Understanding Media and Culture: An Introduction to Mass Communication

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Minneapolis, MN

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Publisher Information

Understanding Media and Culture: An Introduction to Mass Communication



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



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

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.

SUBMIT YOUR QUESTION!

- Provide context -- in your question or video description, include your name & home town.
- Please note -- all videos are subject to the YouTube <u>Terms of Use</u>.

COMING UP:

REPUBLICAN DEBATE

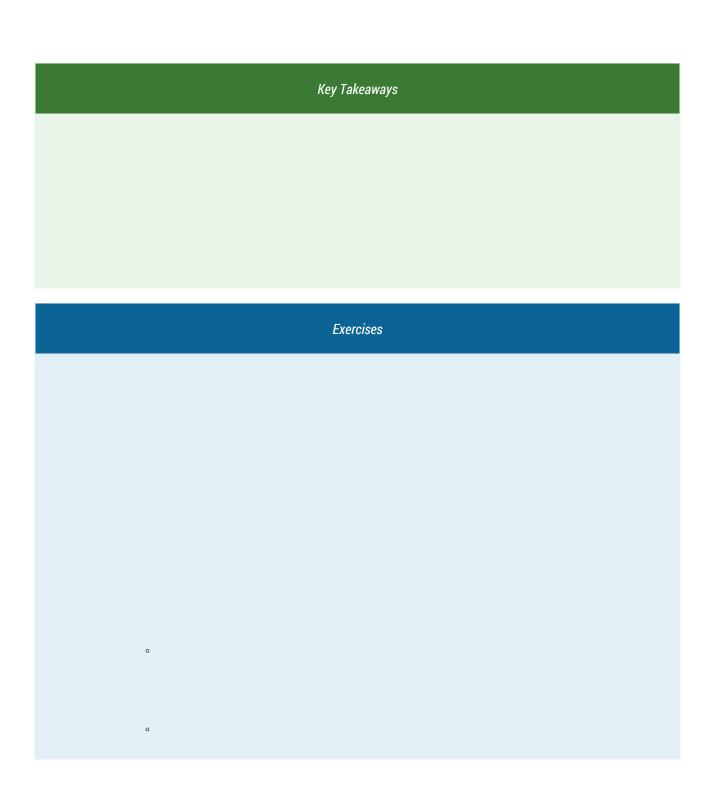
ON MONDAY, SEPTEMBER 17 IN FLORIDA

Held in partnership with the **South Carolina Democratic Party**



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1.2 Intersection of American Media and Culture $\, \cdot \, 7 \,$

1.3 The Evolution of Media



The Jungle Washington Post

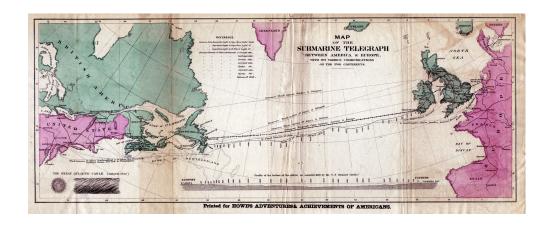
content

medium

A Brief History of Mass Media and Culture



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

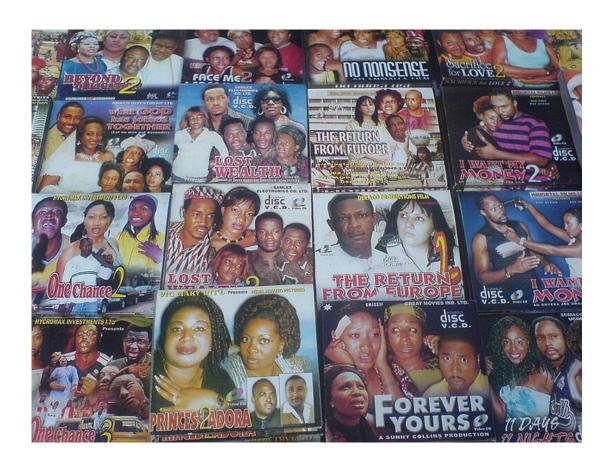
A Supposedly Fun Thing I'll Never Do Again

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	
	New York
Times	
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

Exercises

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Pitchfork

Technology Review Everything Bad Is Good for You

New York Times

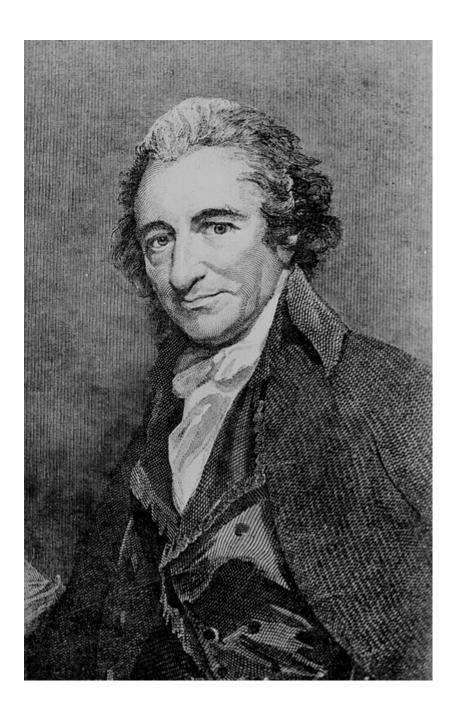
New York Times

TBS Journal

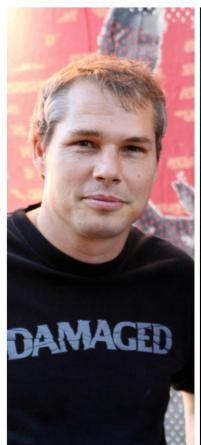
1.5 The Role of Social Values in Communication

Learning Objectives

Wired



Free Speech and Its Limitations





Ulysses

Roth v. the United States

Playboy

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Propaganda and Other Ulterior Motives	
The Huffington Post	

Propaganda



Gatekeepers

1.5 THE BOLE OF	SOCIAL	VALUES IN COMMUNICATION •	2

The Independent

Key Takeaways

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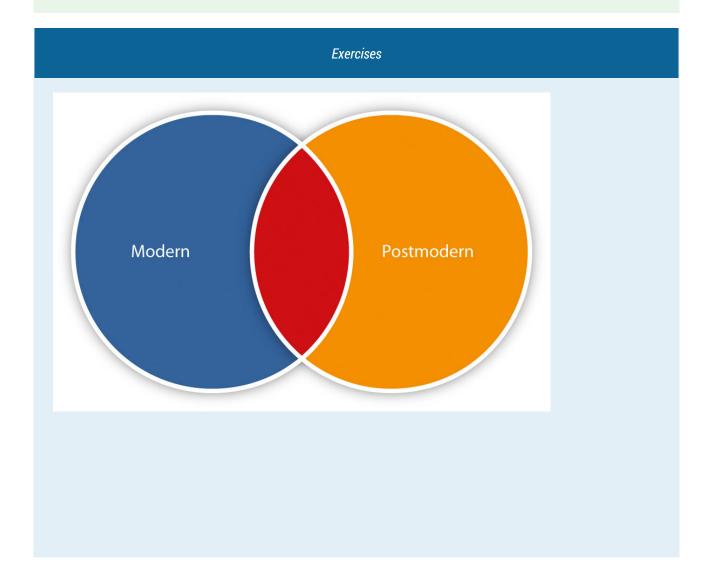
1.6 Cultural Periods

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	Witcu				
The Modern Age					
	modernity				

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early modern period
late modern period

The Postmodern Age

Key Takeaways



Wired

The Adding Machine
The Postmodern Condition: A Report on Knowledge

1.7 Mass Media and Popular Culture

L	earning Objectives
Tastemakers	
The New York Times	
	The Ed Sullivan Show
The New York Times	Anna Karenina
The New York Times	



The Ed Sullivan show

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



Democratiz	zing Tastemaking		
	The New York Times		
Hamlet			

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The New York Times	New York Times
	Key Takeaways
	Exercises

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American Heritage New York Times

New Yorker

Wikipedia

1.8 Media Literacy



Why Be Media Literate?

42 · UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION	N TO MASS COMMUNICATION
Advertising	
Bias, Spin, and Misinformation	
New Skills for a New World	
Wikipedia	
	Wikipedia

	Wikipedia	
Individual Accountability and Popular	Culture	
Author:		
Format:		
Audience:		
Content:		
Purpose:		

Critical Th	inking Questions

Career Connection

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Wikipedia

Smith College Sophian

Wikipedia

The Colbert Report
BBC News

FactCheck.org

Los Angeles Times

2.1 Mass Media and Its Messages

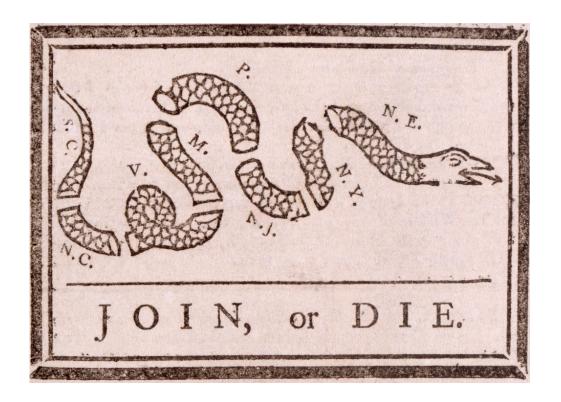


Propaganda and Persuasion

Encyclopedia Britannica

of the Media

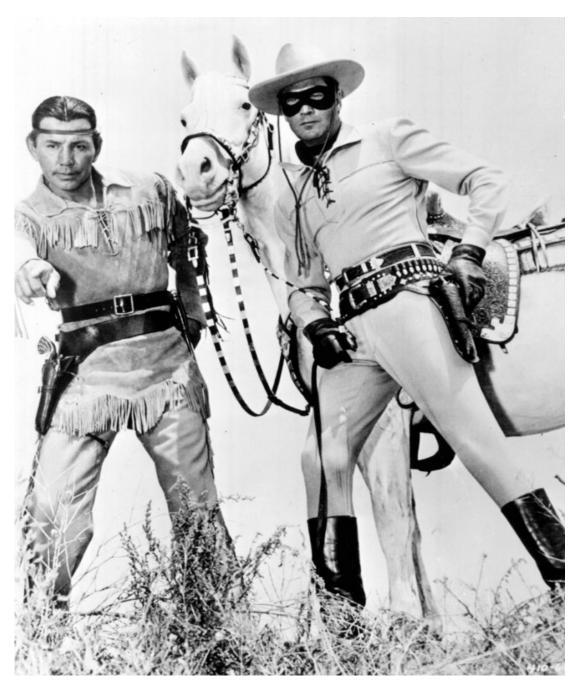
The Creation



Media and Behavior	
Violence and the Media	
The Matrix	Doom



Cultural Messages and the Media



The Lone Ranger

	Breakfast at Tiffa	ny's		
New Media and So	ociety			
			A Better Pencil	
Information				
Washington Post	Onion	Harry Potter		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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References		
neielelices	Los Angeles Times	
Interest	A Better Pencil: Readers, Writers, and the Digital Revolution	Psychological Science in the Public
	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 Gutenberg Galaxy Understanding Media Understanding Media

Annie Hall	Laugh-In	

Agenda-Setting Theory



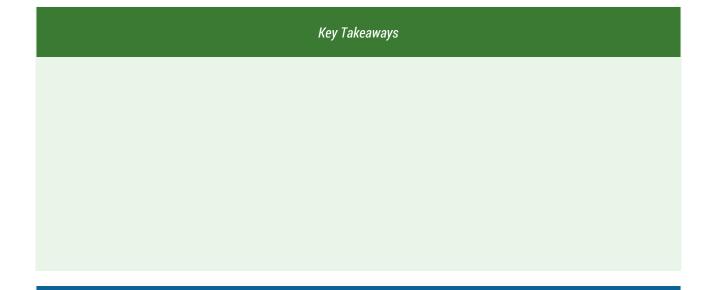
Uses and Gratifications Theory

Dancing With the Stars

Dancing With the Stars

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Symbolic Interactionism			
Spiral of Silence			
Media Logic			

Cultivation Analysis



Exercises

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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

