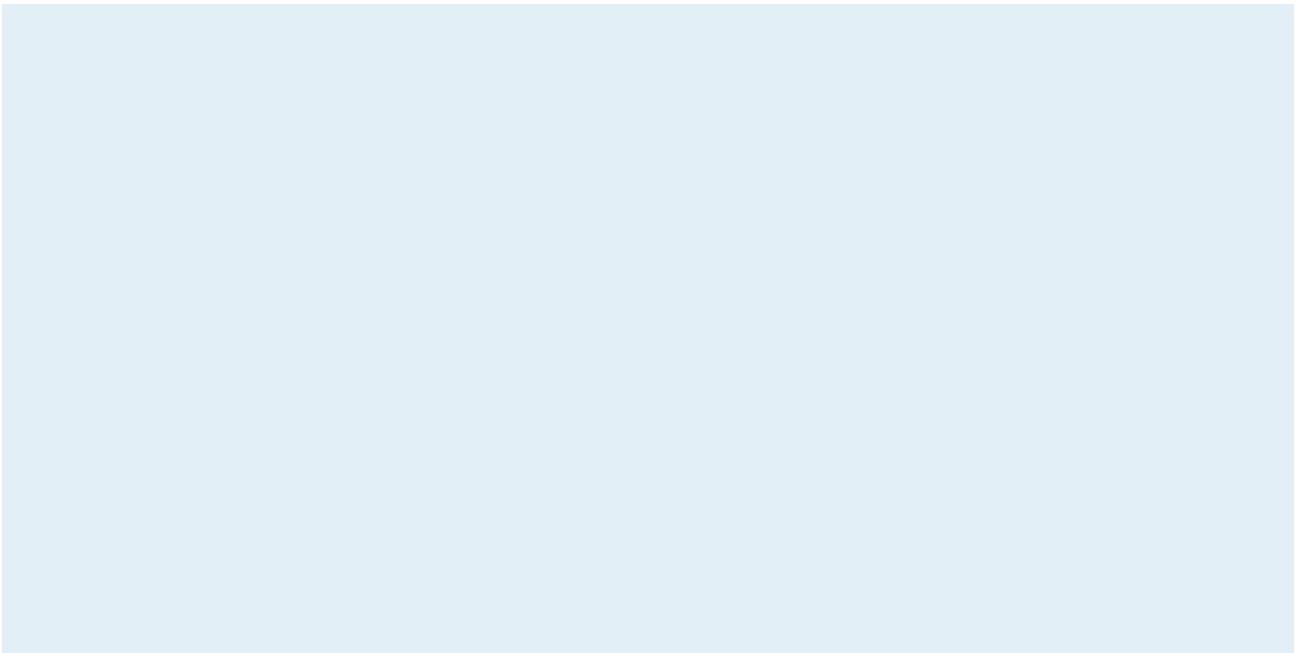
Freedom, Democracy, and Rock 'n' Roll

Titanic

Key Takeaways

Exercises

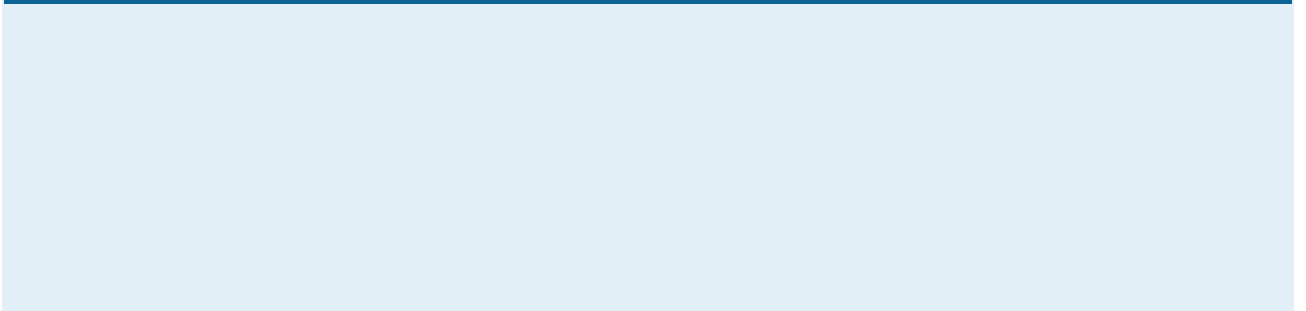
End-of-Chapter Assessment



Critical Thinking Questions



Career Connection



Time
Adult Swim
MSNBC
BBC

References

New York Times

Time

New York Times

Fast Food Nation: The Dark Side of the All-American Meal
Cultural Imperialism: A Critical Introduction

14.1 Ethics of Mass Media

TMZ, Tabloids, and Celebrity Gossip: Freedom of the Press or Invasion of Privacy?



Rolling Stone

Us Weekly

The Toronto Sun

The Washington Post

References

Loyola of Los Angeles Entertainment Law Review
Toronto Sun

USA Today

Rolling Stone

14.2 Ethical Issues in Mass Media

Learning Objectives

Stereotypes, Prescribed Roles, and Public Perception

stereotype

The Birth of a Nation

Minority Exclusion and Stereotypes

Essence Jet

Vista

Vivid

Femininity in Mass Media

The Donna Reed Show

Newsweek

On the Record

Sexual Content in Public Communication



Tomb Raider

Maxim

Cosmopolitan

Vogue

Intolerance

Ben Hur

Female

Trouble in Paradise

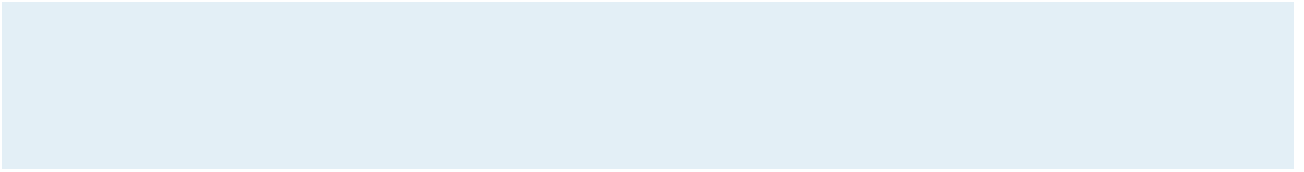
Dr. Jekyll and Mr. Hyde

Adbusters



Key Takeaways

Exercises



Sex, Love & Romance

References

Arizona Law Review

Journal of Gender, Race and Justice

Encyclopedia of Science, Technology, and Ethics

Pediatrics

Academic Psychiatry

Company Town *Los Angeles*

Times

Sex, Love & Romance in the Mass Media

Media Awareness Network

Media Sex: What Are the Issues?

