

12TH EDITION



MEDIA/IMPACT

AN INTRODUCTION TO MASS MEDIA

SHIRLEY BIAGI



Want to turn C's into A's? Obviously, right?

But the right way to go about it isn't always so obvious. Go digital to get the grades. MindTap's customizable study tools and eTextbook give you everything you need all in one place.

Engage with your course content, enjoy the flexibility of studying anytime and anywhere, stay connected to assignment due dates and instructor notifications with the MindTap Mobile app...

and most of all...EARN BETTER GRADES.



TO GET STARTED VISIT
WWW.CENGAGE.COM/STUDENTS/MINDTAP



MindTap®



MEDIA/IMPACT

*AN INTRODUCTION
TO MASS MEDIA*



***TWELFTH
EDITION***

From the Cengage Series in Communication Arts

General Mass Communication

- Belmas/Overbeck, *Major Principles of Media Law*, 2016 Edition
- Biagi, *Media / Impact: An Introduction to Mass Media*, Twelfth Edition
- Fellow, *American Media History*, Third Edition
- Lester, *Visual Communication: Images with Messages*, Sixth Edition
- Straubhaar/LaRose/Davenport, *Media Now: Understanding Media, Culture, and Technology*, Ninth Edition
- Zelezny, *Cases in Communications Law*, Sixth Edition
- Zelezny, *Communications Law: Liberties, Restraints, and the Modern Media*, Sixth Edition

Journalism

- Bowles/Borden, *Creative Editing*, Sixth Edition
- Davis/Davis, *Cengage Advantage Books: Think Like an Editor: 50 Strategies for the Print and Digital World*, Second Edition
- Hilliard, *Writing for Television, Radio, and New Media*, Eleventh Edition
- Kessler/McDonald, *When Words Collide: A Media Writer's Guide to Grammar and Style*, Ninth Edition
- Rich, *Writing and Reporting News: A Coaching Method*, Eighth Edition

Public Relations and Advertising

- Diggs-Brown, *The PR Styleguide: Formats for Public Relations Practice*, Third Edition
- Drewniany/Jewler, *Creative Strategy in Advertising*, Eleventh Edition
- Hendrix/Hayes, *Public Relations Cases*, Ninth Edition
- Newsom/Haynes, *Public Relations Writing: Strategies and Structures*, Eleventh Edition
- Newsom/Turk/Kruckeberg, *Cengage Advantage Books: This Is PR: The Realities of Public Relations*, Eleventh Edition

Radio, Television, and Film

- Albarran, *Management of Electronic and Digital Media*, Sixth Edition
- Alten, *Audio Basics*, First Edition
- Alten, *Audio in Media*, Tenth Edition
- Eastman/Ferguson, *Media Programming: Strategies and Practices*, Ninth Edition
- Gross/Ward, *Digital Moviemaking*, Seventh Edition
- Hausman/Messere/Benoit, *Modern Radio and Audio Production: Programming and Performance*, Tenth Edition
- Hilliard, *Writing for Television, Radio, and New Media*, Eleventh Edition
- Hilmes, *Only Connect: A Cultural History of Broadcasting in the United States*, Fourth Edition
- Mamer, *Film Production Technique: Creating the Accomplished Image*, Sixth Edition
- Lewis, *Essential Cinema: An Introduction to Film Analysis*, First Edition
- Osgood/Hinshaw, *Cengage Advantage Books: Visual Storytelling: Videography and Post Production in the Digital Age*, Second Edition
- Zettl, *Sight Sound Motion: Applied Media Aesthetics*, Eighth Edition
- Zettl, *Television Production Handbook*, Twelfth Edition
- Zettl, *Video Basics*, Seventh Edition

Research and Theory

- Baran/Davis, *Mass Communication Theory: Foundations, Ferment, and Future*, Seventh Edition
- Sparks, *Media Effects Research: A Basic Overview*, Fifth Edition
- Wimmer/Dominick, *Mass Media Research: An Introduction*, Tenth Edition

TWELFTH
EDITION

MEDIA/IMPACT

AN INTRODUCTION TO MASS MEDIA

SHIRLEY BIAGI

California State University, Sacramento



Australia • Brazil • Mexico • Singapore • United Kingdom • United States

This is an electronic version of the print textbook. Due to electronic rights restrictions, some third party content may be suppressed. Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. The publisher reserves the right to remove content from this title at any time if subsequent rights restrictions require it. For valuable information on pricing, previous editions, changes to current editions, and alternate formats, please visit www.cengage.com/highered to search by ISBN#, author, title, or keyword for materials in your areas of interest.

Important Notice: Media content referenced within the product description or the product text may not be available in the eBook version.

**Media/Impact: An Introduction to Mass Media,
Twelfth Edition**
Shirley Biagi

Product Director: Monica Eckman

Product Manager: Kelli Strieby

Associate Content Developer: Rachel Smith

Associate Content Developer: Rachel Schowalter

Product Assistant: Colin Solan

Marketing Manager: Sarah Seymour

Senior Content Project Manager: Jill Quinn

Senior Art Director: Marissa Falco

Manufacturing Planner: Doug Bertke

IP Analyst: Ann Hoffman

IP Project Manager: Farah Fard

Production Service/Compositor: Lachina

Text and Cover Designer: Lisa Kuhn, Curio Press

Cover Images: FRONT COVER: App logos: AP

Images/Picture-alliance/dpa/Jens Büttner; Lily

James: Kevin Winter/Getty Images; Net neutral-

ity: The Washington Post/Getty Images; Big

Bang Theory: CBS Photo Archive/Getty Images;

Chicago Bulls Mascot: Jonathan Daniel/Staff/

Getty Images Sport/Getty Images. BACK COVER:

iHeartRadio: Isaac Brekken/Getty Images; Sam-

sung headphones ad: Trevor Snapp/Bloomberg/

Getty Images; Russell Westbrook: Layne Mur-

doch/NBAE via Getty Images; Stop Killing Jour-

nalists sign: AP Images/Anjum Naveed

© 2017, 2015, 2013 Cengage Learning

WCN: 02-200-203

ALL RIGHTS RESERVED. No part of this work covered by the copyright herein may be reproduced, transmitted, stored, or used in any form or by any means graphic, electronic, or mechanical, including but not limited to photocopying, recording, scanning, digitizing, taping, web distribution, information networks, or information storage and retrieval systems, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the publisher.

For product information and technology assistance, contact us at
Cengage Learning Customer & Sales Support, 1-800-354-9706

For permission to use material from this text or product,
submit all requests online at **www.cengage.com/permissions**.

Further permissions questions can be emailed to
permissionrequest@cengage.com.

Library of Congress Control Number: 2015955054

Student Edition:

ISBN: 978-1-305-58098-5

Loose-leaf Edition:

ISBN: 978-1-305-87540-1

Cengage Learning

20 Channel Center Street

Boston, MA 02210

USA

Cengage Learning is a leading provider of customized learning solutions with employees residing in nearly 40 different countries and sales in more than 125 countries around the world. Find your local representative at **www.cengage.com**.

Cengage Learning products are represented in Canada by Nelson Education, Ltd.

To learn more about Cengage Learning Solutions, visit **www.cengage.com**.

Purchase any of our products at your local college store or at our preferred online store
www.cengagebrain.com.