	Learnii	ng Objectives	
Content Analysis			
•			
Archival Research			
	The New York Times	Time	

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Surveys
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

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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		
	j	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

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Lilu-ur-Ghapter Assessment

Critical Thinking Questions
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	Washington Post
	Time
Political Communicatio	on and Deliberation
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Mass Communication	
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	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 at Risk: A Survey of Literary

Reading in America

The Joy Luck Club

A Lesson Before

Dying

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



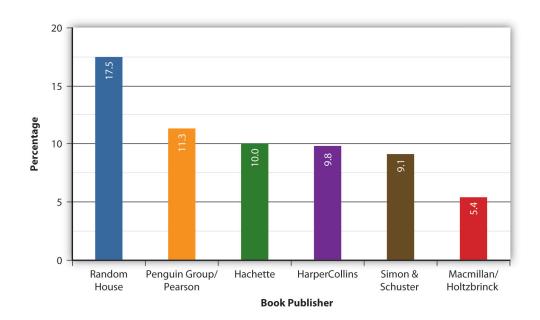
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Gutenberg's Industry-Changing Invention		Time

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Effects of the Mass Production of Books

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cheap books
History of Document Control

History of the Book-Publishing Industry



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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

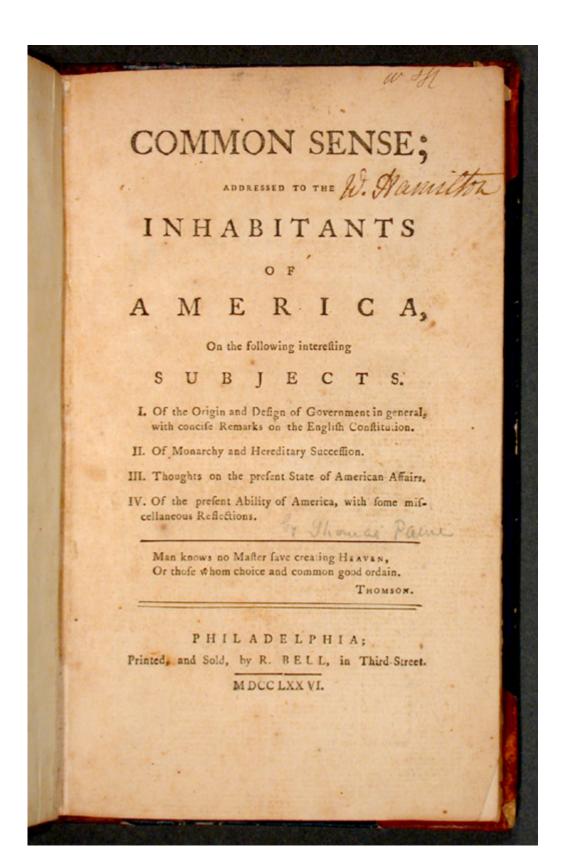
History Magazine

Walt Disney: A Biography

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





Common Sense		
	Common Sense	
		The Power of Sympathy: or, The Triumph of Nature
Charlotte Temple		
The Boarding School		

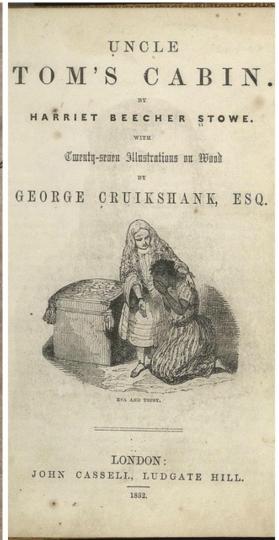
Books in the 1800s—How Uncle Tom's Cabin Helped Start a War

Charlotte Temple Uncle Tom's Cabin

Uncle Tom's Cabin

Uncle Tom's Cabin

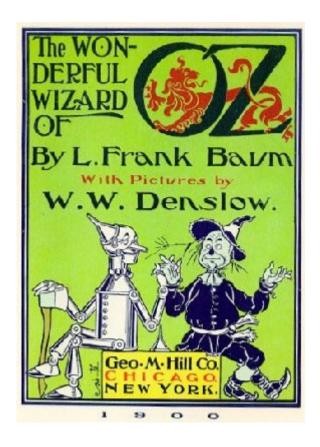




The Last of the Mohicans

Leaves of Grass

Twentieth Century and Beyond



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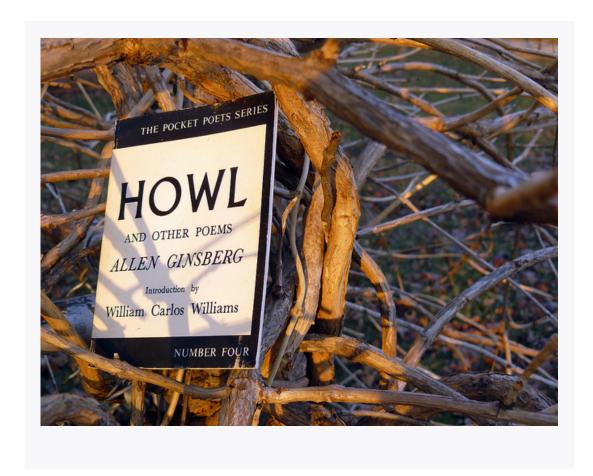
	The	Wonder	ful Wi	zard o	f Oz
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	The Wond	erful Wizard of Oz			
of Alice in Mondander d					Adventures
of Alice in Wonderland	Riders of the Purple Sage				The Virginian
and Other Poems	On the Roa	d		Naked Lunch	Howl
and One Toens	on the Roa			Tranca Banch	
Behind Harry Potter T	Гhe Twilight Saga — The	Da Vinci Code			Left
		Twilight Saga	Harry	Potter	Da Vinci Code

Uncle Tom's Cabin



Defining Obscenity: "Howl" Goes on Trial



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

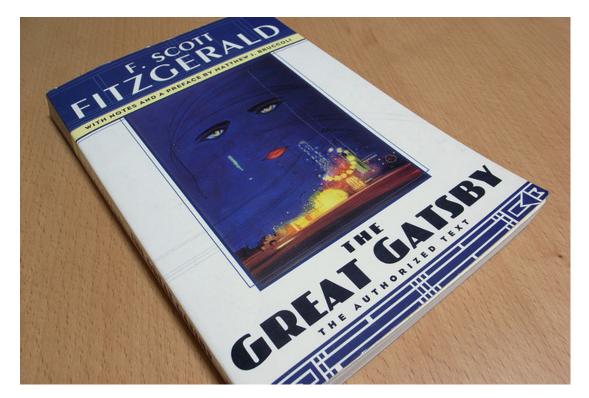
Common-place

3.4 Major Book Formats



Hardcover

codex block of wood



The Great Gatsby

Harry Potter

Paperback

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	The
Interpreter of Maladies	
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 Exercises

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New Yorker American Scientist

CNN

USA Today

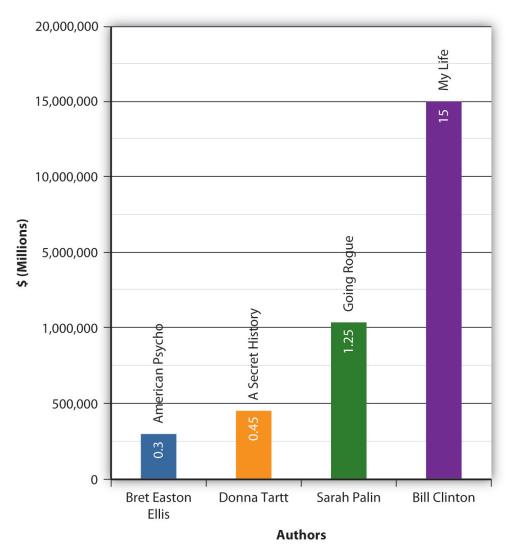
New York Times

3.5 Current Publishing Trends



Blockbuster Syndrome

New York Times



American Psycho A Secret History Going Rogue My Life

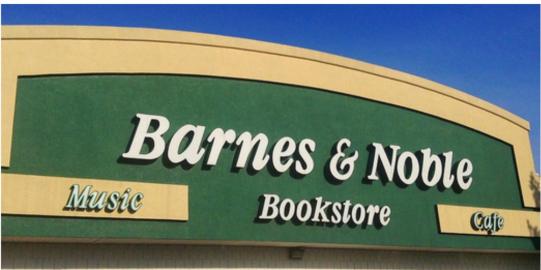
The Da Vinci Code

Authors Say "No" to Blockbuster Syndrome

Briefs: Stories for the Palm of the Mind

Rise (and Fall?) of Book Superstores



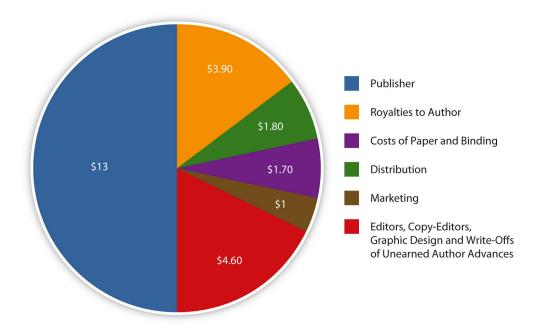


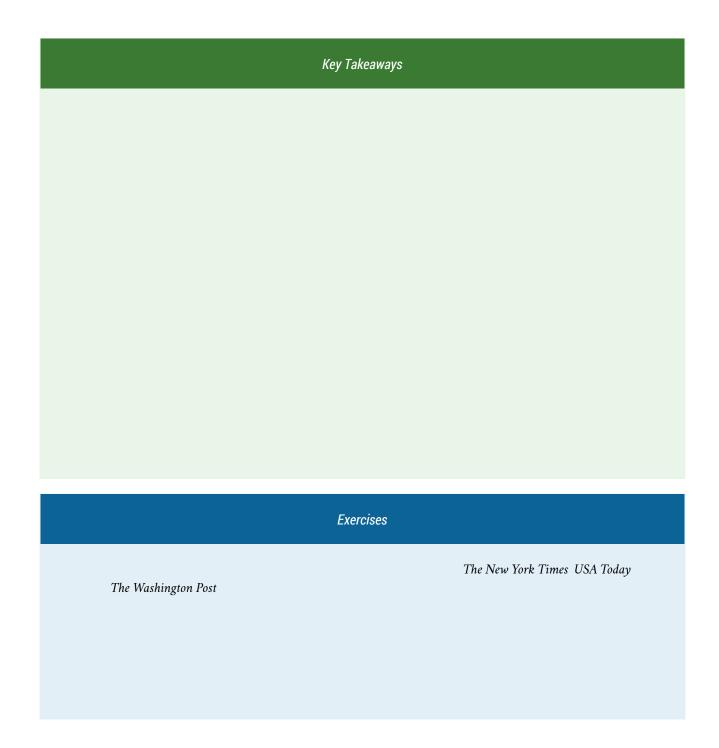
Mother Jones

Harry Potter Twilight

The New Yorker

Price Wars





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The Secret History

New Criterion

Entertainment Weekly

Time

Mother Jones

New York Times

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Publishers Weekly

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Reuters

New York Times

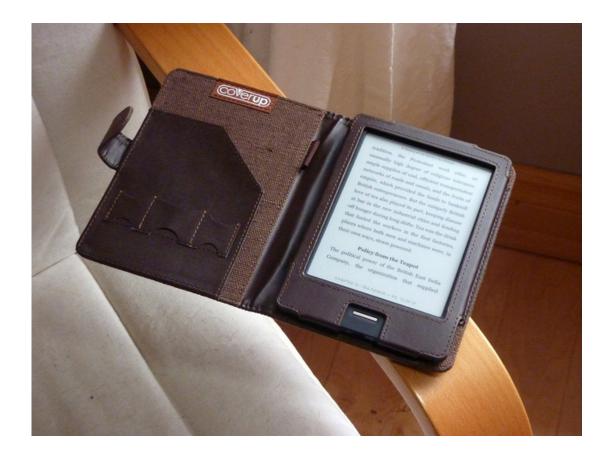
American Time Use Survey

American Time Use Survey

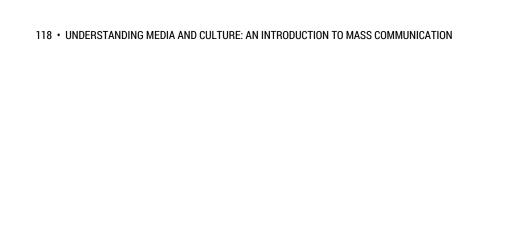
3.6 The Influence of New Technology

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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	Exercises