indieWIRE

Bright Lights Film Journal

Sex in Consumer Culture: The Erotic Content of Media and Marketing

The State of the News Media 2010

Helium

The Handbook of Mass Media Ethics

Encyclopedia of African-American Culture and History

14.3 News Media and Ethics

Learning Objectives

Immediate News Delivery

The New York American

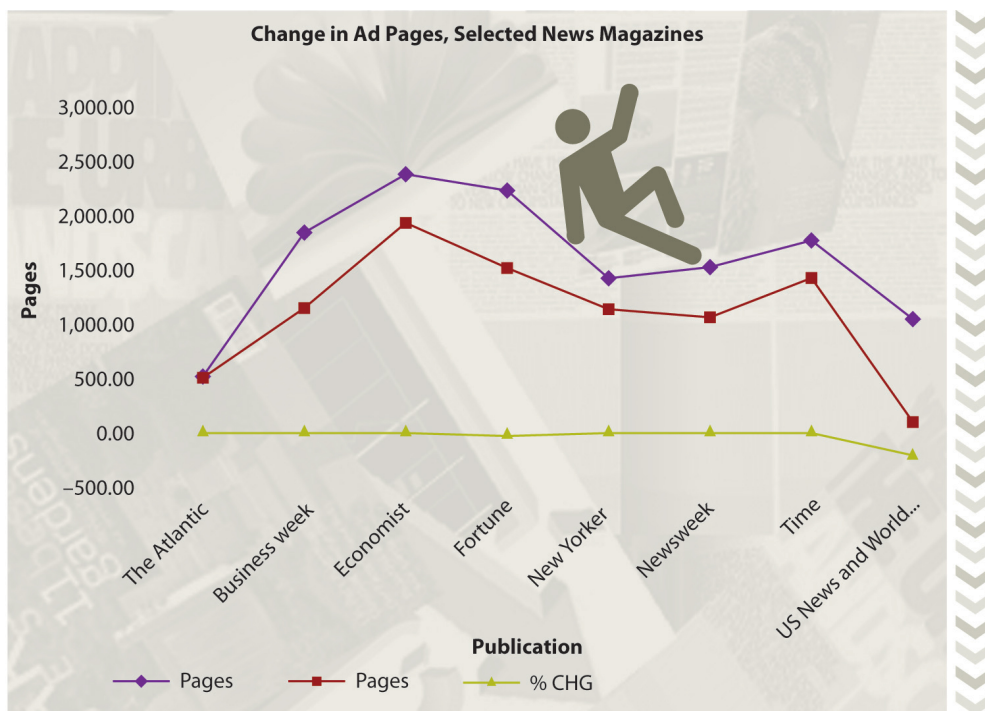
Really Simple Syndication

The New York Times *USA Today*

The Wall Street Journal

The San Francisco Chronicle

Los Angeles Times



Social Responsibility of News Media

Present News Stories That Inform and Serve the Needs of Citizens

Present Issues Fairly

Present Stories in a Way That Addresses Their Complexity

Present Diverse Perspectives

Monitor Government and Corporations

*The Washington Post
Post*

Characteristics of Reliable Journalism

The Huffington Post

The Huffington Post



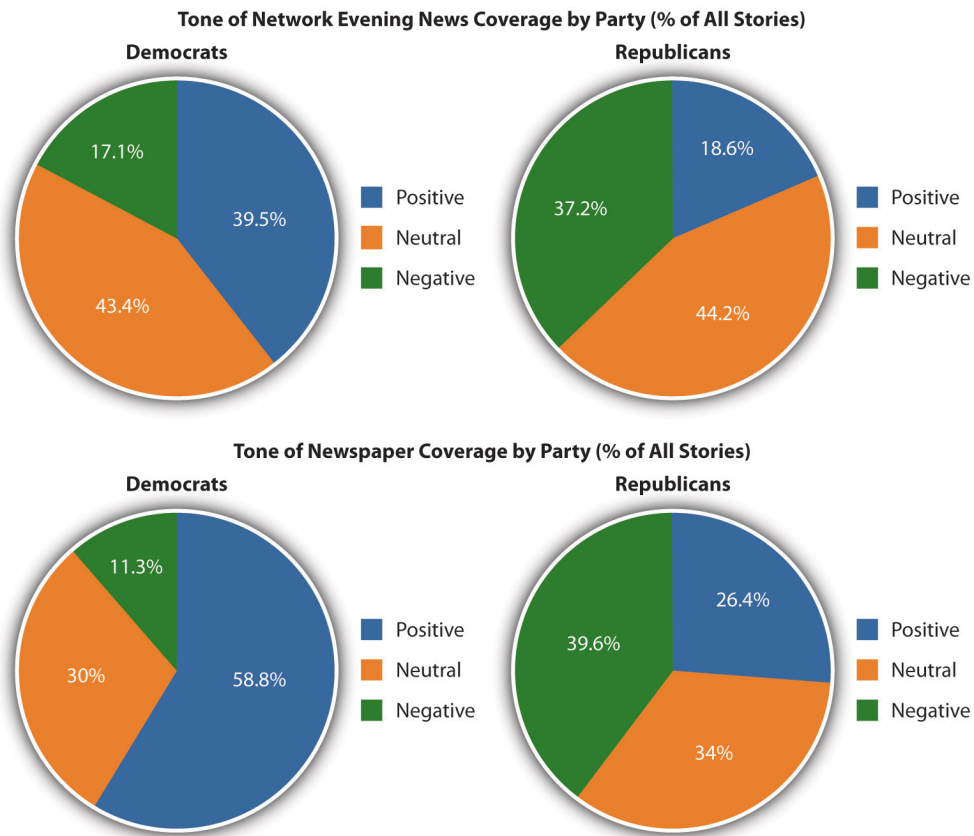
Objectivity

The Effects of Bias in News Presentations

The Washington Times

The New

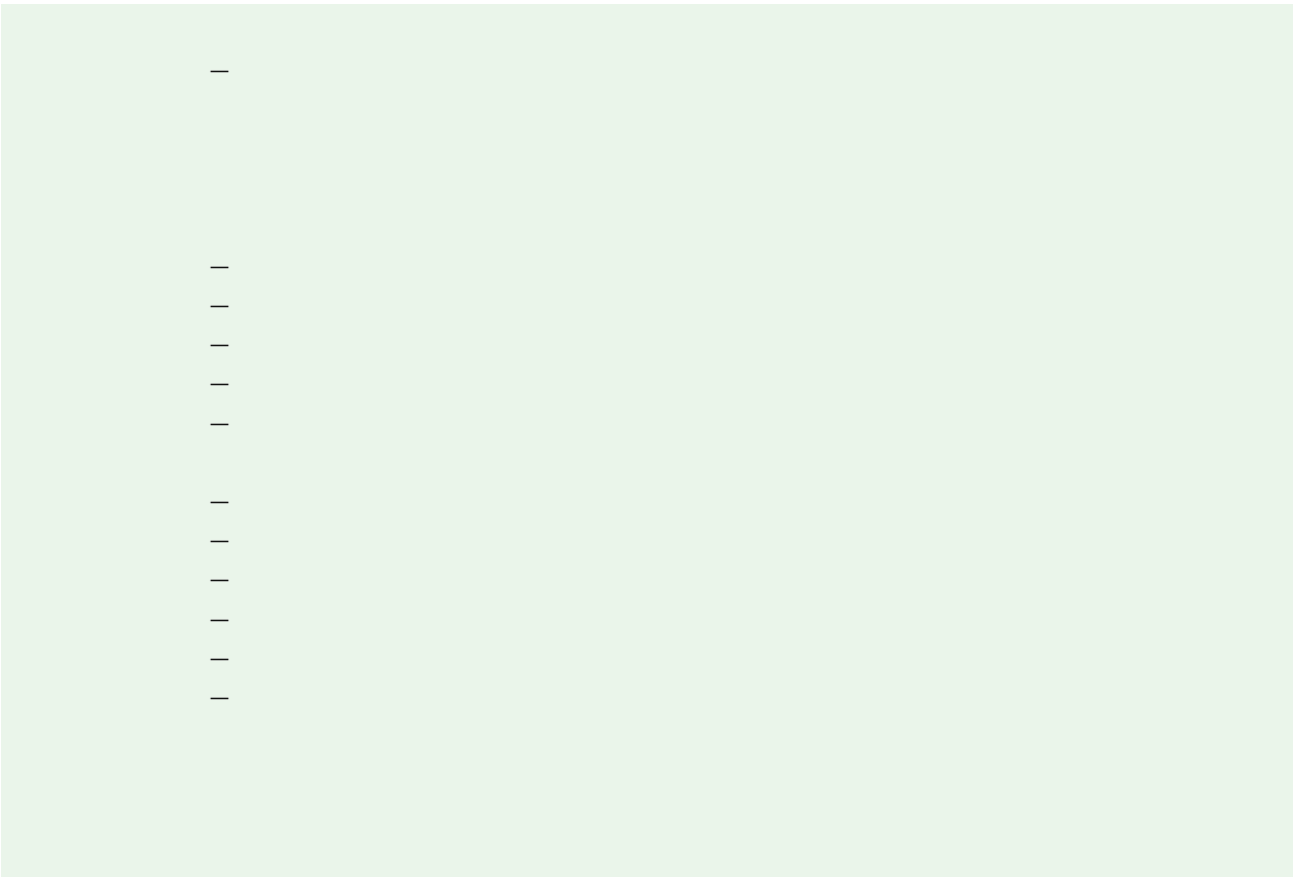
York Times



Source: Pew Research Center’s Project for Excellence in Journalism

Key Takeaways

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Exercises

not

The New York Times
The Washington Times

Good News, Bad News

To Tell You the Truth
To Tell You the Truth

References

FAIR: Fairness and Accuracy in Reporting

CBS News

American Decades

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Dictionary of American History