BRIEF CONTENTS

Impact Boxes xix
Preface xxii

Foreword xxv
About the Author xxvi

PART ONE: THE MASS MEDIA INDUSTRIES

- Chapter 1 Mass Media and Everyday Life 1
- Chapter 2 Books: Rearranging the Page 25
- Chapter 3 Newspapers: Mobilizing Delivery 43
- Chapter 4 Magazines: Chasing the Audience 65
- Chapter 5 Recordings: Streaming Sounds 85
- Chapter 6 Radio: Riding New Waves 103
- Chapter 7 Movies: Digitizing Dreams 125
- Chapter 8 Television: Switching Channels 147
- Chapter 9 Internet Media: Widening the Web 171

PART TWO: SELLING THE MESSAGE

- Chapter 10 Advertising: Catching Consumers 199
- Chapter 11 Public Relations: Promoting Ideas 219

PART THREE: CHANGING MESSAGES

- Chapter 12 News and Information: Staying Connected 235
- Chapter 13 Society and Political Issues: Shaping the Arguments 255
- Chapter 14 Law and Regulation: Reforming the Rules 277
- Chapter 15 Mass Media Ethics 311
- Chapter 16 Global Media: Communicating Change 333

Glossary 361
Media Information Resource Guide 366
Selected References 374
Index 387

CONTENTS

Impact Boxes xix
Preface xxii

Foreword xxv
About the Author xxvi

PART ONE: THE MASS MEDIA INDUSTRIES



Zoran Milich/Reuters

1 *Mass Media and Everyday Life*

Mass Media Are Everywhere You Are 2

► **Impact/Society** *Illustration 1.1: Average Time Americans Spend Using Mass Media Each Day 4*

Mass Communication Becomes Wireless 4

How the Communication Process Works 5

► **Impact/Society** *Illustration 1.2: Elements of Mass Communication 6*

What Are the Mass Media Industries? 7

Books 7 | Newspapers 7 | Magazines 7

► **Impact/Money** *Illustration 1.3: U.S. Mass Media Industries Annual Income 1987–Today 8*

Recordings 8 | Radio 8 | Movies 9 | Television 9 | The Internet 9

Three Key Concepts to Remember 9

Mass Media Are Profit-Centered Businesses 9

Convergence Dominates the Media Business 11

Why Media Properties Converge 12

Advertisers and Consumers Pay the Bills 13

Technology Changes Mass Media Delivery and Consumption 13

Phonetic Writing: The First Information Communications Revolution 14 | Printing: The Second Information Communications Revolution 14 | Computer Technology: The Third Information Communications Revolution 15

Media Take Advantage of Digital Delivery 15

One-Way Versus Two-Way Communication 15 | Dumb Versus Smart Communication 16

How Today's Communications Network Operates 16

The Receiver (You, the Subscriber) 16 | The Channel (Cable, Telephone, Satellite and Cellular Companies) 17

► **Impact/Convergence** *How the Global Communications Network Works 17*

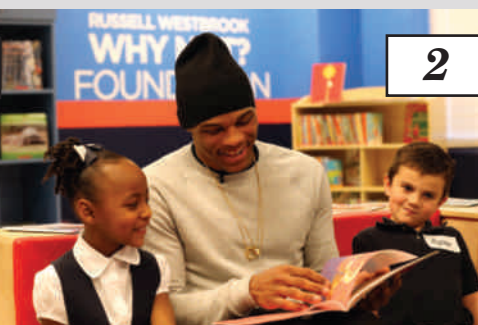
The Sender (Internet Service Providers) 18 | The Message (Content) 18

Mass Media Both Reflect and Affect Politics, Society and Culture 18

Why You Should Understand Mass Media and Everyday Life 19

► **Impact/Convergence** *The Internet of Things Is Far Bigger Than Anyone Realizes 20*

Review, Analyze, Investigate 21



Layne Murdoch/NEAE
via Getty Images

2 ***Books: Rearranging the Page***

Publishers Nurture Ideas and Try to Make a Profit 26

How American Book Publishing Grew 26

Political Pamphlets 28 | Novels and Poetry 28 | Humor 28 | International Copyright Law of 1891 29 | Publishing Houses 29 | Compulsory Education 29

Cheaper Books Create a Mass Market 29

Book Clubs 29 | Paperbacks 29

Grove Press Tests Censorship 30

Investors Buy Up Publishing Companies 30

Book Publishing at Work 30

Books Begin with Authors and Agents 30

► **Impact/Convergence** *E-Book Restrictions Leave “Buyers” with Few Rights 31*

► **Impact/Money** *Illustration 2.1: Book Publishing’s Six Global Giants 32*

How Do Books Get Published? 32

The Book Industry Has Three Major Markets 33

Adult and Juvenile Trade Books 33 | Textbooks 33

► **Impact/Money** *Illustration 2.2: How Do Book Publishers Make Their Money? 34*

Professional and Scholarly Books 34

Audiobooks and E-books Multiply the Audience 34

Audiobooks 34 | Electronic Books 34

► **Impact/Convergence** *The First Bookless Library: BiblioTech Offers Only E-books 35*

Corporations Demand Higher Profits 36

Subsidiary and International Rights 36 | Blockbusters 36 | Chain Bookstores and Internet Retailers Compete 37

Small Presses Seek Specialized Audiences 37

New Technologies Affect Production and Delivery 37

Book Publishing Today Is a Competitive, Complex Business 38

Review, Analyze, Investigate 39



3

Newspapers: Mobilizing Delivery

First Mass Medium to Deliver News 44

Publishers Fight for an Independent Press 46

James Franklin's New England Courant Establishes an Independent Press Tradition 46 | Benjamin Franklin Introduces Competition 46 | Truth Versus Libel: The Zenger Trial 46 | Women's Early Role as Publishers 47 | Birth of the Partisan Press 47 | The Stamp Act 47 | The Alien and Sedition Laws 48

Technology Helps Newspapers Reach New Readers 48

Frontier Journalism 48 | Ethnic and Native American Newspapers 49 | Dissident Voices Create the Early Alternative Press 49

Newspapers Seek Mass Audiences and Big Profits 50

Newspapers Dominate the Early 20th Century 51

Competition Breeds Sensationalism 51

► **Impact/Profile** *Ida B. Wells Uses Her Pen to Fight 19th-Century Racism 51*

Yellow Journalism Is Born: Hearst's Role in the Spanish-American War 52 | Tabloid Journalism: Selling Sex and Violence 52

Unionization Encourages Professionalism 53

Television Brings New Competition 53

Alternative Press Revives Voices of Protest 54

Newspapers Expand and Contract 54

Newspapers at Work 54

Technology Transforms Production 55

► **Impact/Society** *Illustration 3.1: Percentage of Adults Who Say They Read a Newspaper Yesterday (Includes Internet and Mobile Phone Readers) 55*

Consolidation Increases Chain Ownership 56

Newspapers Fight to Retain Readers 56

National Newspapers Seek a Wider Audience 56

Internet Editions Open Up New Markets 57

► **Impact/Convergence** *Illustration 3.2: Newspaper Readers Prefer the Printed Paper, But Mobile Access Is Increasing 57*

Today's Newspaper Audience Is a Moving Target 58

► **Impact/Profile** *BuzzFeed Co-Founder Jonah Peretti Wants to Take Its Content Far Beyond Lists 59*