End-of-Chapter Assessment

Critical Thinking Questions	
Career Connection	
Career Connection	
Career Connection 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 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 New York
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NYT WSJ Wired	

4.2 History of Newspapers

Learning Objectives

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Acta Diurna

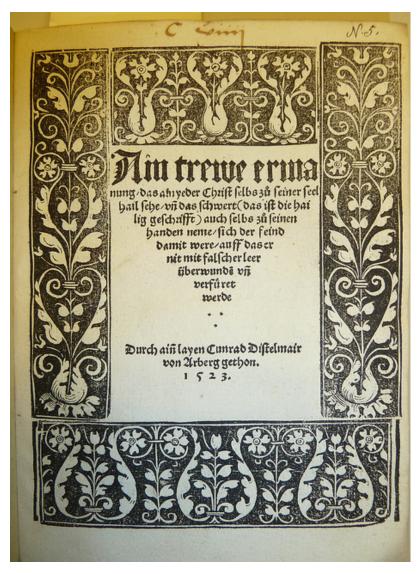
The Birth of the Printing Press



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Furnemmen	Aviso Relations over Zeitung	Relations: Alle
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128 · UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION

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



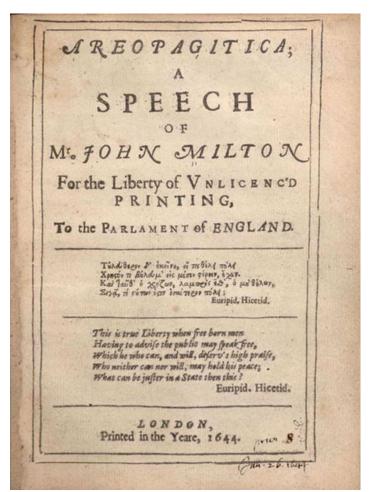
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Government Control and Freedom of the Press

The Heads of Severall Proceedings in This Present Parliament

Areopagitica



Areopagitica

Areopagitica

Colonial American Newspapers

Public

Occurrences, Both FORREIGN and DOMESTICK

Public Occurrences

The Boston News-Letter
American Weekly Mercury

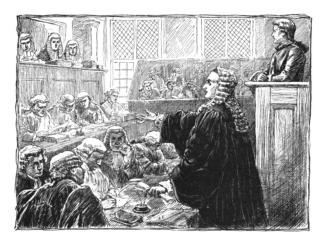
The Boston Gazette

New England Courant

The New England Courant

The Pennsylvania Gazette

The Trial of John Peter Zenger



The New York Weekly Journal

The New

York Weekly Journal

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	New York Gazetteer	
Freedom of the Press in the Early United States		
Newspapers as a Form of Mass Media		
Newspapers as a rollin of mass media		
The Penny Press		
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	The Sun	The Sun
The Sun		
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Courier and Enquirer	The Sur	1
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Sun

New York Morning Herald

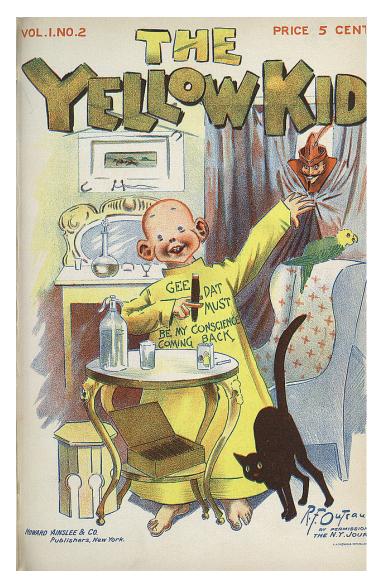
Herald

Growth of Wire Services

New York Sun Journal of Commerce Courier and Enquirer New York

Herald Express

Yellow Journalism			
New York World			
		New York World	
	New York New York Journal	World	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
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	Exercises

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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

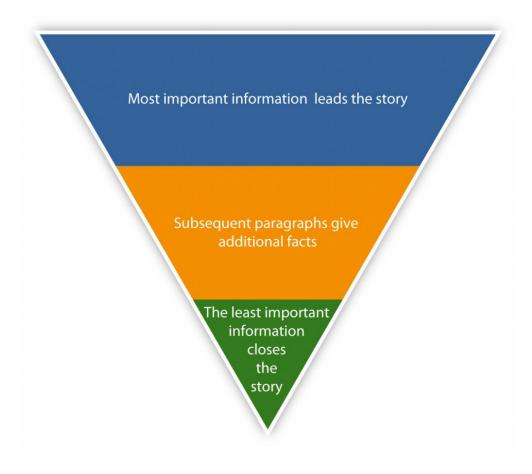
Journal of

American Studies

4.3 Different Styles and Models of Journalism

The Inverted Pyramid Style

	Learning Objectives	
Objective versus Story-L	Driven Journalism	
		The New York Times
The Rise of Objective Jo	ournalism	
	The New York Times	
	The New York Times	QI .:
Times	The New York Times	Chattanooga
	The New York Times	
		The New York Times
	The New York Times	



Interpretive Journalism

The New York Times Time

Time

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Time	
Competition From Broadcasting	
opposite the editorial page	
Literary Journalism	
in the second se	
new journalism	
Important Literary Journalists	



Herald Tribune

Esquire

Esquire

Herald Tribune

In Cold Blood

New York Times

In Cold Blood

Consensus versus Conflict Newspapers		
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York Times		
Niche Newspapers		
Mone Newspapers		
Christian Science Monitor	Advocate	Th
The Underground Press		
The Underground Fress		

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

The New	York	Times
The New 1	Repub	lic

The New York Times Revisits Old Stories

The New York Times

The New York Times

The New York

Times

Watchdog Journalism

The Washington Post

Impact of Television and the Internet on Print

Case Study: USA Today

USA Today

USA Today

USA

USA Today

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

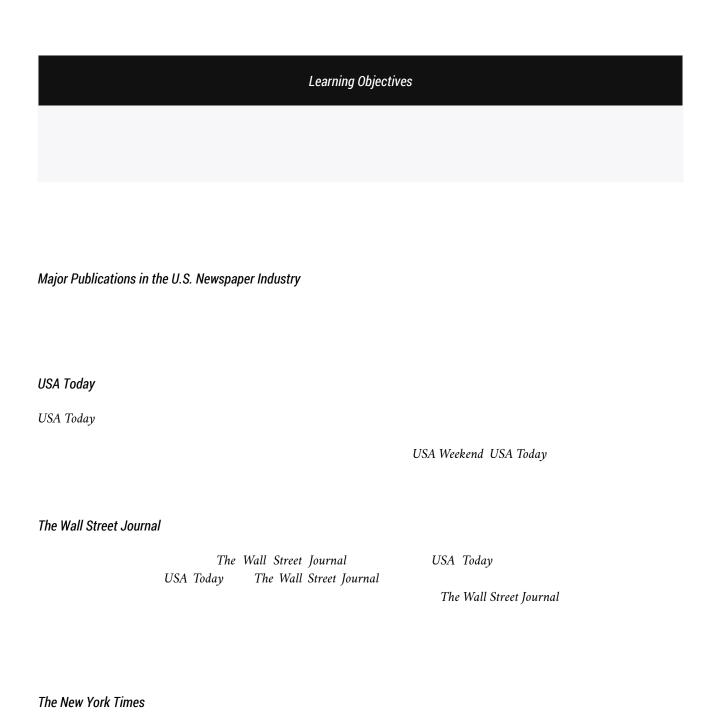
Z Magazine

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

Newspapers

New York Times

4.5 Current Popular Trends in the Newspaper Industry



The New York Times

Journal	USA Today The New York Time.	s	The Wall Street
Los Angeles Times			
Los Angeles Times			
			Los Angeles Times
The Washington Post			
	The Washington Post		
			The Washington Post
The Washington	Post	Sunday Source	
	Los	: Angeles Times The Washing	gton Post
Chicago Tribune			
			Chicago Tribune



Chicago Tribune

Chicago Tribune

Declining Readership and Decreasing Revenues

Rocky Mountain News

Readership Decline

Rocky Mountain News

	4.5 CURRENT POPULAR TRENDS IN THE NEWSPAPER INDUSTRY • 153
Joint Operating Agreements	

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Key Takeaways

USA Today The Wall Street Journal The

New York Times Los Angeles Times, The Washington Post

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

Chronicle of Philanthropy

4.6 Online Journalism Redefines News

	Learning Objectives			
Competition From Blogs				
		participating		
		ραπιτιρατιπίς		
Advantages Over Print Media				
	Dundan Dayt			
	Drudge Report		Newsweek	
		Newsweek		
				Drudge Report

Post-Intelligencer

The Huffington Post The Daily Beast The Huffington Post

Drudge Report

Vanity Fair

The Daily Beast The Daily Beast

PressThink.org

The New York Times The Guardian The Financial Times

The Wall

Street Journal



Key Takeaways
Exercises
End-of-Chapter Assessment

U	JSA Today
	Critical Thinking Questions
	Citical Timiking Questions

	Career Connection	
being		
References		
	Daily Beast	

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	PressThink	
	Hindu	
	Hindu	
PressThink		
rress i nink		

Times

5.1 Magazines

Changing Times, Changing Tastes



			Newsweek			
			Go	urmet		
Gourmet					Gourmet	
Day with Rachel Ray			Food Network Mag	azine		Every
References						
	Gourmet				New York Times	
		Gourmet		New Yo	rk Times	
		Newsweek				

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

5.2 History of Magazine Publishing



British Magazines Appear

Rev	riew	Tatler	Robinson Crusoe Spectator
		Review	
Tatler	Spectator	Spectator	Tatler
	ectator Female Tatler	Female Spectator	
American Magazines			
		American Ma	gazine
General Magazine			O
American Magazine		General Magazine	
Mass-Appeal Magazines			
			Godey's Lady's Book
The Catumday Francisco Deat			
The Saturday Evening Post			
		The Sati	urday Evening Post
		The Saturday Evening Post	
			The Saturday Evening Post
Evening Post			The Saturday
2,0,000 2000			Post

THE SATURDAY EVENING POST

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



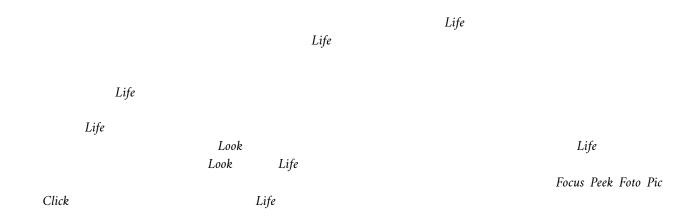
THE STOLEN INTERVIEW
THE CURTIS PUBLISHING COMPANY, PHILADELPHIA

The Saturday Evening Post

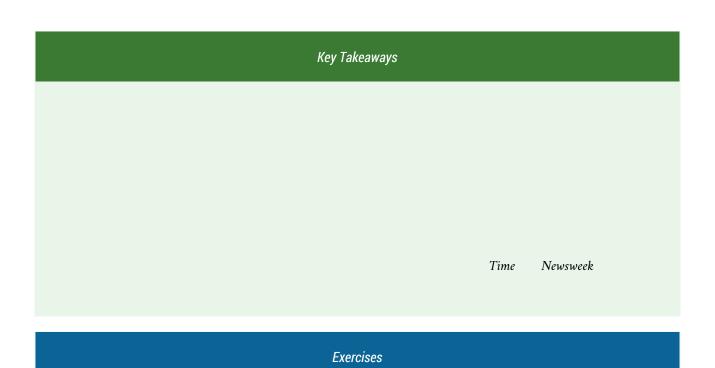
The Saturday Evening Post

Youth's Companion			
The American Boy	Youth's Companion		
Price Decreases Attract Larger Audiences			
The Saturday	Evening Post You	uth's Companion	
McClure's Magazine Cosn	nopolitan		Munsey Magazine
Munsey Magazine			
Early 20th-Century Developments			
Newsmagazines			
	Time		Time
			Time
Forbes		Business Week	
Newsweek Newsweek	Time Time	Newsweek	

Picture Magazines



Into the 21st Century



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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 L	iterature in Magazines		
Finn	Ulysses Hiroshima	Uncle Tom's Cabin Walden Moby-Dick The Old Man and the Sea	Tom Sawyer Huckleberry Tarzan of the Apes
Pulp Mag	azines		

Weird Tales

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Adventure Horror Stories Startling Stories



Detective Comics

Entertainment M	agazines				
Movie Mirror	Movieland		i	Photoplay Pictur	? Play
Guide		En	tertainment Weekly	Rolling Stone	TV
Teen Magazines					
		Tiger Beat	Teen People	Seventeen	

Tiger Beat



Do Magazine Images Negatively Influence Teenage Girls?