Gainesville (FL) Sun

Quarterly Journal of Economics

CBS News

Good News, Bad News: Journalism Ethics and the Public Interest

USA Today

St. Louis Post-Dispatch

The State of the News Media 2010

Washington Post

To Tell You the Truth

To Tell You the Truth: The Ethical Journalist Initiative

14.4 Ethical Considerations of the Online World

Learning Objectives

Privacy and Surveillance



About 78,650,000 results (0.06 seconds)
 [Advanced search](#)

Ads:

Cupcakes Recipes
www.supercupcakerecipes.com
 Chocolate **cupcakes**, carrot **cupcakes**, birthday **cupcakes**, peanut butter **cupcakes**...

Cupcake Decorating
www.cupcakedesign.com
 Best **cupcake** decorating ideas: birthday parties, bake sales, cocktail parties, weddings, Valentine's Day, Halloween, Christmas...

RedRoseKitchen -> Lemon Mousse Cupcakes
www.rrkitchen.foodblogs.com
 My grandmother used to make...these fabulous lemon mousse **cupcakes**. So it's no surprise...

LuLu's Cupcake Café - Chicago
www.luluscupcake.com
 Regular **cupcake**...\$3.50, Deluxe **cupcake**..., Wedding **cupcakes**, Hot chocolate **cupcakes**, Hours 7am-5....

Cupcakery
www.cupcakery.com
 Where every **cupcake** is a work of art...

Haute Cupcake
www.haute-c.com

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Design Your Own Cupcake!
www.personalcupcake.com
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 It's up to you!