Review, Analyze, Investigate 60

4 *Magazines: Chasing the Audience*

- Magazines Reflect Trends and Culture** 66
- Colonial Magazines Compete with Newspapers** 66
- Magazines Travel Beyond Local Boundaries** 68
- Publishers Locate New Readers** 68
- Women's Issues* 68 | *Social Crusades* 68 | *Fostering the Arts* 69 | *Political Commentary* 69 | *Postal Act Helps Magazines Grow* 70
- McClure's Launches Investigative Journalism** 70
- The New Yorker and Time Succeed Differently** 71
- **Impact/Profile** *Muckraker Ida Tarbell Exposes Standard Oil's John D. Rockefeller* 71
- Harold Ross and The New Yorker* 72 | *Henry Luce's Empire: Time* 72
- Specialized Magazines Take Over** 72
- Companies Consolidate Ownership and Define Readership** 73
- Magazines Divide into Three Types** 73
- **Impact/Money** *Illustration 4.1: Top 10 U.S. Consumer Printed Magazines* | *Illustration 4.2: Top 10 U.S. Digital Replica Magazines* 74
- Magazines at Work** 75
- **Impact/Convergence** *Illustration 4.3: Who Reads Digital Magazines?* 76
- Magazines Compete for Readers in Crowded Markets** 77
- Readers Represent a Valuable Audience for Advertisers** 77
- Digital Editions Offer New Publishing Outlets** 78
- **Impact/Money** *Digital Cracks 50 Percent of Ad Revenue at Wired Magazine* | *First for the Title Is an Encouraging Sign for the Industry* 79
- Review, Analyze, Investigate** 80
- Magazines' Future Is Digital** 80

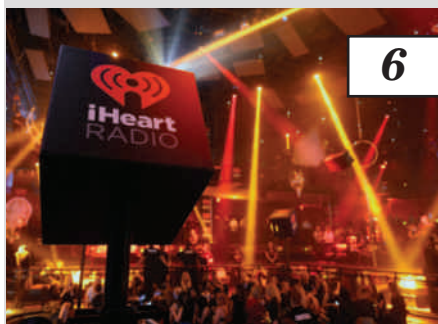
Nancy Borowick/New York Times

5 *Recordings: Streaming Sounds*

- Edison Introduces His Talking Machine** 88
- Goldmark Perfects Long-Playing Records** 88
- Paley Battles Sarnoff for Record Format** 89
- Hi-Fi and Stereo Rock In** 89
- **Impact/Profile** *Steve Martin, Lauryn Hill and Radiohead Archived by National Recording Registry* 90

Stefano Bagnami/
The New York Times

Recording Industry at Work	91
Concerts Bring In Essential Revenue	92
Three Major Companies Dominate	92
Music Sales and Licensing Drive Industry Income	93
<i>Direct Sales</i>	93 <i>Music Licensing: ASCAP Versus BMI</i>
▶ Impact/Money	<i>Illustration 5.1: How Does the Recording Industry Earn Money?</i>
▶ Impact/Society	<i>Illustration 5.2: Concert Audiences Drive Music Industry Profits</i>
Music Industry Fights to Protect Content	95
<i>Music Content Labeling</i>	95 <i>Overseas Music Piracy</i>
<i>Internet File Sharing</i>	95
Recording Industry Association Sues Downloaders	95
U.S. Supreme Court Rules Against Illegal File Sharing	96
Music Industry Wins Legal Action Against Downloader	96
U.S. Justice Department Targets Megaupload	96
Digital Technology Transforms Delivery	97
Internet Brings New Obstacles and New Audiences	97
▶ Impact/Global	<i>Primavera Sound Sets the Stage for Music Festivals Worldwide</i>
Review, Analyze, Investigate	99



Bryan Steffy/Getty Images

6 **Radio: Riding New Waves**

Radio Sounds Are Everywhere	104
Radio Takes a Technological Leap	104
Broadcasting Is Born	106
<i>Wireless Breakthrough: Guglielmo Marconi</i>	106 <i>Experimental Broadcasts: Reginald</i>
<i>Aubrey Fessenden</i>	106 <i>Detecting Radio Waves: Lee de Forest</i>
<i>Utility: David Sarnoff</i>	107 <i>A Household</i>
Federal Government Regulates the Airwaves	107
<i>Government Approves Commercial Broadcasting</i>	107
<i>Experimental Stations Multiply</i>	107 <i>KDKA Launches Commercial Broadcasting</i>
Radio Audience Expands Quickly	108
<i>Blanket Licensing</i>	108 <i>Commercial Sponsorship</i>
<i>Commission</i>	108 <i>Federal Radio</i>
Radio Grows into a Powerful Force	109
“The War of the Worlds” Challenges Radio’s Credibility	109
▶ Impact/Society	<i>Illustration 6.1: Where Do People Listen to the Radio?</i>
Radio Networks Expand	111
<i>David Sarnoff Launches NBC</i>	111 <i>William S. Paley Starts CBS</i>
<i>Edwards Buys ABC</i>	111 <i>Edward Noble</i>

Radio Adapts to Television 111

Inventor Edwin H. Armstrong Pioneers FM 112 | Licensed Recordings Launch Disc Jockeys 112 | Clock, Car and Transistor Radios Make Radio a Necessary Accessory 112 | Gordon McLendon Introduces Format Radio 113 | Payola Scandals Highlight Broadcast Ethics 113

Radio at Work 114**Congress Creates National Public Radio 114****Portability and Immediacy Help Radio Survive 115****Telecommunications Act of 1996 Overhauls Radio 115****Are Radio Ratings Accurate? 115**

► **Impact/Money** *Illustration 6.2: Which Radio Formats Are Most Popular? 116*

Radio Depends on Ready-Made Formats 116**Audience Divides into Smaller Segments 117****Competition Revives Payola 117**

► **Impact/Convergence** *Illustration 6.3: Radio Listening Goes Digital and Mobile 118*

Digital Audio Delivers Internet and Satellite Radio 118

► **Impact/Convergence** *Pandora Radio Opens Listener Data to Let Musicians Target Fans 119*

Streaming Splits Radio Industry Income 120**Review, Analyze, Investigate 121****7*****Movies: Digitizing Dreams*****Movies Mirror the Culture 126****Inventors Capture Motion on Film 126**

Early Inventors Nurture the Movie Industry 126 | Marey and Muybridge 126 | Thomas Edison 128 | William K. L. Dickson 128 | Auguste and Louis Lumière 128 | Edison Launches American Movies 128

Filmmakers Turn Novelty into Art 129

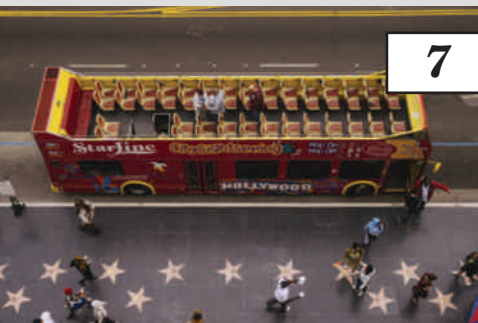
Georges Méliès 129 | Edwin S. Porter 129

Studio System and Independent Moviemakers Flourish 129**Movies Become Big Business 130**

Studios Move to Hollywood 130 | Distributors Insist on Block Booking 130 | United Artists Champions the Independents 130

► **Impact/Profile** *Lighting Up a Black Screen: Early "Race Films" Pioneered the Art of Breaking Stereotypes 131*

Moviemakers Use Self-Regulation to Respond to Scandals 132 | New Technology Brings the Talkies 133



Chad Rasz/The New York Times/Redux

Big Five Studios Dominate	133
Labor Unions Organize Movie Workers	133
Movies Glitter During the Golden Age	134
Congress and the Courts Change Hollywood	134
<i>The House Un-American Activities Committee</i>	134 <i>United States v. Paramount Pictures, Inc., et al.</i>
135	
Movies Lose Their Audience to Television	135
<i>Wide-Screen and 3-D Movies</i>	135 <i>Changes in Censorship</i>
136 <i>Spectaculars</i>	136 <i>Movie Ratings</i>
137	
Movies and Money Today	137
<i>Ticket Prices Rise and Ticket Sales Drop</i>	137 <i>Ancillary Rights Fund Projects</i>
137	
▶ Impact/Money	<i>Illustration 7.1: Global Box Office Drives Movie Industry Profits</i>
138	
▶ Impact/Global	<i>Illustration 7.2: Asia/Pacific and Latin America Are Fastest-Growing Movie Markets</i>
138	
Movies at Work	139
Digital Technology Drives the Business	140
<i>Production</i>	140 <i>Distribution</i>
140 <i>Exhibition</i>	141
Emerging Markets and Mergers Bring New Opportunities	141
<i>Global Influence</i>	141 <i>Merging Media Production</i>
141	
▶ Impact/Global	<i>Hollywood Takes a Roman Holiday . . . Again</i>
142	
Review, Analyze, Investigate	143