Celebrity Magazines	
	Key Takeaways
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	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

AARP

Better Homes and Gardens

National Geographic Family Circle

AARP The Magazine AARP

Bulletin Reader's Digest

AARP The Magazine and AARP Bulletin

AARP The Magazine

AARP The Magazine

AARP Bulletin

AARP Bulletin

Reader's Digest		
Reader's Digest		
Reader's Digest		
News Magazines		
W. 11 D		Time Newsweek U.S. News &
World Report		
Newsweek		
Newsweek	News-Week	
		Newsweek
	Caina Banna An Ammian Life	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 & W U.S. News & World Report	orld Report		Time	Newsweek
	America's Best Colleges	America's Best G	raduate Schools	
Women's Magazines				
	Ladies' Home Journal Good	d Housekeeping	Better Homes and Ga	ardens
Ladies' Home Journal				
Ladies' Home Journal		Tribune	and Farmer	
Ladies Home Journal and Practice	ıl Housekeeper		Ladies' Home Journal	
Ladies' Home Journal				
Good Housekeeping				
Good Housekeeping				
Good H	Iousekeeping			
Better Homes and Gardens				
Better Hom	es and Gardens			

Better Homes and Gardens Better Homes and Gardens	Better Homes and Gardens
Cosmopolitan Cosmopolitan	
Cosmopolitan Cosmopolitan	
Cosmo Cosmopolitan	
Cosmo Cosmopolitan	Cosmopolitan Cosmo
Men's Magazines	Sports Illustrated

Spo	orts Illustrated						
	Time		Sports I	llustrated			
		Sports Illustrated					
			Sports Illustrate	ed			
Cele	ebrity Magazin	es					
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OK.	! Us Week	ely					People
Peo	pple						
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OK!							
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	,	Us Weekly					
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			Us Weekly				

Us Weekly

	Key Takeaways				
1	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 Objective	es		
Format				
Angeles Times			The Washington Post	Los
Time Newsweek	U.S. News & World Report			
U.S. News	Newsweek	Time U.S. News Newsweek	Time	
Choice to Publish				
Time	Newsweek			

Advertisers' Influence		
Editorial Leanings		
	Time I	Newsweek and U.S. News & World Report
U.S. News & World Report		
	Newsweek U.S. News	Time
Newsweek		
U.S. News & World Report		Newsweek

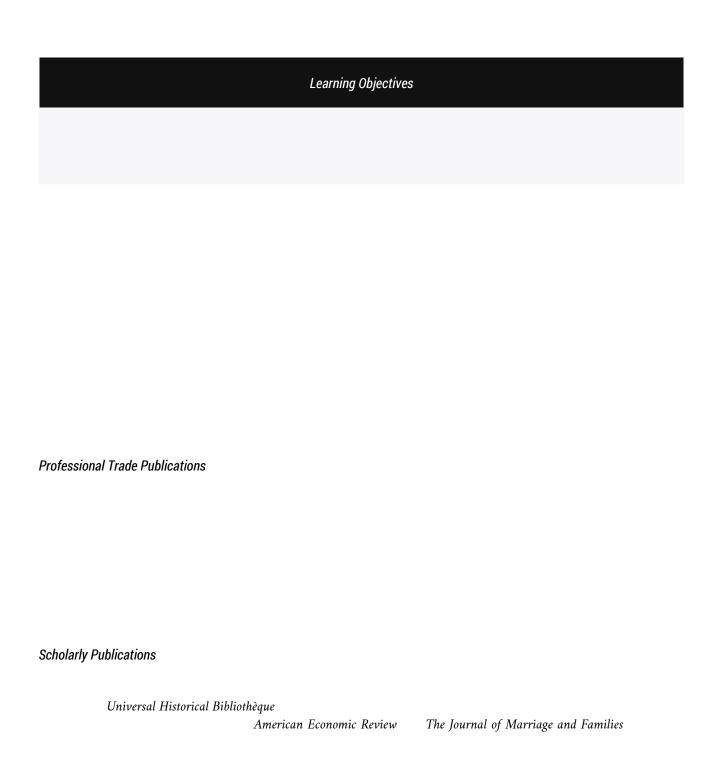
Online News Sources		
Salon	Slate	
	Key Takeaways	
	Exercises	
References		

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



Religious	Groups
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Christianity Today Catholic Digest

Kashrus Magazine

Shambhala Sun

Cross Currents Cross Currents

Political Groups

The American Prospect The American

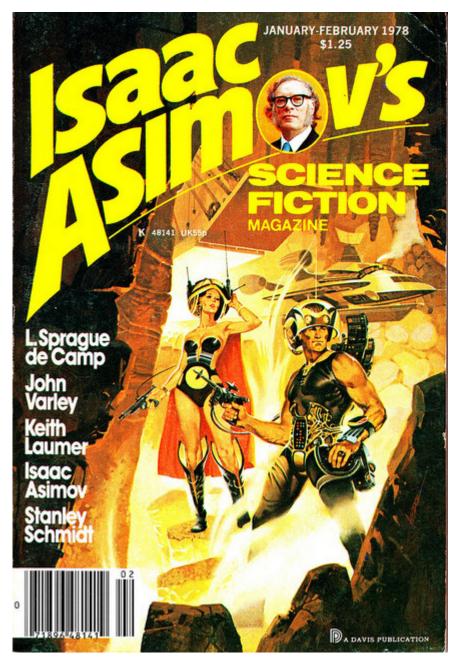
the American Conservative

Pulp and Genre Fiction Magazines

Conservative The American Prospect

Asimov's Science Fiction

Asimov's Science Fiction



Asmiov's Science Fiction

Ellery Queen's Mystery Magazine

Hobby and Interest Magazines

Old House	Sport	s Illustrated Nation	Health) al Geographic	Bon Appétit	This
		British Journa	al of Photography		
Review		Journal Pet	of the Internationa Creating Keepsak	Spin al Double Reed Society ses	International Early Music Just Jazz Guitar
	Vogue	Vogue			
				Vogue	
Vogue				Vogue	
	Vogue				

Vogue Crosses Media Lines		
Vogue September Issue		The Devil Wears Prada The The Devil Wears Prada
Runway	Vogue	
The September Issue	Vogue	The Devil Wears Prada

	Key Takeaways				
	Exercises				
Cosmopolitan		Vogue			
References			io9		

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EQMM Ellery Queen's Mystery Magazine

24 Frames Los

Angeles Times

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

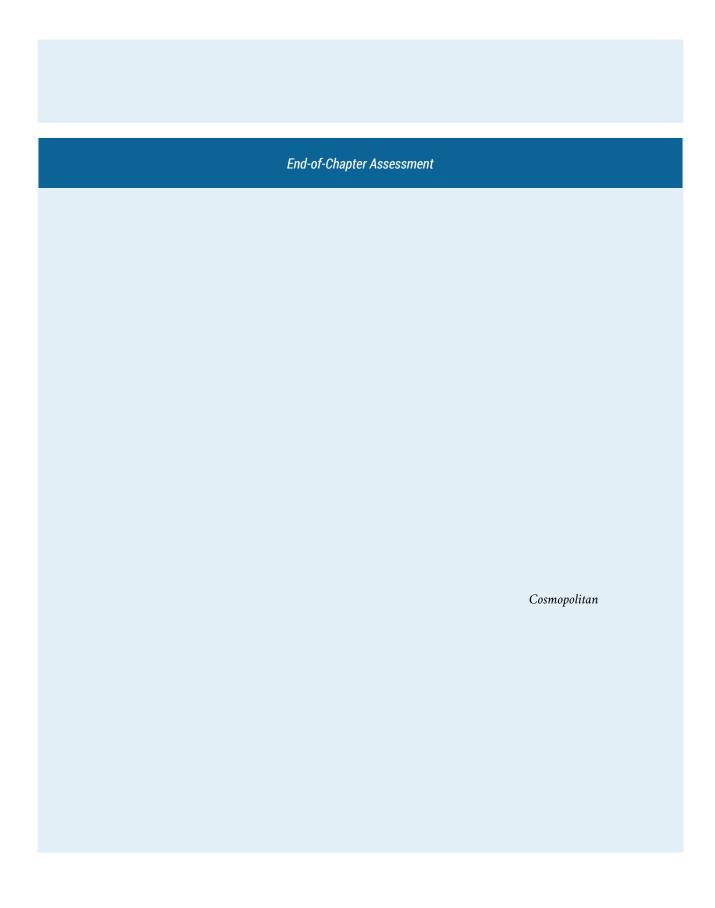
The New

	Elle Girl	Teen People	PC Magazine	
Magazine-Like Websites				
Print Magazines With Online Presen	ces			
What	t Remains			
	Time	,		Time Time
Is Print Dead?				

Is print dead?

York Times			
	Glamour	More	
		Vov Takaaways	Marie Claire
		Key Takeaways	
		Exercises	
		Exercises	

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PC Magazine
Critical Thinking Questions
The Saturday Evening Post
Is print dead
Career Connection

References

New York Times

PC Magazine New York Times

Bernadette Geyer: Livin' the Literary Life in the Exiles of Suburbia

Fast Company

Slate

Time

PC Magazine PC Magazine

TV Guide Consumerist

6.1 Music

From Social Networking to Stardom



Rumours

Coco

Billboard 200

Coco

Breakthrough

References

Colbie Caillat.com

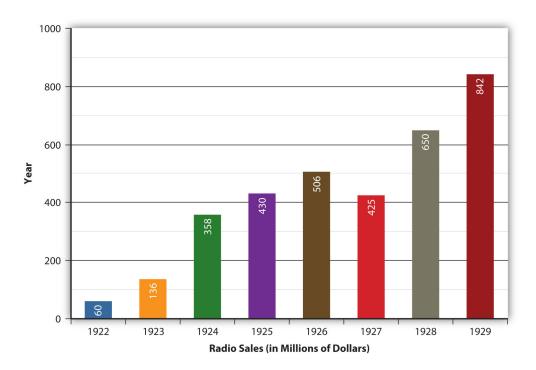
Waco Tribune-Herald

6.2 The Evolution of Popular Music

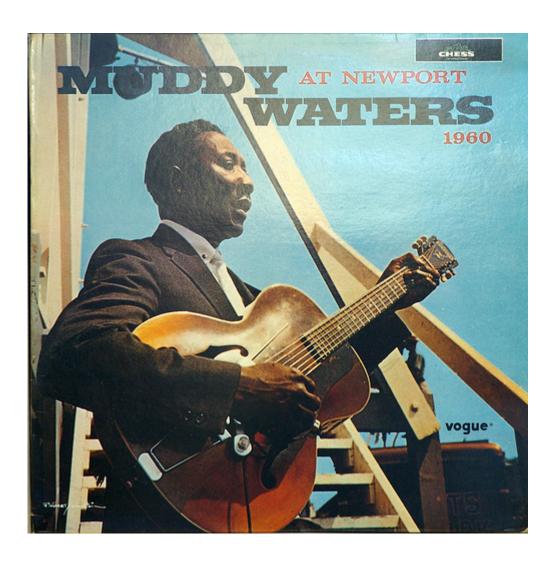




The Roaring 1920s: Radio versus Records



The 1930s: The Rise of Jazz and Blues

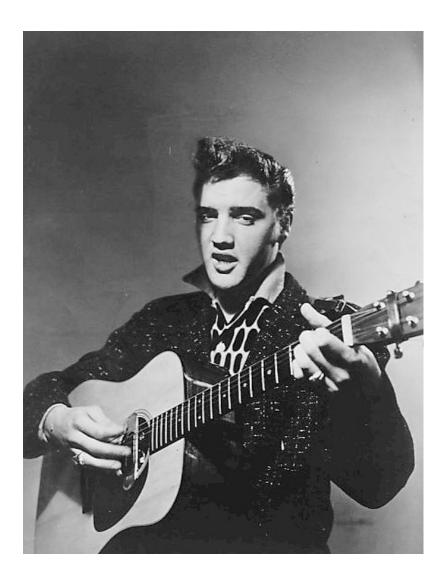


The 1940s: Technology Progresses



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The 1950s: The Advent of Rock and Roll
Billboard
R&B