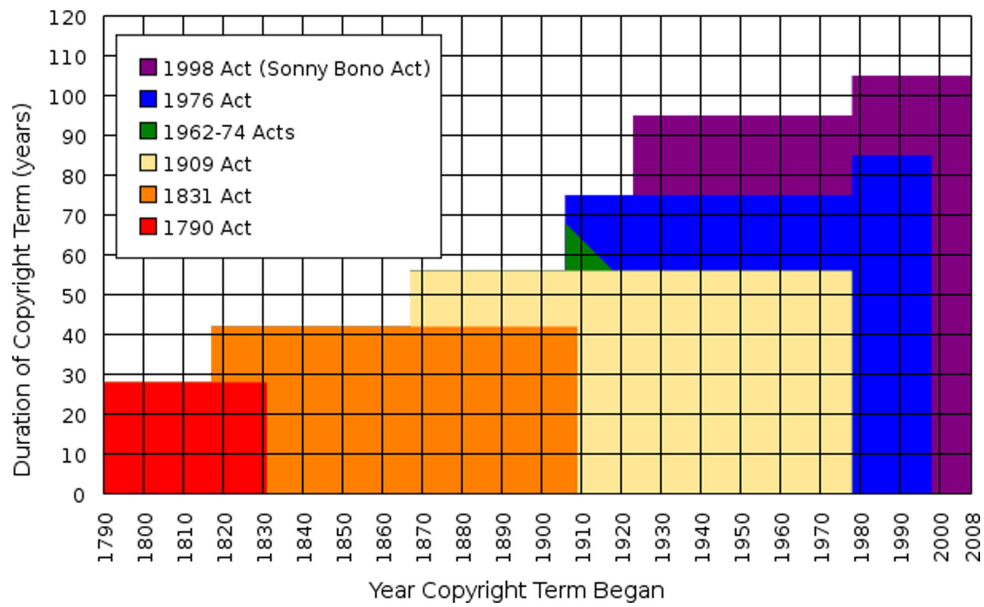
Cupcake Supplies
www.cupcakesupplies.com
 Sprinkles, Foil cups, Toppers, everything you need for dazzling **cupcakes**

Hometown Cupcakes
www.hometowncakes.com
Cupcakes baked fresh daily in your hometown

Fair Use and Plagiarism

Copyright Infringement

Google Books: Turning Copyright Law on Its Head?



Fair Use	Not Fair Use
(1991):	(1998): <i>Seinfeld</i>
(2007):	(1997):
Source: Stanford University Libraries. "Copyright & Fair Use." http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview/chapter9/9-c.html	

Plagiarism

The

New York Times

Key Takeaways

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Exercises

Harry Potter

End-of-Chapter Assessment

Critical Thinking Questions

Career Connection: Political Blogger

The Huffington Post

References

Library Trends

Lehigh University Brown and White

Salon

NPR

PC World

io9

Library Journal

CNET

PC World

15.1 Media and Government

Facebook Versus the FTC



PC Magazine

The New York Times

References

Time

PC Magazine

Time NewsFeed *Time*

PC Magazine

Room for Debate

15.2 Government Regulation of Media

Learning Objectives

Major Regulatory Agencies

Federal Trade Commission

Federal Radio Commission

Federal Communications Commission



Regulation Today

The Structure and Purposes of the FCC

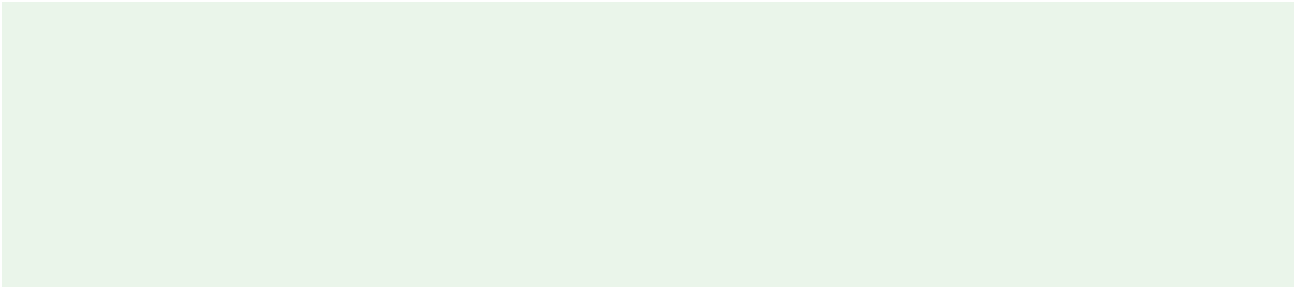
The Structure and Purposes of the FTC

Role of Antitrust Legislation

Move Toward Deregulation

Internet Censorship Around the World

Key Takeaways



Exercises



References

NOW With Bill Moyers

CNN

15.3 The Law and Mass Media Messages

Learning Objectives

Libel and Slander

Murphy vs. Boston Herald *Boston Herald*

Copyright and Intellectual Property

Freedom of Information Act

The Equal Time Rule

The Fairness Doctrine

The Digital Millennium Copyright Act

Key Takeaways

Exercises

References

Huffington Post

New York Times

15.4 Censorship and Freedom of Speech

Learning Objectives



Classifying Material as Indecent, Obscene, or Profane

Year	Total Complaints Received	Radio Programs Complained About	Over-the-Air Television Programs Complained About	Cable Programs Complained About	Total Radio NALs	Total Television NALs	Total Cable NALs
Source							