8

Television: Switching Channels

Television Transforms Daily Life	148
▶ Impact/Society	<i>Illustration 8.1: How Much Time Do People Spend Each Week Watching Traditional TV and Internet Video?</i>
150	
TV Delivers an Audience to Advertisers	151
Visual Radio Becomes Television	151
Television Outpaces Radio	152
<i>News with Pictures</i>	152 <i>Entertainment Programming</i>
153	
▶ Impact/Profile	<i>Edward R. Murrow (1908–1965) Sets the Standard for Broadcast News</i>
154	
Quiz Shows Bring Ethics Scandals	155
Ratings Target the Audience	156
▶ Impact/Money	<i>Illustration 8.2: What Do TV Ratings Mean for Advertisers?</i>
157	
Newton Minow Criticizes TV as a “Vast Wasteland”	158
Public Television Finds an Audience	158
Satellites Make Transatlantic TV and Live Broadcasts Possible	159

Television Changes National and Global Politics	159
Mergers Affect Station Ownership	160
TV Promotes Professional Sports	160
Critics Challenge the Accuracy of TV Ratings	161
Cable and Satellite Expand Delivery	161
Television at Work	162
Audiences Drive TV Programming	163
<i>The Networks' Shrinking Role</i>	163 <i>Demand for Diverse Programming</i>
Digital Technology Broadens TV's Focus	164
<i>Digital Video Recorders</i>	164 <i>High-Definition Television, 3-D and 4K Screens</i>
Impact/Convergence	<i>Netflix Is Betting Its Future on Exclusive Programming</i>
165	
Streaming TV Brings a New Vision	166
Review, Analyze, Investigate	166

9***Internet Media: Widening the Web***

Tina Fineberg/The New York Times

Digital Communication Transforms Media	172
Digital Media Support Convergence	174
20th-Century Discoveries Made Internet Possible	175
Impact/Convergence	<i>Illustration 9.1: The Evolution of Today's Convergence: 1978 to 2016</i>
175	
Web Opens to Unlimited Access	176
What Happens to Old Media?	178
Transformation Takes 30 Years	178
Web Access Leaves Some People Behind	178
Internet Combines Commerce, Information and Entertainment	179
<i>Commerce</i>	179 <i>Advertising</i>
180 <i>Content</i>	181
Impact/Money	<i>Illustration 9.2: How Much Do Businesses Spend Annually to Advertise on the Internet?</i>
181	
Mobile Media Chase the Audience	182
Social Networks Grow Globally	182
Impact/Global	<i>Can Video Games Be a Force for Good?</i>
183	
Impact/Society	<i>Illustration 9.3: How and Where Do People Use Mobile Media?</i>
184	
Government Attempts to Coordinate and Control the Net	185

- **Impact/Society** *Illustration 9.4: Why Do People Use Social Media?* | *Illustration 9.5 : Which Social Media Sites Are Most Popular?* 186

Protection Sought for Intellectual Property Rights 187

- **Impact/Global** *Chinese Access to Gmail Cut, Regulators Blamed* 188

FCC Promotes Internet Neutrality 189

Storage, Competing Systems and Security Bring Challenges 190

- Storage Capacity* 190 | *Competing Delivery Systems* 191 | *System Security* 192

Disruptive Technologies Revolutionize Old Concepts 192

- Touch Technology* 193 | *Massive Open Online Courses* 193 | *Open Intellectual Property* 193 | *Camera Drones for News Reporting* 193 | *3-D Printing* 194

Consumers Intersect with Technology 194

Review, Analyze, Investigate 194



10

Advertising: Catching Consumers

Advertising Supports Mass Media 200

- Advertising in Newspapers* 201

- **Impact/Global** *Illustration 10.1: In Which Countries Do Marketers Spend the Most per Person for Advertising?* 201

- Advertising in Magazines* 202 | *Advertising on Radio* 202 | *Advertising on Television* 202 | *Advertising on the Internet* 203

Ads Share Three Characteristics 203

- **Impact/Profile** *The Advertising Networker: Sir Martin Sorrell of WPP* 204
- Repetition* 205 | *An Advertising Style* 205 | *Ubiquity* 205

Ads Compete for Your Attention 205

- 15 Ways Ads Appeal to Consumers* 206

Marketers Use Demographics 207

Advertising Feeds Consumerism 207

- **Impact/Money** *Illustration 10.2: Top 10 Global Advertising Agencies* 208

Advertising at Work 208

Mass Media Industries Depend on Advertising 209

- **Impact/Society** *Illustration 10.3: Top 10 Advertisers in the United States* 210
- Commercials on Television* 210 | *Using Print and Radio* 211

Internet Delivers Display, Search and Social Networks 211

Media Compete Fiercely for Clients 212

Federal Government Regulates Advertisers 212

- Federal Trade Commission* 213 | *Food and Drug Administration* 213 | *Federal Communications Commission and Other Agencies* 213

- ◉ **Impact/Money** *What It Costs: Ad Prices From TV's Biggest Buys to the Smallest Screens* 214

Global Marketing Delivers New Audiences 215

Review, Analyze, Investigate 215



Courtesy of The San Diego Union Tribune

11

Public Relations: Promoting Ideas

PR Helps Shape Public Opinion 220

PR Pioneer Issues *Declaration of Principles* 221

Government Recruits PR Professionals 221

Women Join PR Firms 222

Professionals Promote Ethics Codes 222

Public Relations at Work 223

Financial Public Relations 223 | *Product Public Relations* 223 | *Crisis Public Relations* 224

PR Agencies Respond to Social Media 225

PR Companies Monitor Brands 225

Ad Agencies and Public Relations Firms Merge 225

- ◉ **Impact/Global** *McDonald's Launches Customer Complaint App in Japan | New Smartphone App for "Feelings, Opinions and Requests" Aimed at Turning the Tide on a Year of Public Relations Mistakes* 226

- ◉ **Impact/Money** *Illustration 11.1: Top 10 Worldwide Public Relations Agencies | Illustration 11.2: Top 10 U.S. Public Relations Agencies* 227

Variety of Clients Use Public Relations 228

Government 228 | *Education* 228 | *Nonprofit Organizations* 228 | *Industry* 228 | *Business* 228 | *Athletic Teams and Entertainment Organizations* 228 | *International* 228

- ◉ **Impact/Money** *Susan G. Komen Foundation Discovers the Price of Poor Public Relations* 229