The Moondog Rock & Roll House Party

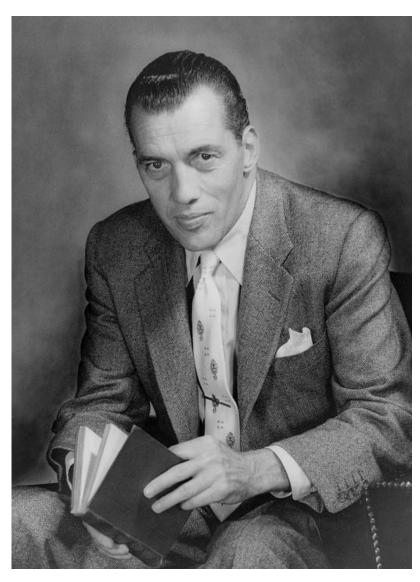


The 1960s: Rock and Roll Branches Out From R&B

Sullivan Show

Beatlemania

The Ed Sullivan Show



The Ed Sullivan Show

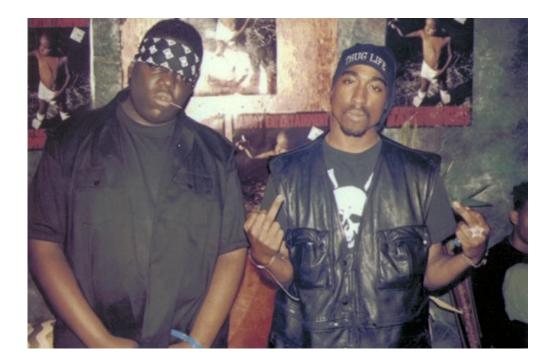
	6.2 THE EVOLUTION OF POPULAR MUSIC • 215
The 1970s: From Glam Rock to Punk	
Saturday Night Fever	
	Melody Maker
	INICIOU Y INIUKCI



The 1980s: The Hip-Hop Generation

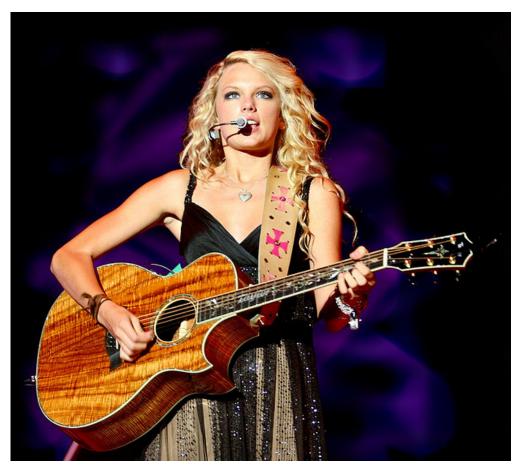


The 1990s: New Developments in Hip-Hop, Rock, and Pop





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



Fearless

Key Takeaways

	Exercise
References	

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

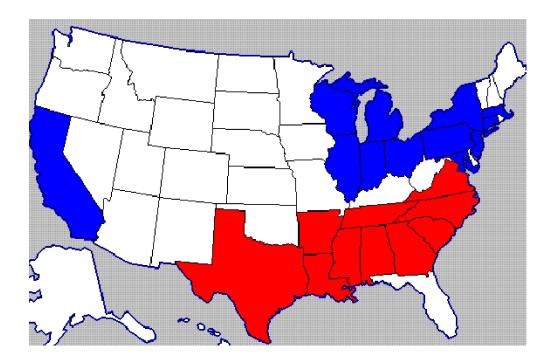
> EncyclopediaBiography World

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



8 · UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION	
usical Influences on Culture	
isical illiuences on Guiture	
nce .	
Hijacking Hits	

Morality

Ed Sullivan Show

New

York Daily News

Gender



	Key Takeaways	
		American
Bandstand		
	Exercise	

References	
The Roug	h Guide to Rock
	CBS News
	New York Times
	Detroit Free Press
	New York Times
Our Culture Volume 1	American Icons: An Encyclopedia of the People, Places, and Things That Have Shaped
	History.com: This Day in History
	MSNBC

New York Times

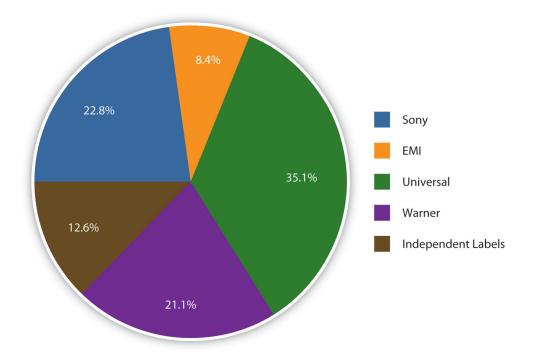
The Tombstone Tourist; Musicians Rockin' in Time Rockin' in Time Rockin' in Time

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
omversus muelo ereup
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







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Vanity Labels		
	Key Takeaways	
	Key Takeaways Exercise	
Labels		Independent Record

Major Record Labels	Independent Record Labels

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



Moving Pictures Experts Group

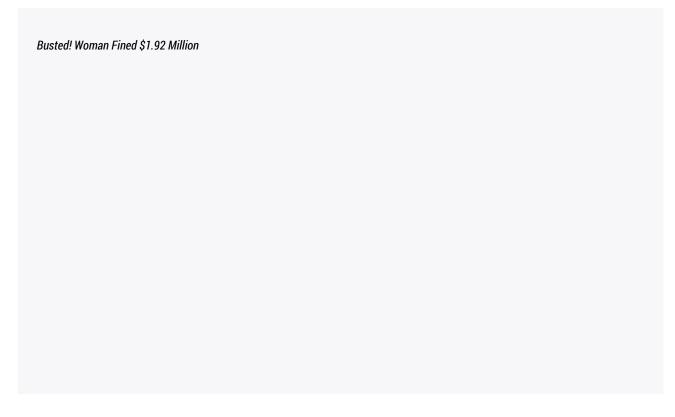
File Sharing: From Illegal Downloading to Digital Music Stores

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KidA

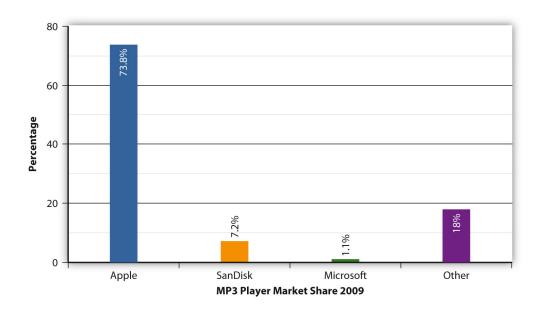
Billboard 200

The Post-Napster Universe: Gnutella and Kazaa



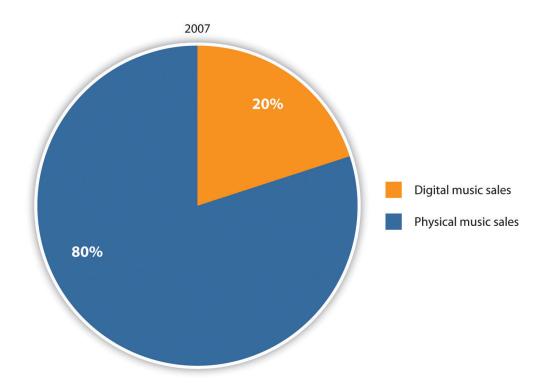
The Advent of Digital Music Stores

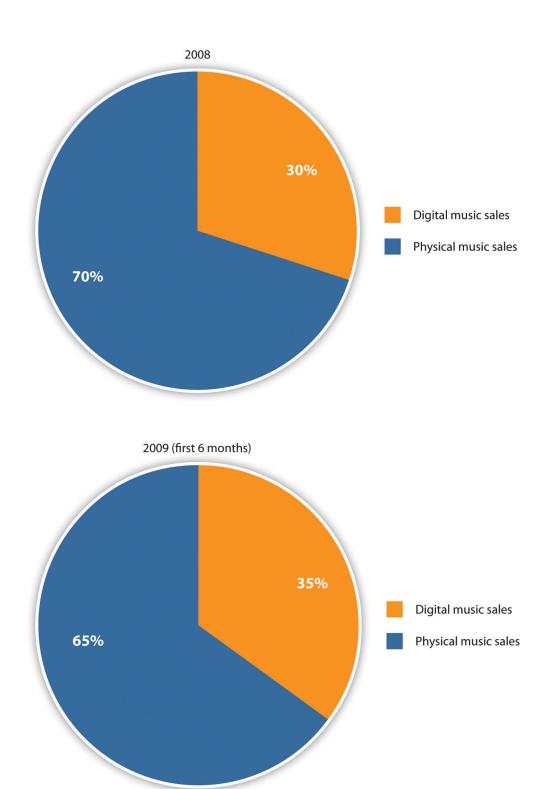
The Impact of Digital Music Technology



Profit Division

CD Sales





Pollstar

Utilizing the Internet: A New Level of Indie



Year Zero

The Slip

In Rainbows

In

Rainbows

Кез	r Takeaways

Exercise
End-of-Chapter Assessment

Wired

References		PC .	Magazine
	Billboard		
	CRN		
		Herald Su	n
	Dishmag		
	Rocky	Mountain	News
			Wired
			Wired
			Wired
	Newsweek		
		Guardian	

The	Tov	Box	Βl	oσ

Matter/Anti-Matter

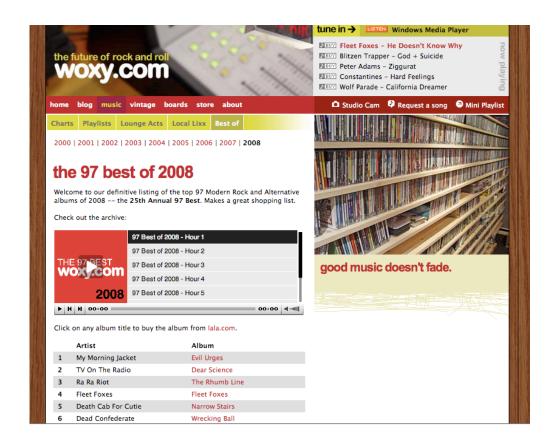
New York Times

SPIN

Fortune

Computerworld

7.1 Radio



Rolling Stone Rain Man

Re	fΔ	r۵	n	^_	c
RH	ır	12	ш		

Cincinnati Enquirer

Ars Technica

7.2 Evolution of Radio Broadcasting

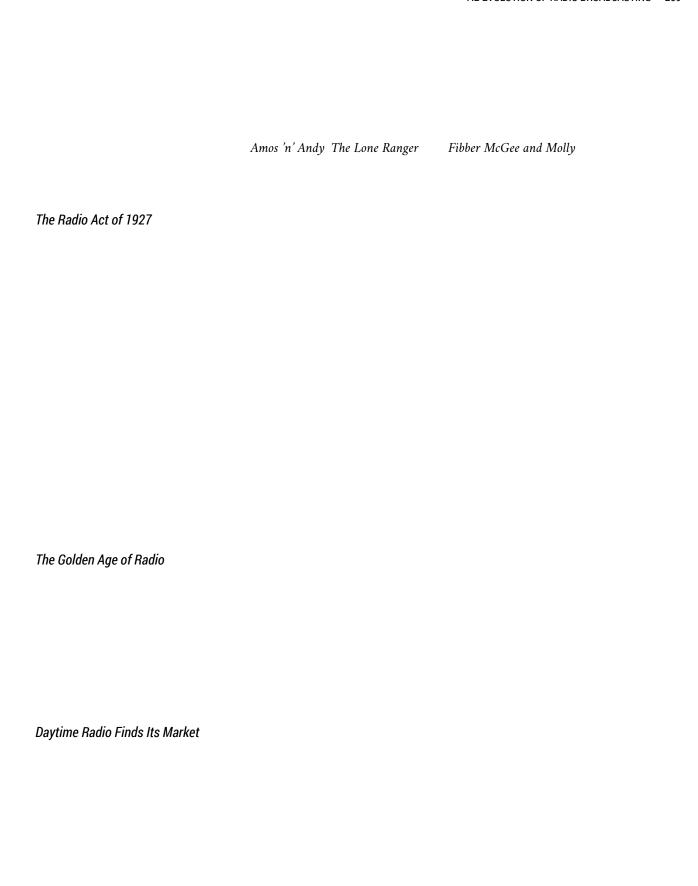


radio

The Invention of Radio



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Broadcasting Arrives	
Radio's Commercial Potential	
The Rise of Radio Networks	



soap operas Guiding Light

The Origins of Prime Time

Burns and Allen Jack

Benny Show Bob Hope Show

Saturday Night Live

Lux Radio Theater Mercury Theatre on the Air



Instant News

Hindenbu	rg			
Is War!				This
The Birth of the Federal Commun	ications Commission			
Radio on the Margins	School of the Air	College of the Air		