Violence and Sex: Taboos in Entertainment

The Great Train Robbery

Intolerance The Birth of a Nation

Hays Code



Ratings Systems

Film Ratings

the Temple of Doom *Gremlins* *Indiana Jones and*

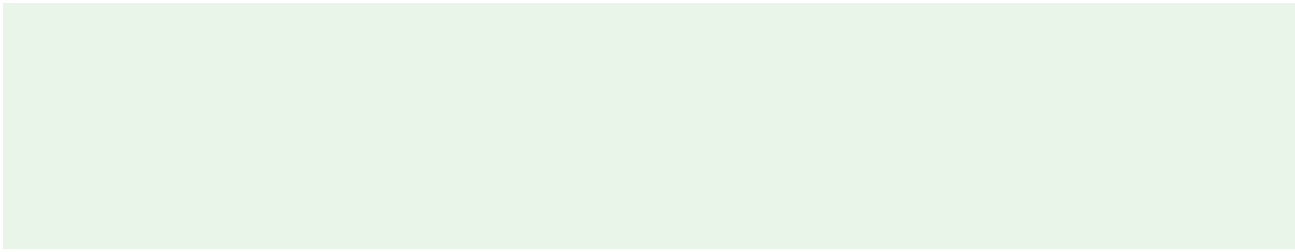
Television and Video Game Ratings

Rating	Meaning	Examples of Programs
		<i>Sesame Street Barney & Friends Dora the Explorer</i>
		<i>SpongeBob SquarePants Captain Planet</i>
		<i>The Powerpuff Girls Pokémon Avatar: The Last Airbender</i>
		<i>Hannah Montana The Price Is Right American Idol</i>
		<i>The Simpsons Seinfeld Tyler Perry's House of Payne</i>
		<i>Saturday Night Live Keeping Up With the Kardashians Jersey Shore</i>
		<i>South Park The Boondocks The Shield</i>

Rating	Meaning	Examples of Games
		<i>Nickelodeon BINGO Winnie the Pooh ABC's Elmo's World</i>
		<i>Tiger Woods PGA Tour Little Big Planet Frogger Myst</i>
		<i>Dance Dance Revolution Tales of Monkey Island Rock Band Scribblenauts</i>
		<i>Final Fantasy XIV The Sims 3 Super Smash Bros. Brawl</i>
		<i>Quake Grand Theft Auto IV God of War Fallout 3</i>
		<i>Playboy Mansion: Private Party Manhunt 2</i>

Grand Theft Auto

Key Takeaways



Exercises



References

15.5 Ownership Issues in the Mass Media

Learning Objectives

Online Creativity and Intellectual Property Rights

City of Heroes

City of Heroes

Copyright Protection in Cyberspace

The RIAA versus Piracy

The Law and Online Interactions

TOS Agreements

The Case of Megan Meier

Crimes on the Internet

Online Hate Crimes and Anonymity

Key Takeaways

Exercises

References

City Of Heroes

Gamasutra

CNET

Techdirt

Ars Technica

Wired

Journal

of Electronic Publishing

How to Split an Atom

New York Times

15.6 Digital Democracy and Its Possible Effects

Learning Objectives

President Obama's Digital Campaign



The New York Times

Traditional Websites

Social Networking

E-Mail Outreach

Text Messaging

E-Democracy



will.i.am #willpower Wrap Party at the Avalon in Hollywood, CA on August 13, 2012

Political Rumors Online

Digital Democracy and the Digital Divide

The Myth of Digital Democracy

Key Takeaways

Exercises

References

New York Times

The Myth of Digital Democracy

Creative Review

15.7 Media Influence on Laws and Government

Learning Objectives



The Washington Post

The Washington Post

The Media Effect: How the News Influences Politics and Government

Politics, Broadcast Media, and the Internet

Radio

Television

I Love Lucy

Nixon–Kennedy Debates of 1960



War and Television

Political News Programming

Show *The Colbert Report*

The Daily

Online News and Politics

Key Takeaways

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End-of-Chapter Assessment



Critical Thinking Questions



Career Connection

References

Mary Ferrell Foundation

The Media Effect: How the News Influences Politics and Government

16.1 Changes in Media Over the Last Century

Learning Objectives

Good Housekeeping

The Strange Case of Dr. Jekyll and Mr. Hyde

New Media

Electronic Games and Entertainment

Pong

Guitar Hero Rock Band

The Internet and Social Media

New Media versus Traditional Media

Daily Kos *The Huffington Post*

Pay-for-Content: Will It Work?

Newsday

Newsday

Newsday

Newsday

Newsday

The New York Times

The New York Times

Key Takeaways

Exercises

References

Newsday *New York Observer*

Internet User Profiles Reloaded

16.2 Information Delivery Methods

Learning Objective



OLYMPUS DIGITAL CAMERA

Wikipedia

The Los Angeles Times

The Los Angeles Times

The LA Times

Time

Entertainment Weekly

Moonwalk

This

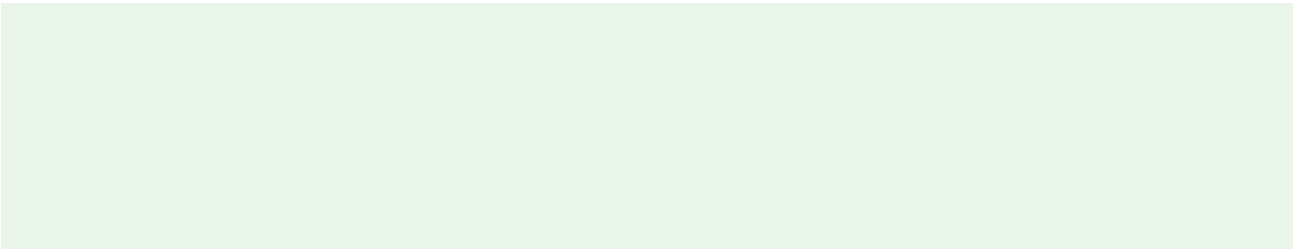
Is It

Billboard

Forbes

Changing Delivery Methods

Key Takeaways



Exercises



References

MSNBC

Los Angeles Times

USA Today

ABC News

Forbes

Chicago Tribune

16.3 Modern Media Delivery: Pros and Cons

Learning Objectives

Wikipedia

Dateline:

To Catch a Predator

Advantages of Modern Media Delivery

The Times

The New York Times

Disadvantages of Modern Media Delivery

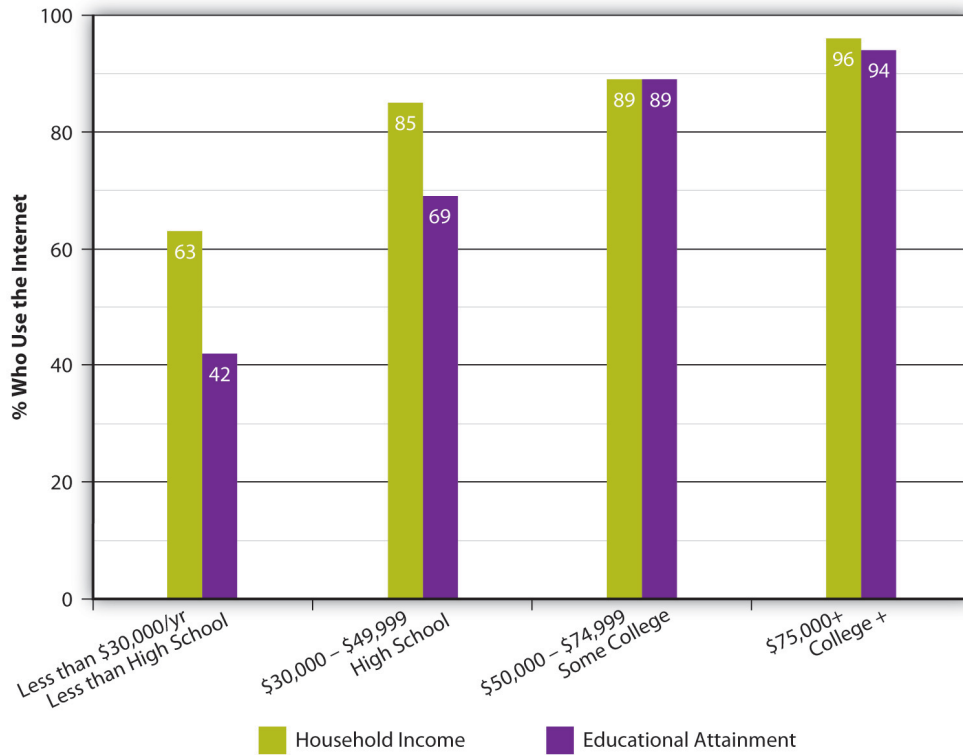
Wikipedia

The Guardian

The Irish Times

Huffington Post

Drudge Report



Key Takeaways

Wikipedia

Exercises

Huffington Post

Drudge Report

References

Wikipedia

Slate

TechRadar

16.4 Current Trends in Electronic Media

Learning Objectives

Social Networking Continues to Grow

Wikipedia

Top 10 Web Brands for January 2010 (U.S., Home and Work)

Rank	Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)	MOM UA % Change	MOM Time % Change
1	Google	153,056	1:26:22	4.3%	-14.4%
2	Yahoo!	137,459	2:29:04	6.5%	-15.6%
3	MSN/WindowsLive/Bing	116,804	1:50:14	8.0%	-5.6%
4	Facebook	116,329	7:01:41	5.8%	9.7%
5	YouTube	99,525	1:02:27	7.6%	-10.3%
6	Microsoft	98,180	0:41:36	7.5%	-6.8%
7	AOL Media Network	87,629	2:14:12	-0.8%	-7.5%
8	Apple	68,877	1:18:58	7.9%	-10.0%
9	Wikipedia	64,917	0:15:59	10.7%	-2.7%
10	Fox Interactive Media	63,925	1:23:09	3.9%	-9.5%

Source: The Nielsen Company

Exclusivity on the Web

Fearless

Newsweek Time

THRILLIST

Search...

CITIES

FOOD & DRINK

TRAVEL

SEX & DATING

VIDEO

SUPERCOMPRESSOR

HEALTH

ENTERTAINMENT

TRAVEL

ALL 50 STATES, RANKED BY THEIR ROADSIDE ATTRACTIONS

SEE THE MOST MYSTIFYING HALLOWEEN PARTY EVER

READ MORE

Thrillist Shops

OCULTO

INVESTING

A TERRIFIED PERSON'S GUIDE TO INVESTING

VIETNAM

An Excess of Apps

Glee

Are You Smarter Than a 5th Grader?

Who Wants to Be a Millionaire?

Key Takeaways

Fearless

Exercises

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The Conversation

Harvard Business Review

Fortune

Computerworld

Seth Godin's Blog

Switched

Fast Company

Speakeasy

Wall Street Journal

Washington Post

Mashable

USA Today

VentureBeat

16.5 Privacy Laws and the Impact of Digital Surveillance

Learning Objectives

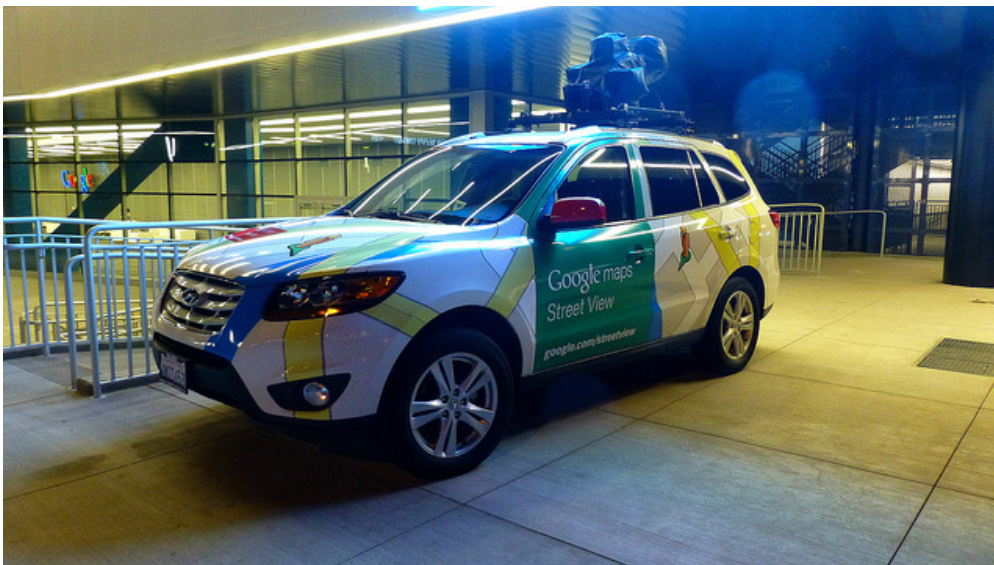
The USA PATRIOT Act: Weakening Privacy Laws or Protecting Citizens?



Social Networking: The Blurring of Personal and Professional

Can They Do That?