Public Relations Organizations Offer Many Services 230

Publicity Means Free Media 230

Public Relations Grows Globally 231

Review, Analyze, Investigate 232



Spencer Platt/Getty Images

12

News and Information: Staying Connected

- Early News Organizations Cooperate to Gather News** 236
 - ▶ **Impact/Convergence** *Young Adults Want News Every Day, Survey Shows* 237
- Civil War Brings Accreditation and Photojournalism** 238
 - Government Accredits Journalists* 238 | *Photojournalism Is Born* 239
- Tabloid News Takes Over** 239
- Newsreels Bring Distant Events to American Moviegoers** 239
- Newspapers and Radio Personalize World War II** 240
 - ▶ **Impact/Profile** *Ernie Pyle: The War Correspondent Who Hated War* 241
- TV News Enters Its Golden Age** 242
 - TV and the Cold War* 242 | *TV News as a Window on the World* 242
- TV News Changes the Nation's Identity** 243
 - Vietnam Coverage Exposes Reality* 243 | *Watergate Hearings Reveal Politics at Work* 244
- TV News Expands and Contracts** 244
- Iraq War Produces "Embedded" Reporters** 244
- Reality Shows and Advertorials Blur the Line** 245
- Internet Transforms News Delivery** 245
 - ▶ **Impact/Society** *Illustration 12.1: Top 10 Digital-Only News Sites* |
 - Illustration 12.2: The Growing Market for Mobile News in the United States* 246
- Information Access Creates a News Evolution** 247
- Social Media Spread the News** 247
- Journalists at Work** 248
- Journalists Channel the Public's Attention** 248
- How the Public Perceives the Press** 248
- Credibility Draws the Audience** 249
- Review, Analyze, Investigate** 249



AP Images/David Goldman

13

Social and Political Issues: Shaping the Arguments

- Early Mass Media Studies Assess Impact** 256
- Scholars Look for Patterns** 257
 - The Payne Fund Studies* 257
 - ▶ **Impact/Society** *Illustration 13.1: Lasswell's Model Asks Five Questions* 258
 - The Cantril Study* 258 | *The Lasswell Model* 258
- How TV Affects Children's Behavior** 258

Television in the Lives of Children 259 | *Television and Social Behavior* 259 | *The Early Window* 259 | *Television Advertising to Children* 259 | *Linking TV to School Performance* 260

Do the Mass Media Cause Violence? 260

National Political Campaigns Depend on Mass Media 261

The Fireside Chats 261 | *The People's Choice* 262 | *The Unseeing Eye* 262 | *Election Campaigns on Television* 263

Cost of Political Advertising Skyrockets 263

Voters and Campaigns Use the Internet and Social Media 264

► **Impact/Money** *Illustration 13.2: TV Political Campaign Spending in Presidential Elections, 1972–2012* 265

Mass Media Reflect Social Values 266

Silencing Opposing Viewpoints 266 | *Losing a Sense of Place* 266

► **Impact/Convergence** *Illustration 13.3: Number of Voters Who Follow Political Figures on Social Media Increasing* | *Illustration 13.4: Voters Follow Political Figures on Social Media to Stay Current, Connected and Informed* 267

Stereotyping 268

Mass Media Slow to Reflect Ethnic Diversity 268

► **Impact/Profile** *Barbie Can Be a Computer Engineer . . . but Only with the Help of a Man* | *'I'll need Steven and Brian's help to turn this into a real game!' laughs computer programmer Barbie in her new book* 269

► **Impact/Society** *Hollywood Still Stereotypes Native Americans* 270

Mass Media Face Gay, Lesbian and Transgender Issues 271

How to Analyze Media Effects 272

Review, Analyze, Investigate 273

14

Law and Regulation: Reforming the Rules

U.S. Constitution Sets Free Press Precedent 278

Government Tries to Restrict Free Expression 279

The Alien and Sedition Laws of 1798 279 | *The Espionage Act of 1918* 279 | *The Smith Act of 1940* 279 | *HUAC and the Permanent Subcommittee on Investigations* 279

► **Impact/Society** *Excerpts from the 1943 Code of Wartime Practices for American Broadcasters* 280

Prior Restraint Rarely Used 281

Near v. Minnesota 281 | *The Pentagon Papers* 281 | *The Progressive Case* 282

Government Manages War Coverage 282

Restricting Press Access in Grenada 282 | *News Blackouts and Press Pools During the Gulf War* 282 | *War in Afghanistan* 283 | *"Embedded" Reporters During Iraq War* 283 | *Photographs of War Fatalities* 283



The Washington Post/Getty Images

WikiLeaks Challenges Government Secrecy	283
USA PATRIOT Act Meets Public Resistance	284
What Is the Standard for Obscenity?	285
<i>Local Efforts</i>	285
<i>U.S. Supreme Court Writes Obscenity Criteria</i>	286
<i>School Boards as Censors</i>	286
<i>The Hazelwood Case</i>	287
Libel Law Outlines the Media's Public Responsibility	287
Impact/Profile	<i>John Green's The Fault in Our Stars Is Banned, Then Returned to Riverside, California, Classrooms</i>
	288
<i>Sullivan Case Establishes a Libel Landmark</i>	288
Impact/Society	<i>Illustration 14.1: 2014 Top 10 Most Frequently Challenged Books</i>
	289
<i>Redefining the Sullivan Decision</i>	290
<i>Charges and Defenses for Libel</i>	291
<i>Legal Outcomes Reflect Mixed Results</i>	291
<i>Internet Comments Bring SLAPP Suits</i>	292
Invasion of Privacy Defined Four Ways	292
<i>Physical or Mental Solitude</i>	292
<i>Embarrassing Personal Facts</i>	292
<i>False Light</i>	292
<i>Right of Publicity</i>	293
<i>Bartnicki v. Vopper</i>	293
Debate Continues over Fair Trial, Courtroom Access and Shield Laws	293
<i>Fair Trial</i>	293
<i>Courtroom Access</i>	294
<i>Shield Laws</i>	294
Impact/Society	<i>Illustration 14.2: Cameras in the Courtroom: A State-by-State Guide</i>
	295
FCC Regulates Broadcast and Cable	295
Telecommunications Act of 1996 Changes the Marketplace	295
<i>Goal: To Sell Consumers "The Bundle"</i>	296
<i>Targeting the Power User</i>	296
Deregulation Unleashes the Media	296
<i>Created a Goal of Universal Service</i>	297
<i>Deregulated Free Media</i>	297
<i>Relaxed Ownership and Licensing Rules</i>	297
<i>Encouraged Local Phone Competition</i>	297
<i>Ends Cable Rate Regulation</i>	297
TV Industry Agrees to Ratings and the V-Chip	298
Congress Attempts to Control Access to Indecent Content	298
<i>Supreme Court Upholds Internet Filters for Public Libraries</i>	298
<i>Government Monitors Broadcast Indecency</i>	299
Intellectual Property Rights Affirmed	300
<i>Digital Millennium Copyright Act</i>	300
<i>New York Times Co. v. Tasini</i>	301
<i>Metro-Goldwyn-Mayer Studios Inc. v. Gorkster Ltd. and Arista Records LLC v. Lime Group LLC</i>	301
FCC Adopts Open Internet Rules	301
Courts and Regulators Govern Advertising and PR	302
<i>Central Hudson Case</i>	302
<i>Texas Gulf Sulphur Case</i>	303
<i>Federal Government Regulates Advertisers</i>	303
Law Must Balance Rights and Responsibilities	304
Review, Analyze, Investigate	304

**15****Mass Media Ethics: Taking Responsibility****Ethics Define Responsibilities 312****Truthfulness Affects Credibility 313**

Fabrications 313 | Plagiarism 314 | Misrepresentation 315

► **Impact/Global** Fake Sheikh Mazher Mahmood: 25 Criminal Convictions
Linked to Undercover Reporter to Be Re-examined 316

Fairness Means Evenhandedness 317

Insider Friendships 317 | Conflicts of Interest 318

► **Impact/Profile** Citing Ben Affleck's 'Improper Influence,' PBS Suspends
Finding Your Roots 319
Checkbook Journalism 320

Privacy Involves Respect 320

Private Acts That Become Public 320 | Reporting on Rape 321

Responsibility Generates Trust 321**Five Philosophical Principles Govern Media Ethics 322**