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Talaviaian Ctaala tha Chaw		
Television Steals the Show		
The	e Bob Hope Show	
		Gunsmoke
		Dragnet
		Yours Truly, Johnny Dollar
Transition to Top 40		
FM: The High-Fidelity Counterculture		

7.2 EVOLUTION OF RADIO BROADCASTING • 2	26
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The Rise of Public Radio

All Things Considered



A Prairie Home Companion

This American Life
A Prairie Home Companion

Conglomerates

Key Takeaways
Exercises

References

Lone Star College, Kingwood

Last Night a DJ Saved My Life: The History of the Disc Jockey

The Red Scare, Politics, and the Federal Communications Commission, 1941-1960

Manipulating the Ether

Manipulating the Ether: The Power of Broadcast Radio in Thirties America

Laws of Our Fathers: Popular Culture and the U.S. Constitution

America in the Twenties and Thirties

America in the Twenties and Thirties: The Olympian Age of Franklin Delano Roosevelt

Michigan Daily

Wireless Radio: A Brief History American Radio Networks: A History

Say Goodnight, Gracie: The Last Years of Network Radio

The Telegraph

Listening In: Radio and the American Imagination

Schenectady (NY) Gazette

The American Telephone Journal

Radio Voices

Radio Voices: American Broadcasting 1922-1952

Radio Goes to War: The Cultural Politics of Propaganda During World War II

Fast Company

The Radio Station: Broadcast, Satellite and Internet

Journal of Broadcasting

OAH Magazine of History

Listener Supported: The Culture and History of Public Radio
The Museum of Broadcast Communications

The Pacifica Foundation

American Experience: People & Events

Hello, Everybody! The Dawn of American Radio

The Nation

Stay Tuned: A History of American Broadcasting

Oracle ThinkQuest: The 1920s

Rebels on the Air: An Alternative History of Radio in America

United States Early Radio History

7.3 Radio Station Formats

	Learning Objectives
Top Radio Formats	
Top nadio Formats	
Country	
Country	
Nove (Tally the Company)	
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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References

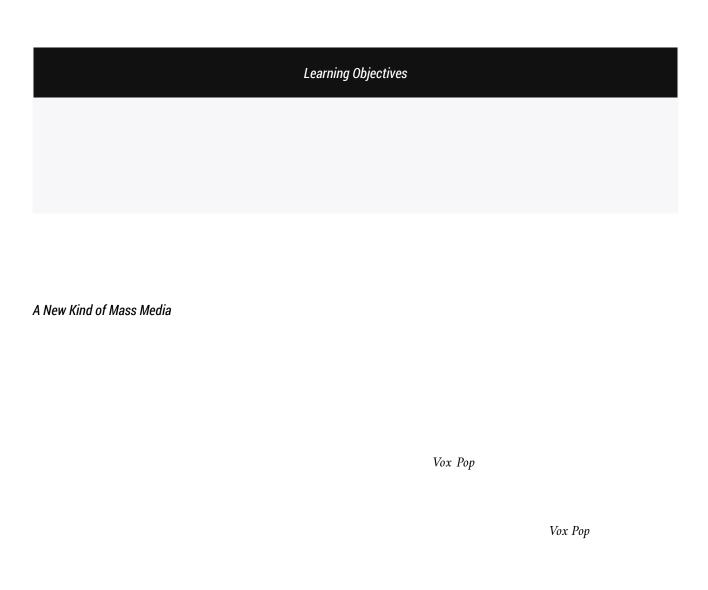
Radio Today: How America Listens to Radio Radio Today Radio Today

Radio Station World

Radio Station World

Radio Station World

7.4 Radio's Impact on Culture



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 Popul	lar Music			
Music Apprecia	tion Hour			
Regional Sounds Take Hold				
			Barn Dance	Barn Dance
Grand Ole Opry				



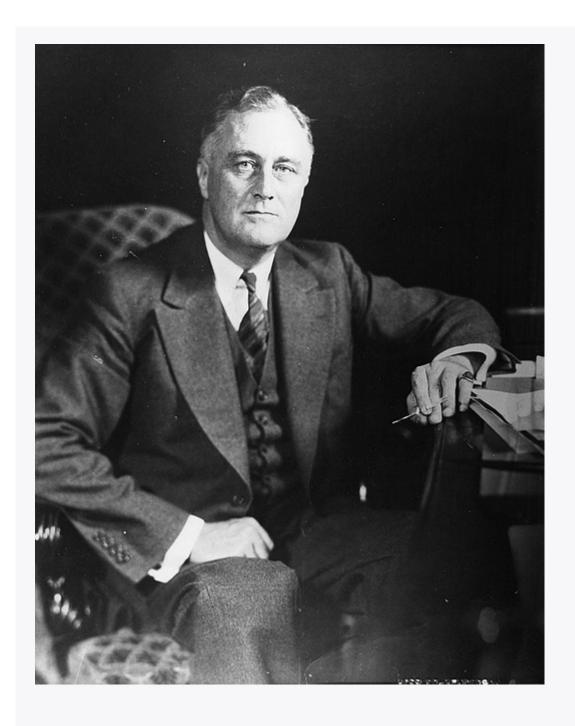
Country musician Dolly Parton sings a song on stage during a Grand Ole Opry live broadcast in Nashville, Tenn. as U.S. soldiers watch the show simultaneously in Iraq on April 23, 2005. Secretary of Defense Donald. H. Rumsfeld also visited Nashville to thank Dolly Parton, the Grand Ole Opry and the American 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

Radio and Politics	
This Is War!	Treasury Hour
FDR's Fireside Chats	



The Importance of Talk Radio	de facto	
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

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Imus in the Morning

Key Takeaways



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South Park Conservatives: The Revolt Against Liberal Media Bias

Call-In Political Talk Radio: Background, Content, Audiences, Portrayal in Mainstream

Media

Manipulating the Ether
America in the Twenties and Thirties

Time

New Media and American Politics

American Public Media

Listening In

Great Speeches—Franklin Delano Roosevelt

NPR

Big Journalism

Classical Music in America: A History of Its Rise and Fall Radio Goes to War

Journal of Research in Music Education

The Social Origins of the Urban South Race, Gender, and Migration in Nashville and Middle Tennessee, 1890–1930

Louisiana Hayride: Radio and Roots Music Along the Red River

Radio Reader: Essays in the Cultural History

of Radio

The War of the Worlds: Mars' Invasion of Earth, Inciting Panic and Inspiring

Terror From H. G. Wells to Orson Welles and Beyond

New York Times

Stay Tuned Stay Tuned

Accuracy in Media Column

San Francisco Chronicle

Beatles Destroyed Rock 'n' Roll

How the Beatles Destroyed Rock 'n' Roll: An Alternative History of American Popular Music

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

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Avatar Avatar

Alice in Wonderland Clash of the Titans

Shrek Forever After

Avatar Avatar

Clash of the Titans

Avatar

Beowulf

Clash of the Titans

The	Last	Airhender	•

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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 F	eature			
	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
Little Pigs Snow White and the Seven Dwarves Gone With the Wind	Three The Wizard of Oz
Gone with the wind	
Disc and Fall of the Hallyward Ctudio	
Rise and Fall of the Hollywood Studio	

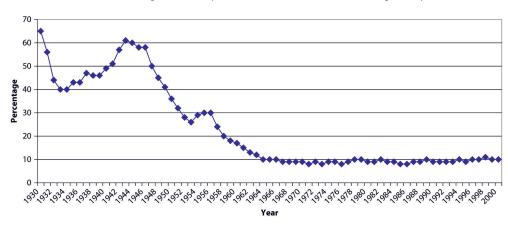
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	The Wild Bunch	2001: A Space Odyssey
Bonnie and Clyde	Easy Rider	

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-

Terrestria	ıl					
				Star W	Jaws Vars	
Jaws						
		Star Wars In	diana Jones	Godfather		Halloween
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Maguire						Jerry
			Key Tak	eaways		

The Jazz Singer

The Wizard of Oz Gone With the Wind

Bonnie and Clyde The Wild Bunch

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The Matrix Jurassic Park

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Movies Mirror Culture	
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Fahrenheit 9/11 World Trade Center i	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"

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

The Wild Bunch

Easy Rider

Midnight Cowboy

The Hollywo	od Production Code			
MPAA Ratin	as			
		Who's Afraid of Virginia	ı Woolf?	
The New Wa	r Film: Cynicism and Anx	iety		
	Dr. Strangelo	ove M*A*S*H	The Deer Hunter	Apocalypse Nov
	Platoon	Born on the Fourti	h of July	Full Metal Jacke

Halloween Friday the 13th

E.T.: The Extra-Terrestrial Raiders of the Lost Ark

Star Wars

Movies Shape Culture	e				
Flashd	lance				
Film and the Rise of I	Mass Culture				
Picture Magazine		The Motion Pictu	re Magazine		The Motion
American Myths and	Traditions				
			High Noon	It's a Wonder	ful Life
				Star Wars	The Matrix
Social Issues in Film					
	The Birth of a Nation	n The Kite Ri	unner		Hotel Rwanda

Super Size Me

Food, Inc.

Super Size

Me

Bowling for Columbine

Fahrenheit 9/11

Key Takeaways			
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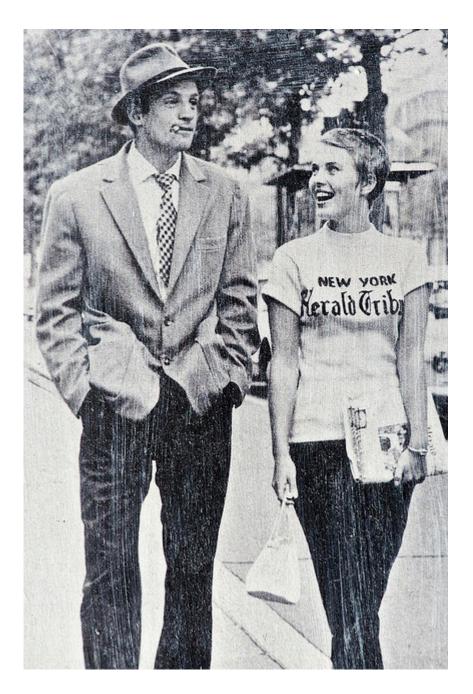
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What Women Want
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What Women Want

The Million Dollar Hotel

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Breathless

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Rising Costs and Big Budget Movies			
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Avatar	Avatar		
	21vuid!		