Restoration of Privacy



Key Takeaways

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Independent

BBC News

Washington Post

Computerworld

National Post

Mashable

USA Today

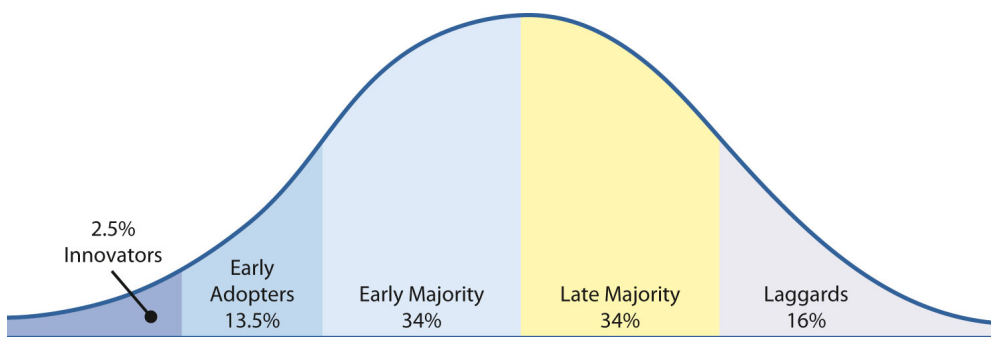
PC World

New Jersey Law Journal

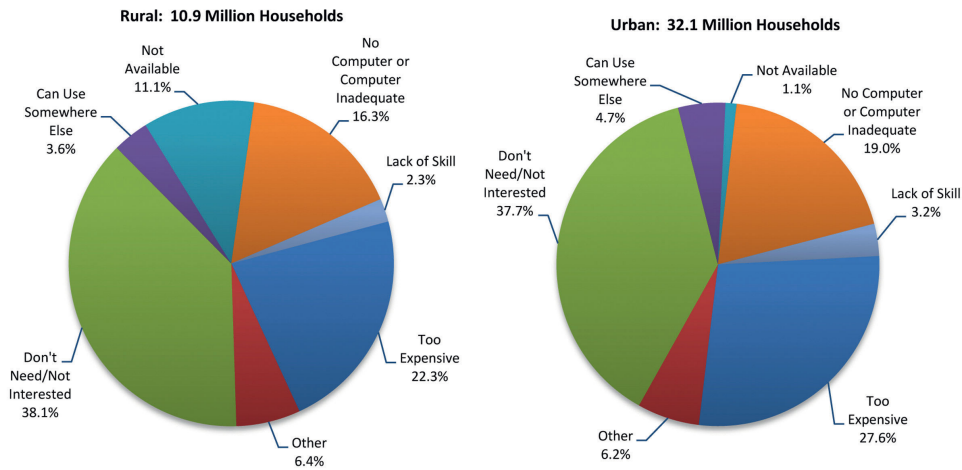
16.6 Mass Media, New Technology, and the Public

Learning Objectives

Diffusion of Technology: The Technology Adoption Life Cycle



Diffusion of Innovations



Not Consumer-Approved: Technological Flops

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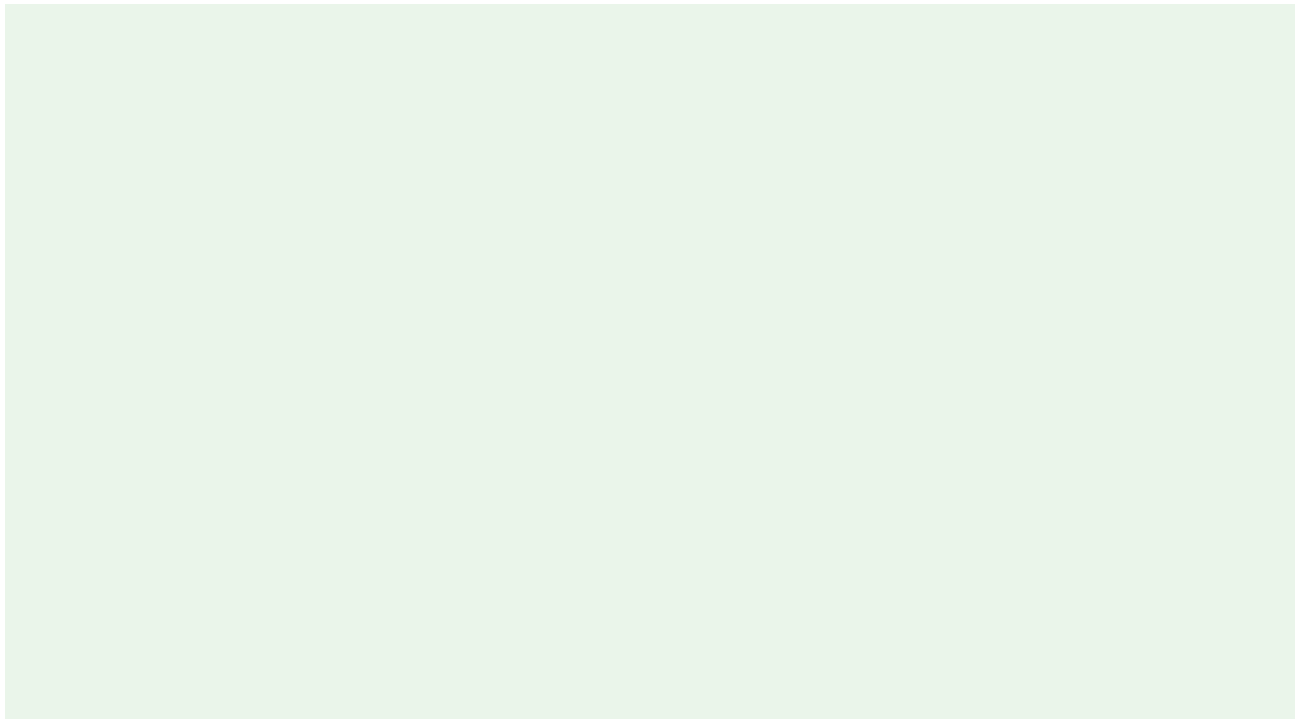
Mass Media Outlets and New Technology