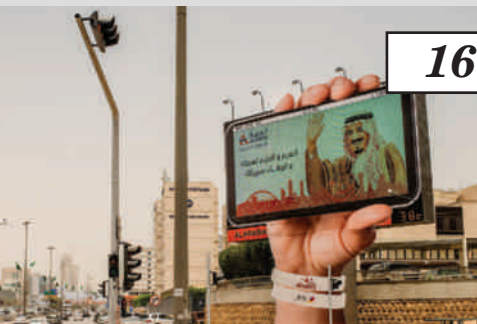
► **Impact/Society** Reaction to Uber Tactics Highlights Tech Journalists' Fine
Line Between Critic and Booster 323

Media's Ethical Decisions Carry Consequences 324**Professional Associations Proscribe Behavior 324**

*Society of Professional Journalists Codifies Conduct 324 | Radio Television
Digital News Association (RTDNA) Code Covers Electronic News 325 | National
Press Photographers Association Addresses Visual Journalism 326 | Interactive
Advertising Bureau Addresses Digital Ads 326 | Public Relations Society of
America Sets Standards 327*

Media Organizations Respond to Criticism 327

News Councils 327 | Readers' Representatives 328 | Correction Boxes 328

Professional Codes Preserve Media Credibility 328**Review, Analyze, Investigate 329****16****Global Media: Communicating Change****World Media Systems Vary 334****Five Political Theories Describe How World Media Operate 335**

*The Soviet Theory 335 | The Authoritarian Theory 335 | The Libertarian
Theory 336 | The Social Responsibility Theory 336 | The Developmental
Theory 337*

Western Europe and Canada Are Similar to the U.S. 337

Print Media 338 | Broadcast Media 338

Eastern Europe Is in Transition	338
<i>Print Media</i>	339 <i>Broadcast Media</i> 339
Middle Eastern and North African Media Work Under Government Controls	340
<i>Print Media</i>	340 <i>Broadcast Media</i> 340
▶ Impact/Money	<i>Film Studios Respond to European Antitrust Allegations</i> 341
African Media Find a New Voice	342
<i>Print Media</i>	342 <i>Broadcast Media</i> 343
Media Explode in Asia and the Pacific	343
<i>Japan</i>	343
▶ Impact/Society	<i>From Headlines to Hip-Hop: The Ugandan TV Show Rapping the News</i> 344
<i>Australia</i>	345 <i>India</i> 345 <i>People's Republic of China</i> 346
Government, Corporations and Dynasties Control Latin American and Caribbean Media	346
▶ Impact/Money	<i>Journalists in China Describe Extortion</i> 347
<i>Print Media</i>	348 <i>Broadcast Media</i> 348
International New York Times Seeks a Global Audience	348
Critics Cite Western Communications Bias	349
Internet Expands Mass Media's Global Reach	349
▶ Impact/Convergence	<i>Illustration 16.1: Top 10 Countries with Public Wireless Locations (Hot Spots)</i> 350
Mobile Media Open Communications Channels	350
Reporters Risk Lives to Report World Events	351
Global Media Chase International Consumers	351
▶ Impact/Society	<i>Reporters Without Borders Monitors Journalists Killed and Kidnapped in 2014</i> 352
▶ Impact/Money	<i>Illustration 16.2: Top 10 Global Advertisers—Annual Spending</i> 353
Ideas Transcend Borders	354
Review, Analyze, Investigate	355
Glossary	361
Media Information Resource Guide	366
Selected References	374
Index	387

IMPACT BOXES

CHAPTER 1

- ▶ **Impact/Society** Illustration 1.1: Average Time Americans Spend Using Mass Media Each Day 4
- ▶ **Impact/Society** Illustration 1.2: Elements of Mass Communication 6
- ▶ **Impact/Money** Illustration 1.3: U.S. Mass Media Industries Annual Income 1987–Today 8
- ▶ **Impact/Convergence** How the Global Communications Network Works 17
- ▶ **Impact/Convergence** The Internet of Things Is Far Bigger Than Anyone Realizes 20

CHAPTER 2

- ▶ **Impact/Convergence** E-Book Restrictions Leave “Buyers” with Few Rights 31
- ▶ **Impact/Money** Illustration 2.1: Book Publishing’s Six Global Giants 32
- ▶ **Impact/Money** Illustration 2.2: How Do Book Publishers Make Their Money? 34
- ▶ **Impact/Convergence** The First Bookless Library: BiblioTech Offers Only E-books 35

CHAPTER 3

- ▶ **Impact/Profile** Ida B. Wells Uses Her Pen to Fight 19th-Century Racism 51
- ▶ **Impact/Society** Illustration 3.1: Percentage of Adults Who Say They Read a Newspaper Yesterday (Includes Internet and Mobile Phone Readers) 55
- ▶ **Impact/Convergence** Illustration 3.2: Newspaper Readers Prefer the Printed Paper, But Mobile Access Is Increasing 57
- ▶ **Impact/Profile** BuzzFeed Co-Founder Jonah Peretti Wants to Take Its Content Far Beyond Lists 59

CHAPTER 4

- ▶ **Impact/Profile** Muckraker Ida Tarbell Exposes Standard Oil’s John D. Rockefeller 71
- ▶ **Impact/Money** Illustration 4.1: Top 10 U.S. Consumer Printed Magazines | Illustration 4.2: Top 10 U.S. Digital Replica Magazines 74
- ▶ **Impact/Convergence** Illustration 4.3: Who Reads Digital Magazines? 76
- ▶ **Impact/Money** Digital Cracks 50 Percent of Ad Revenue at *Wired* Magazine | First for the Title Is an Encouraging Sign for the Industry 79

CHAPTER 5

- ▶ **Impact/Profile** Steve Martin, Lauryn Hill and Radiohead Archived by National Recording Registry 90
- ▶ **Impact/Money** Illustration 5.1: How Does the Recording Industry Earn Money? 93
- ▶ **Impact/Society** Illustration 5.2: Concert Audiences Drive Music Industry Profits 94
- ▶ **Impact/Global** Primavera Sound Sets the Stage for Music Festivals Worldwide 98

CHAPTER 6

- ▶ **Impact/Society** Illustration 6.1: Where Do People Listen to the Radio? 110
- ▶ **Impact/Money** Illustration 6.2: Which Radio Formats Are Most Popular? 116
- ▶ **Impact/Convergence** Illustration 6.3: Radio Listening Goes Digital and Mobile 118
- ▶ **Impact/Convergence** Pandora Radio Opens Listener Data to Let Musicians Target Fans 119

CHAPTER 7

- ▶ **Impact/Profile** Lighting Up a Black Screen: Early “Race Films” Pioneered the Art of Breaking Stereotypes 131
- ▶ **Impact/Money** Illustration 7.1: Global Box Office Drives Movie Industry Profits 138
- ▶ **Impact/Global** Asia/Pacific and Latin America Are Fastest-Growing Movie Markets 138
- ▶ **Impact/Global** Hollywood Takes a Roman Holiday . . . Again 142

CHAPTER 8

- ▶ **Impact/Society** Illustration 8.1: How Much Time Do People Spend Each Week Watching Traditional TV and Internet Video? 150
- ▶ **Impact/Profile** Edward R. Murrow (1908–1965) Sets the Standard for Broadcast News 154
- ▶ **Impact/Money** Illustration 8.2: What Do TV Ratings Mean for Advertisers? 157
- ▶ **Impact/Convergence** Netflix Is Betting Its Future on Exclusive Programming 165