Avatar				
			Avatar	
				Avatar
The Big Budget Flop				
			Н	eaven's Gate
	Heave	n's Gate		
	Sahara			
Piracy				
		X-Men Origin		
III: Revenge of the Sith			The Hulk	Star Wars Episode
		Key Takeaways		

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

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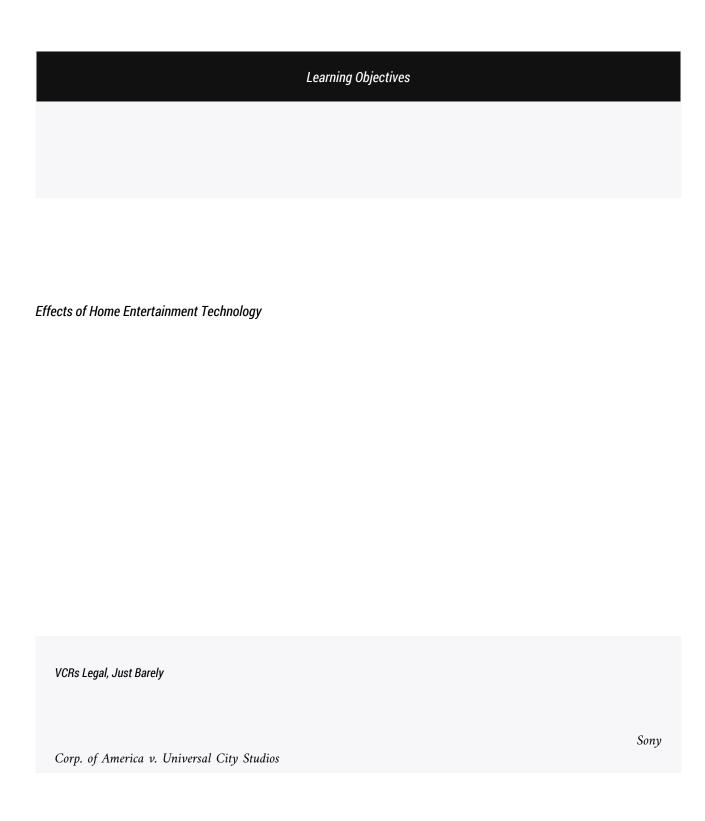
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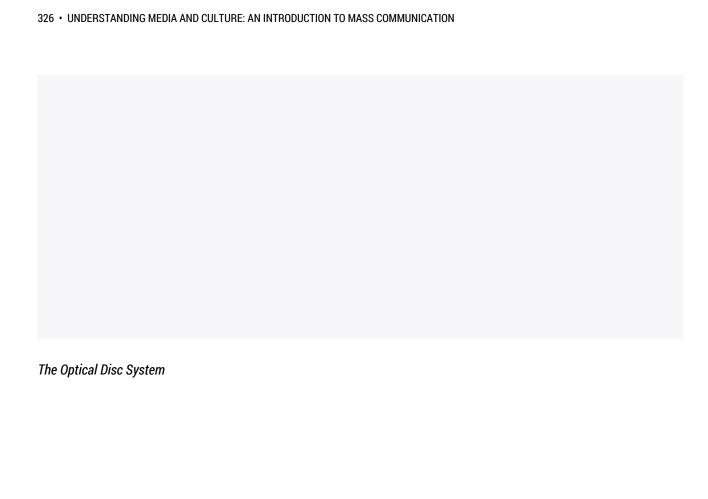
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direct-to-DVD

American Pie Bring It On: In It to Win It Ace Ventura Pet Detective, Jr.

Slumdog Millionaire

Glee

The Industry Goes Digital

Star Wars Episode II:

Attack of the Clones

Attack of the Clones



Attack of the Clones

Attack of the Clones

The Resurgence of 3-D

House of Wax



Captain Eo Honey, I

Journey	to	the	Center	of	the	Earth

Avatar

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Key Takeaways

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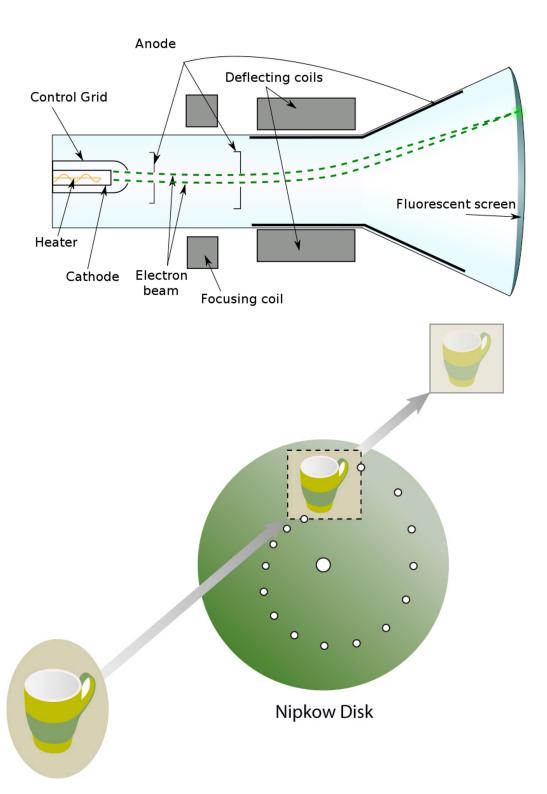
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Challenger

The Origins of Television

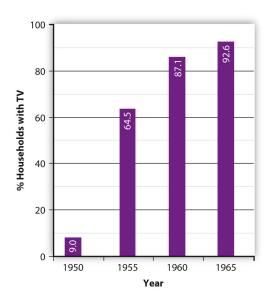


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Early Broadcasting

Color Technology

The Golden Age of Television



Playhouse 90

The U.S. Steel Hour

Today

The Tonight Show



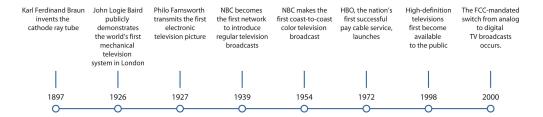
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\$64,000 Question

Dotto

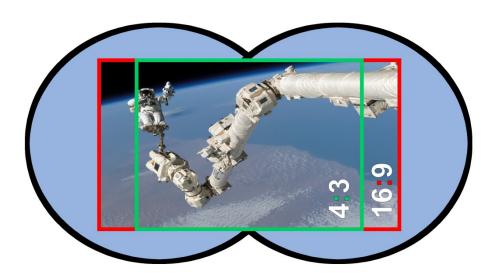
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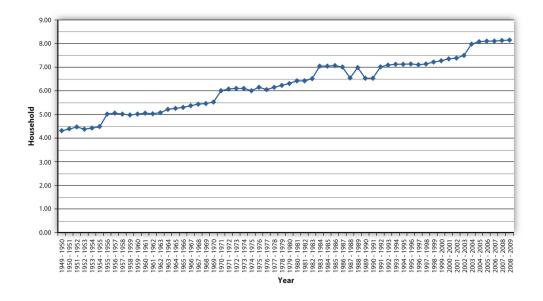
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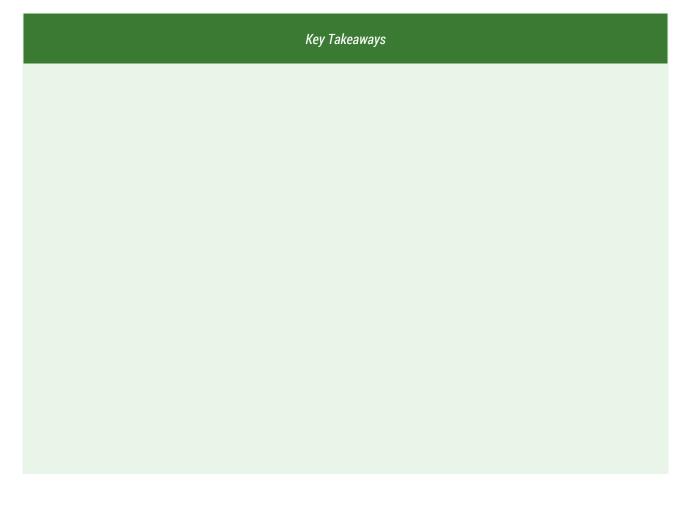


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Father Knows Best



See It Now

Gunsmoke

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Violence and Escapism in the 1960s

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I Dream of Jeannie

Bewitched

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	
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Family Ties			The Cosby Show
Specialization in the 1990s and 2000s			

Black Entertainment Television (BET)

Television's Influence on Culture

Lost 24

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

Brother

Survivor

Survivor

The Bachelor Temptation Island Dating in the Dark

American Idol



Big

Got Talent			Britain's		
	The View	Dancing with the Stars Survivor American Idol	Jon & Kate Plus 8		
Britain's Swap	Got Talent Extreme Makeover		The Contender Paradise Hotel Wife		
Key Takeaways					

	Exercises
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Learning Objectives			
Dragnet	Gunsmoke		
The Influence of Corporate Sponsorship Playhouse		Colgate Comedy Hour Camel Newsreel Goodyean	r TV



Colgate Comedy

Hour

Glenn Beck

Saturday Night Live

Hot Ghetto Mess

Ellen

Public Television and Corporate Sponsorship

	9.3 ISSUES <i>I</i>	AND TRENDS IN THE TELEVI	ISION INDUS ⁻	TRY • 357
,	ohn Adams	The Tudors	Pla	net Earth
,			Nova	Nature

The Late Show Starring Joan Rivers

Buffy the Vampire Slayer Moesha Dawson's

The Simpsons

Beverly Hills 90210 Melrose Place In Living Color

The Rise and Fall of the Network

The Wayans Bros

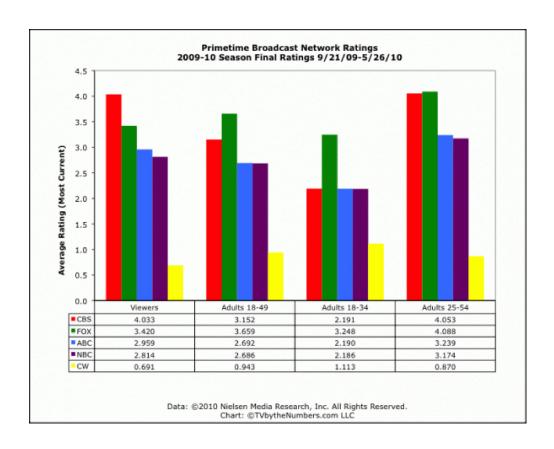
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Variety

America's Next Top Model

Veronica Mars Beauty and the Geek Smallville Gossip Girl The Vampire Diaries

Gossip Girl 90210

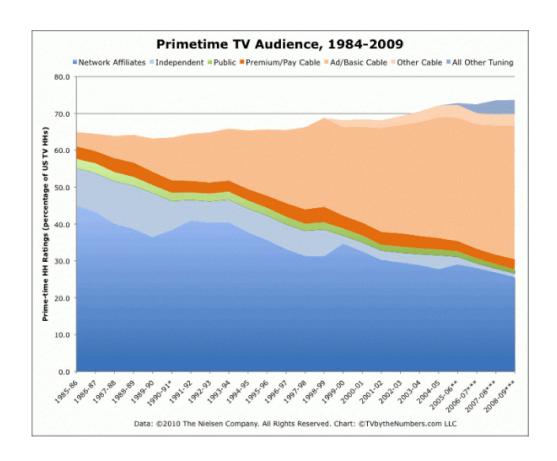


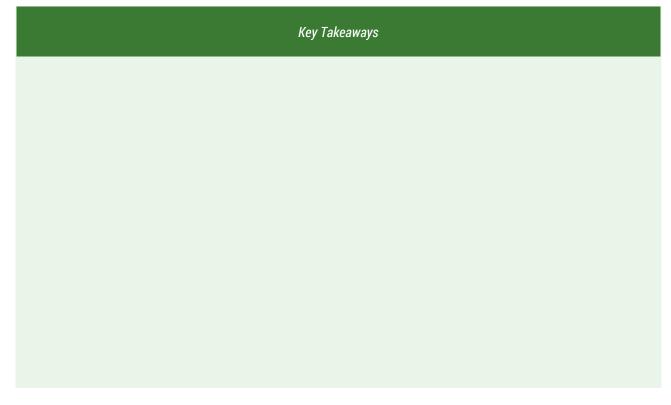
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Narrowcasting			
Nanowcasung			
Impact on Networks			
Practice		CSI NCIS Grey's	s Anatomy Private
	Everybody Hates Chris	Gossip Girl	The Vampire Diaries
Cops	Modern Family Cougar Town America's Most Wanted		

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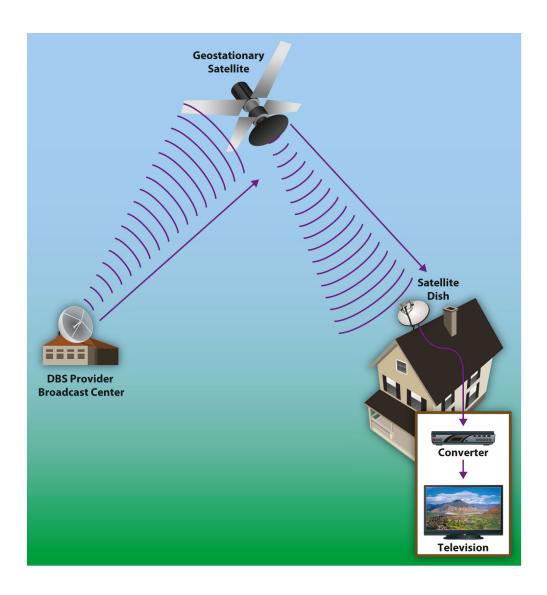
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	Friday Night Lights Oz	Deadwood	Passions
Sex and the City			
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Catch			Deadliest
New Viewing Outlets: YouTube and Hulu			

The Office



	It's Always Sunny in Philadelphia	
	The Closer	Saturday
Night Live		outuruty
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Interactive Television

CSI

Glee

Glee



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10.1 Electronic Games and Entertainment

Want to Get Away?