The New York Times *USA Today*

The New York Times

Gourmet

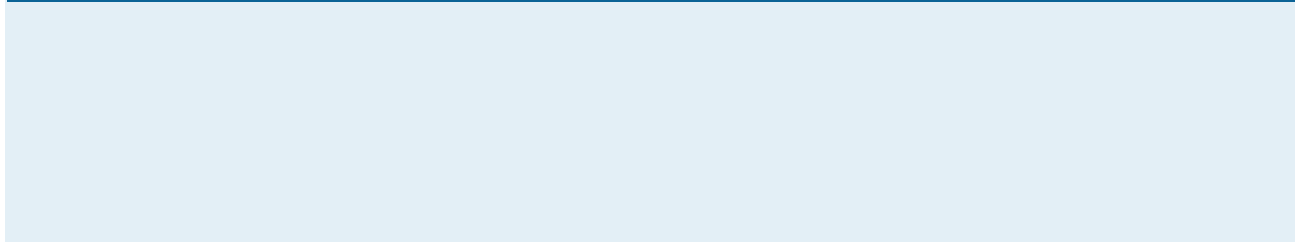
Key Takeaways

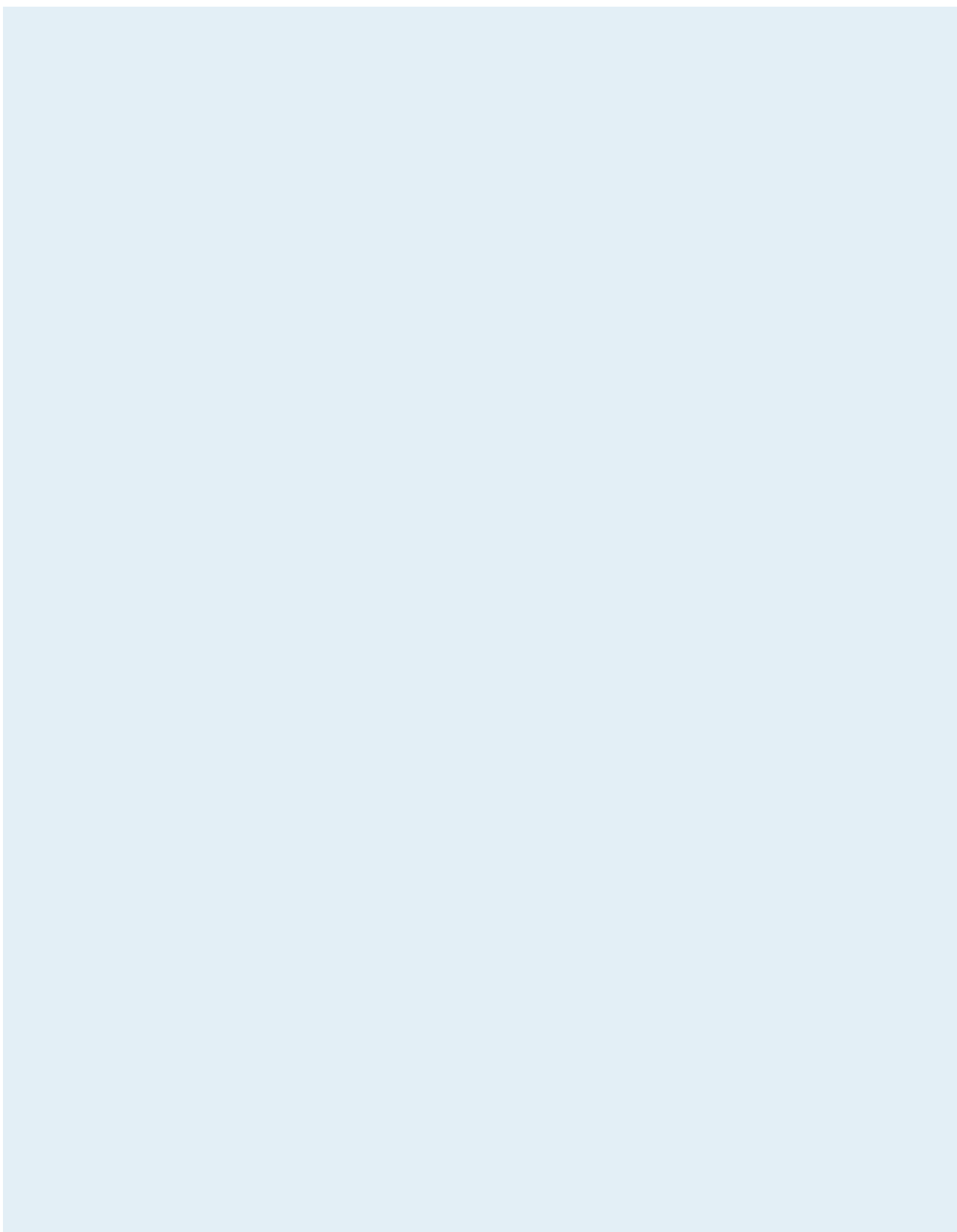


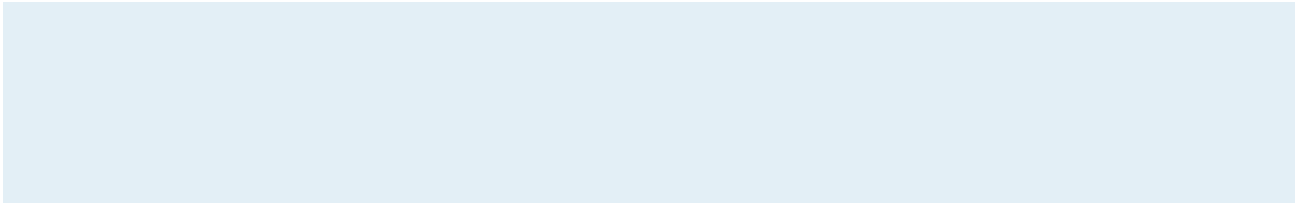
Exercises



End-of-Chapter Assessment







Critical Thinking Questions



Career Connection





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TechCrunch

CNBC

Businessweek

New York Times

Digital Trends

TechCrunch

Apple Insider

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CNET

New York

Times