CHAPTER 9

- ▶ **Impact/Convergence** Illustration 9.1: The Evolution of Today’s Convergence: 1978 to 2016 175
- ▶ **Impact/Money** Illustration 9.2: How Much Do Businesses Spend Annually to Advertise on the Internet? 181
- ▶ **Impact/Global** Can Video Games Be a Force for Good? 183
- ▶ **Impact/Society** Illustration 9.3: How and Where Do People Use Mobile Media? 184
- ▶ **Impact/Society** Illustration 9.4: Why Do People Use Social Media? | Illustration 9.5: Which Social Media Sites Are Most Popular? 186
- ▶ **Impact/Global** Chinese Access to Gmail Cut, Regulators Blamed 188

CHAPTER 10

- ▶ **Impact/Global** Illustration 10.1: In Which Countries Do Marketers Spend the Most *per Person* for Advertising? 201
- ▶ **Impact/Profile** The Advertising Networker: Sir Martin Sorrell of WPP 204
- ▶ **Impact/Money** Illustration 10.2: Top 10 Global Advertising Agencies 208
- ▶ **Impact/Society** Illustration 10.3: Top 10 Advertisers in the United States 210
- ▶ **Impact/Money** What It Costs: Ad Prices From TV’s Biggest Buys to the Smallest Screens 214

CHAPTER 11

- ▶ **Impact/Global** McDonald’s Launches Customer Complaint App in Japan | New Smartphone App for “Feelings, Opinions and Requests” Aimed at Turning the Tide on a Year of Public Relations Mistakes 226
- ▶ **Impact/Money** Illustration 11.1: Top 10 Worldwide Public Relations Agencies | Illustration 11.2: Top 10 U.S. Public Relations Agencies 227
- ▶ **Impact/Money** Susan G. Komen Foundation Discovers the Price of Poor Public Relations 229

CHAPTER 12

- ▶ **Impact/Convergence** Young Adults Want News Every Day, Survey Shows 237
- ▶ **Impact/Profile** Ernie Pyle: The War Correspondent Who Hated War 241
- ▶ **Impact/Society** Illustration 12.1: Top 10 Digital-Only News Sites | Illustration 12.2: The Growing Market for Mobile News in the United States 246

CHAPTER 13

- ▶ **Impact/Society** Illustration 13.1: Lasswell's Model Asks Five Questions 258
- ▶ **Impact/Money** Illustration 13.2: TV Political Campaign Spending in Presidential Elections, 1972–2012 265
- ▶ **Impact/Convergence** Illustration 13.3: Number of Voters Who Follow Political Figures on Social Media Is Increasing | Illustration 13.4: Voters Follow Political Figures on Social Media to Stay Current, Connected and Informed 267
- ▶ **Impact/Profile** Barbie Can Be a Computer Engineer . . . but Only with the Help of a Man | 'I'll need Steven and Brian's help to turn this into a real game!' laughs computer programmer Barbie in her new book 269
- ▶ **Impact/Society** Hollywood Still Stereotypes Native Americans 270

CHAPTER 14

- ▶ **Impact/Society** Excerpts from the 1943 Code of Wartime Practices for American Broadcasters 280
- ▶ **Impact/Profile** John Green's *The Fault in Our Stars* Is Banned, Then Returned to Riverside, California, Classrooms 288
- ▶ **Impact/Society** Illustration 14.1: 2014 Top 10 Most Frequently Challenged Books 289
- ▶ **Impact/Society** Illustration 14.2: Cameras in the Courtroom: A State-by-State Guide 295

CHAPTER 15

- ▶ **Impact/Global** Fake Sheikh Mazher Mahmood: 25 Criminal Convictions Linked to Undercover Reporter to Be Re-examined 316
- ▶ **Impact/Profile** Citing Ben Affleck's 'Improper Influence,' PBS Suspends *Finding Your Roots* 319
- ▶ **Impact/Society** Reaction to Uber Tactics Highlights Tech Journalists' Fine Line Between Critic and Booster 323

CHAPTER 16

- ▶ **Impact/Money** Film Studios Respond to European Antitrust Allegations 341
- ▶ **Impact/Society** From Headlines to Hip-Hop: The Ugandan TV Show Rapping the News 344
- ▶ **Impact/Money** Journalists in China Describe Extortion 347
- ▶ **Impact/Convergence** Illustration 16.1: Top 10 Countries with Public Wireless Locations (Hot Spots) 350
- ▶ **Impact/Society** Reporters Without Borders Monitors Journalists Killed and Kidnapped in 2014 352
- ▶ **Impact/Money** Illustration 16.2: Top 10 Global Advertisers—Annual Spending 353

PREFACE

Welcome to the world of *Media/Impact*.

Media/Impact's energetic new design—inside and out—reflects the excitement and intensity inherent in the study of mass media today. Dozens of new charts, illustrations and photographs in this 12th edition enhance the totally revised and updated text, making *Media/Impact*, 12th edition, the most current, accessible, challenging way for students to study the central role that America's mass media play in the global media marketplace.

Accompanying this new edition are many new digital tools offered by Cengage Learning, including MindTap, to organize and enhance student thinking. The result for students and teachers is *Media/Impact*'s best edition ever.

New Features in the 12th Edition

- ▶ **More than 40 new Impact Boxes**—The Impact Boxes feature current articles and information on the latest topics and trends from the best sources covering the media business, such as *The New York Times*, *The Washington Post*, *The Guardian*, *Wired*, *CNN*, *The Financial Times* and the *Los Angeles Times*.
- ▶ **Five Impact Box Subject Areas**—Impact Boxes are now divided into five essential subject areas: Convergence, Money, Society, Profile and Global. For example:
 - **Impact/Convergence.** “Radio Listening Goes Digital and Mobile.”
 - **Impact/Money.** “What It Costs: Ad Prices from TV's Biggest Buys to the Smallest Screens.”
 - **Impact/Society.** “Average Time Americans Spend Using Mass Media Each Day.”
 - **Impact/Profile.** “BuzzFeed Co-Founder Jonah Peretti Wants to Take Its Content Far Beyond Lists.”
 - **Impact/Global.** “Primavera Sound Sets the Stage for Music Festivals Worldwide.”
- ▶ **Current Statistics on the Mass Media Industries**—Statistical information is beautifully displayed in more than 30 new and updated illustrations to reflect current research on key issues such as the global box office, 10 most popular social media sites, top 10 U.S. digital “replica” magazines, political figures on social media, 10 most frequently challenged books and top 10 global advertising agencies.
- ▶ **Timely Photographs, Cartoons and Illustrations to Capture Students' Attention**—More than 230 carefully selected new photos, cartoons and illustrations throughout the book emphasize timely trends and critical topics in today's media business.
- ▶ **Impact/Action Videos**—Three new Impact/Action videos make contemporary issues in mass communication come alive for students, with customized content that expands on the text and animates the illustrations. Specialized narration accompanies images and videos to tell the story of how mass communication is changing and transforming the world. These three Impact/Action videos, matched to chapters throughout the book, expand student understanding of how mass communication affects today's world:
 - Learn how social networks are changing global communication in ***Social Media: Communicating Change***.
 - Discover the importance of—and dangers facing—journalists reporting from around the world in ***Reporters at Risk***.
 - Explore the mass media's ongoing digital transformation in ***Caught in the Net***.

Continuing Features in the 12th Edition

- ▶ **Comprehensive Coverage of the Latest Trends in Digital Media.** *Media/Impact* details the latest innovations and controversies surrounding the Internet, mobile media, video games, intellectual property rights, government regulation and social networks.
- ▶ **Analysis of Changing Delivery Systems for News and Information.** Chapter 9 and Chapter 12 have proven extremely popular with faculty and students. Chapter 9, Internet Media, was first introduced in the 6th edition, when few people understood how consumers' changing habits would affect the delivery of

news and entertainment. In the 12th edition, Chapter 9 continues its role as the book's centerpiece, with critical analysis of the most important developments in today's global media transformation. Chapter 12, News and Information, chronicles the declining audience for broadcast news as consumers personalize their information and use the Internet to stay current, as well as social media's central role in creating communities and sharing information.

- ▶ **Discussion of Current Media Issues.** Beginning with the first graphic illustration in Chapter 1, "Average Time Americans Spend Using Mass Media Each Day," *Media/Impact* helps students understand the ubiquitous presence of mass media in their lives today.
- ▶ **Margin Definitions.** Designed to help students build a media vocabulary while they read, key terms and definitions are highlighted separately, giving students concise definitions that are incorporated into the text.
- ▶ **Comprehensive End-of-Chapter Review.** Each chapter's concluding materials include these essential resources:
 - **Chapter Summaries.** Organized by headings that correspond to the chapter's major topics, **Review, Analyze, Investigate** uses bullet points to summarize major concepts.
 - **Key Terms.** A list of important terms with corresponding page numbers appears at the end of each chapter and in the comprehensive **Glossary** at the end of the book.
 - **Critical Questions.** Following the key terms, five questions focus students' analysis of each chapter to help deepen their understanding and engage their critical thinking skills.
 - **Working the Web.** Finishing each chapter, a list of ten Web sites specific to the chapter includes brief annotations that describe each site and encourage students to pursue further research.
- ▶ **Media Information Resource Guide.** This invaluable student reference beginning on page 366 provides hundreds more resources to help students explore media topics and to assist them with media research, including an alphabetical listing of more than 200 Web site references from the text.

Formal Reviewers Keep Media/Impact's Focus on Students

A special thank you to the many professors who contributed valuable ideas in their formal reviews of *Media/Impact*. I especially appreciate the extra time and dedicated effort the video reviewers gave, which greatly helped shape the new concept of **Impact/Action Videos** as an integral part of *Media/Impact* for students. The 12th edition's reviewers are:

Mary Alice Adams, Louisiana Tech University
 Monica Bartoszek, The College of Saint Rose
 Richard Cameron, Cerritos College
 Kat Cannella, Columbus State University
 Michelle Christian, College of Southern Maryland
 Henry Dunn, Austin Peay State University
 Doug Ferguson, College of Charleston
 Amy Lenoce, Naugatuck Valley Community College
 Bill Lewis, Alvin Community College
 Robert McKeever, University of South Carolina
 Judy Noble, City University of New York–Borough of Manhattan Community College
 Pamela O'Brien, Bowie State University
 Dorren Robinson, Belmont University
 Ted Schwalbe, SUNY Fredonia
 Richard Tiner, Belmont University
 Nicole Turner, Langston University
 Sherry Williford, Stephen F. Austin State University

Cengage Teaching and Learning Tools for Teachers and Students

MindTap® Cengage Learning's MindTap for *Media/Impact* brings course concepts to life with interactive learning, study and exam preparation tools that support the printed textbook. Student comprehension is enhanced with the integrated eBook and interactive teaching and learning tools including learning objectives, interactive activities, quizzes and—exclusive to *Media/Impact*—Impact/Action videos. A career guide and social media guide give students insight into the practical applications of their coursework.

Instructor's Edition (IE): Examination and desk copies of the Instructor's Edition of *Media/Impact*, 12th Edition, are available upon request.

Instructor's Web site: This dedicated online resource for instructors provides access to the Instructor's Manual and Microsoft PowerPoint lecture slides covering key concepts from the text. There's also a Test Bank powered by **Cognero**, a flexible, online system that allows you to author, edit and manage test bank content from Cengage Learning; create multiple test versions in an instant; and deliver tests from your Learning Management System, your classroom or wherever you want.

Instructor's Manual: *Media/Impact's* Instructor's Manual provides a comprehensive teaching guide featuring

the following tools for each chapter: chapter outlines; suggestions for integrating print supplements and online resources; suggested discussion questions; handouts for classroom activities and a comprehensive Test Bank with an answer key that includes multiple choice, true/false, essay and fill-in-the-blank test questions. This Manual is available on the password-protected instructor's Web site.

Thank you for your continuing support of *Media/Impact*. Comments? Questions? Suggestions? Please contact your local Cengage sales representative or our Customer Service Team at (800) 354-9706.



FOREWORD

Media/Impact, 12th Edition, is a beautiful, engaging book. It was created under an unbelievably tight production schedule and for that I owe many, many thanks to the people at Cengage, Lachina and Lumina Datamatics who made that work:

At Cengage: Product Manager Kelli Strieby, Associate Content Developer Rachel Smith, Associate Content Developer Rachel Schowalter, Senior Content Project Manager Jill Quinn, Senior Art Director Marissa Falco, IP Analyst Ann Hoffman, IP Project Manager Farah Fard, Marketing Manager Sarah Seymour, Product Assistant Colin Solan.

At Lachina: Chris Black and Whitney Philipp.

At Lumina Datamatics: Manojkiran Chander and Kanchana Vijayarangan.

Also, thank you to Tom Biondi for his important research assistance.

The greatest additions to the 12th edition lineup are three newly produced Impact/Action Videos. For the first time, Vic Biondi and I were given the opportunity to create the videos with the help of the truly exceptional media crew at LAD Post Production: Producer Scott Back, Associate Producer David Biondi, Video Editor Tom Nichols and Electronic Production Coordinator Dennis Sherwood. Thank you.

For her enthusiasm and continuing support for the Impact/Action Videos, I thank Kelli Strieby. Rachel Smith contributed greatly with her dynamic, on-deadline video coordination. And, as always, my all-time favorite photo researcher and video producer, Vic Biondi, provided unmatched vision, creative wisdom and a great sense of humor.

And to all the students and teachers who continue to value *Media/Impact* as a way to explore the exciting field of mass media, I continue to be very grateful for your enduring support.

Shirley Biagi

ABOUT THE AUTHOR



Christopher Briscoe

SHIRLEY BIAGI is Emeritus Professor in the Department of Communication Studies at California State University, Sacramento. Her bestselling text, *Media/Impact*, also is published globally in Canadian, British, Spanish, Chinese and Korean editions.

Biagi has authored several other Cengage Learning communications texts, including *Media/Reader: Perspectives on Mass Media Industries, Effects and Issues* and *Interviews That Work: A Practical Guide for Journalists*. She is co-author, with Marilyn Kern-Foxworth, of *Facing Difference: Race, Gender and Mass Media*.

From 1998 to 2000, she was editor of *American Journalism*, the national media history quarterly published by the American Journalism Historians Association.

She has served as guest faculty for the University of Hawaii, the Center for Digital Government, the Poynter Institute, the American Press Institute, the National Writers Workshop and the Hearst Fellowship Program at the *Houston Chronicle*. She has also been an Internet and publications consultant to the California State Chamber of Commerce.

She also was one of eight project interviewers for the award-winning Washington (D.C.) Press Club Foundation's Women in Journalism Oral History Project, sponsored by the National Press Club. Interviewers completed 57 oral histories of female pioneers in journalism, available free on the Press Club's Web site at <http://www.wpcf.org>.

Biagi served as a delegate to the Oxford Round Table's conference on Ethical Sentiments in Government at Pembroke College in Oxford, England. Her other international experience includes guest lectureships at Al Ahram Press Institute in Cairo, Egypt, and at Queensland University in Brisbane, Australia.

MASS MEDIA AND EVERYDAY LIFE

01



Zoran Mitich/Reuters

Today's mobile media, such as smartphones, have become essential elements of everyday life. On January 1, 2015, a group in New York's Times Square uses their new iPhone to take a "selfie" to mark the occasion.