The Legend of Zelda

Final Fantasy

Tetris

		Dance Dance Revoluti	on		Wii F	it
Motorsport	FIFA			Guitar Hero	Rock Band	Forza
Bowling						Wi
References			PBS	PBS		

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	e Video Game			
			Rolling	s Stone
	Spacewar!			
Arcade Games		Spacewar!	Computer Sp	ace
		Pong		Pong
Space Invaders				
opace invaders		Space Invaders		
Video Game Consoles				
Done			Pong	
Pong	Pong			

Pong	Pong			
			Sanaa Luura kuus	Dan
Man			Space Invaders	Pac-
Home Computers				
Mystery House		Rogue		
The 1980s: The Crash				
	Pac-Man	Pac-Man		
	Pac-Man		E.T.: The Extra-Terrestrial	
			E.T.	

The Rise of Nintendo

Mario Brothers		Super
Brothers		Super Mario
The Legend of Zelda		
Other Home Console Systems		
Computer Comes Flourish and Innovate		
Computer Games Flourish and Innovate	Dragon's Lair	Space Ace

Donkey Kong

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

Doom

Command

and Conquer Total Annihilation

Ultima Online

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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	
nome consoles	
Key Takeaways	
	Tennis for Two

Myst	
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10.3 Influential Contemporary Games

Dance Dance Revolution

Guitar Hero and Rock Band Guitar Hero Rock Band

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)

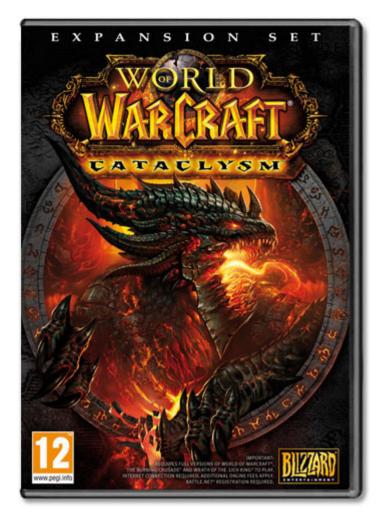
GTA
GTA III GTA IV

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: Mode	rn 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 The	eft Auto			
World of Warcr	raft			
Wii Sports	Wii Fit	Wii Sports	Wii Fit	
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10.4 The Impact of Video Games on Culture

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Game Culture					
Spacewar!					
	Pac-Man	Super Mario Bros.			
				Super Mario Bros.	
		Super Mario	Bros.		
			Wii Bowling		

The Subculture of Geeks		
III	This Gaming Life: Travels in Three Cities	Quake
		The Level of the Divers
Harry Potter Spider-Man World oj	The Dark Knight Grand Theft Auto Warcraft	The Lord of the Rings Halo

The Effects of Video Games on Other Types of Media

E.T. Star Wars

Television

Pac-Man Pole Position Q*bert

The Super Mario Bros. Super

Pokémon

Show! The Legend of Zelda

The Guild		
Film		
		Mortal Kombat
Lara Croft: Tomb Ra	iider	
Tron		Prince of Persia
Grand Theft Auto Iron Man Grand Theft Auto IV	IV Iron Man	
Grand Theft Auto IV		
Music		
	Final Fantasy	

Rock Band Guitar Hero

The Beatles: Rock Band

Final Fantasy

Machinima

Quake

South Park

Video Games and Education



Number Munchers Word Munchers

Nature

Video Games as Art			
Flower Flower		Katama	ri

Key Takeaways

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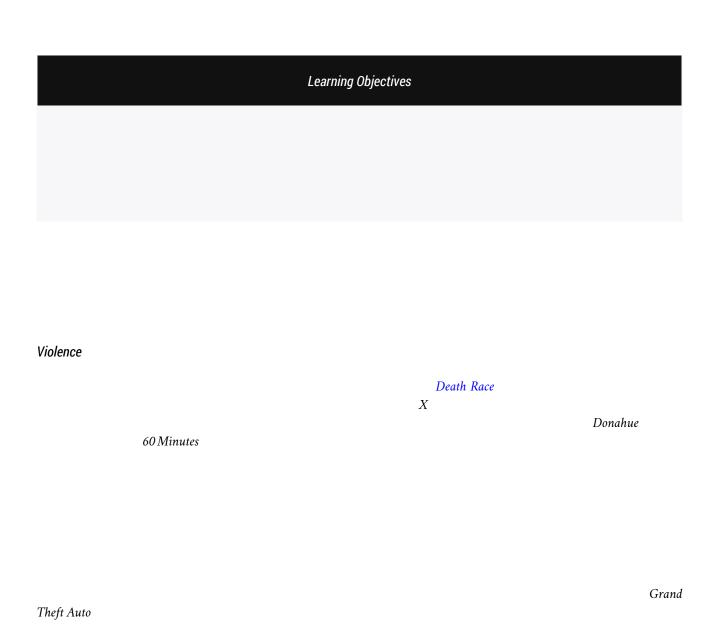
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10.5 Controversial Issues



Video Game Addiction

World of Warcraft



This Gaming Life: Travels in Three

Cities Quake III

Sexism



Tomb Raider Dead or Alive Xtreme

Game Developer

Custer's i	

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

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Death Race

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



Video Games and the Social World of Sports



Second Life

Second Life

Creativity:

Ownership:

Second Life



Second Life

Social Media and Games



FarmVille

FarmVille

FarmVille

Lexulous Scrabulous Pet Society Scrabble

World of Warcraft		
Mobile Phones and Gaming		
FarmVille	Mafia Wars	
	FarmV	ille
Video Games and Their Messages		
Downing Street Fight	Faith	Oligarchy h Fighter
Cutthroat Capitalism		
Redistricting Game		Planet Green Game
Cooking Mama		



Cooking Mama

Halo

Key Takeaways

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End-of-Chapter .	Assessment
World of Warcraft	
Guitar F	Iero Rock Band

Critical Thinking Ques	tions
Career Connectio	n
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Cleaning Up Your Online Act



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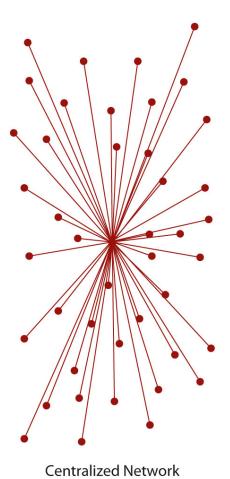
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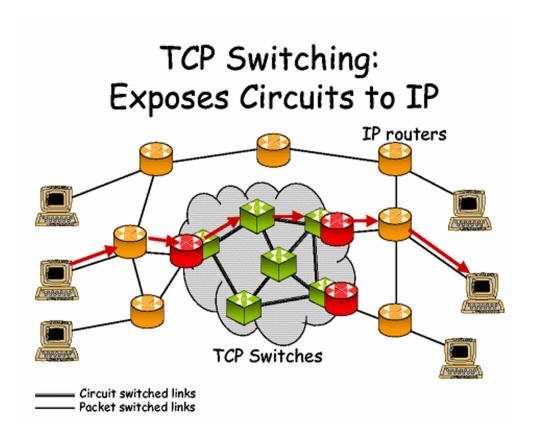
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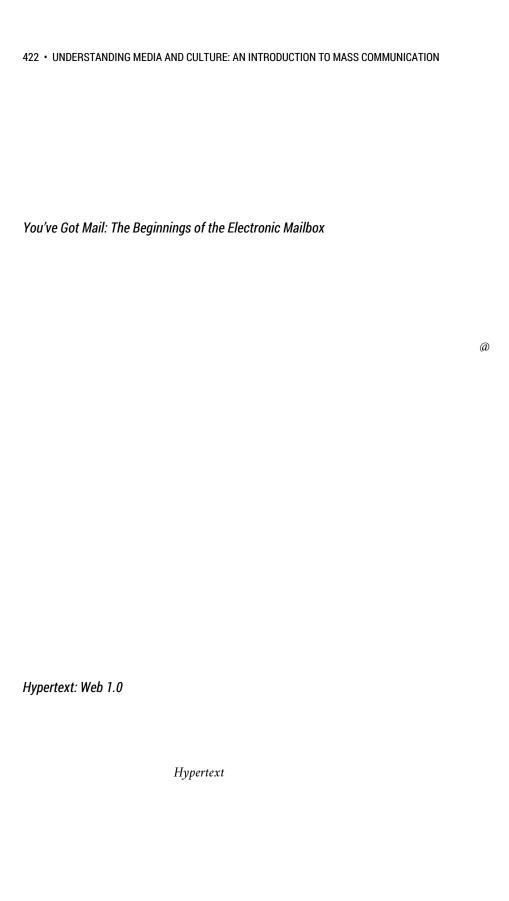
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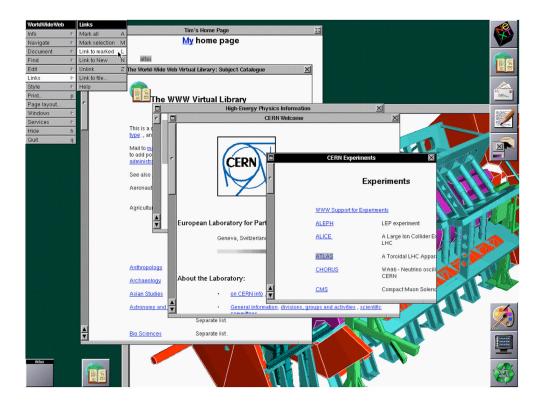
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Distributed Network







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

For Sale: The Web

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Social Networking

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Coing Viral					
Going Viral					
					Britain's Got Talent
		Les Miserables			



In Rainbows

In Rainbows Hail to the Thief

New York

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Grand Theft

Auto IV

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Benefits and Problems of Social Media	
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Privacy Issues With Social Networking		
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some	all	
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American Idol



FarmVille

FarmVille

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	Ne	ew York Times
	I Time	Brimstone Online

Hamlet

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\sim $_{I}$,	Circuit	DIU,

Guardian

Guardian

New York Times

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

BBC News

CNN

Book forum

New York Times

CNN

Wired

Voice of America

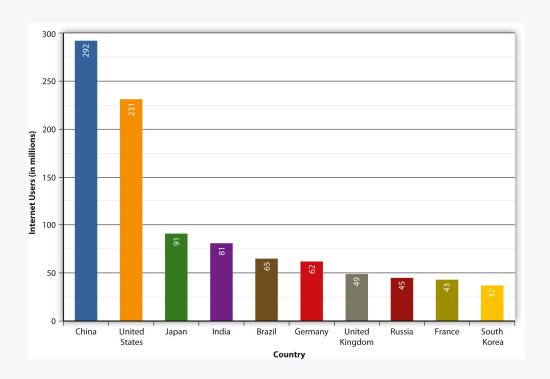
11.4 The Effects of the Internet and Globalization on Popular Culture and Interpersonal Communication

Learning Objectives World Wide Web

Electronic Media and the Globalization of Culture

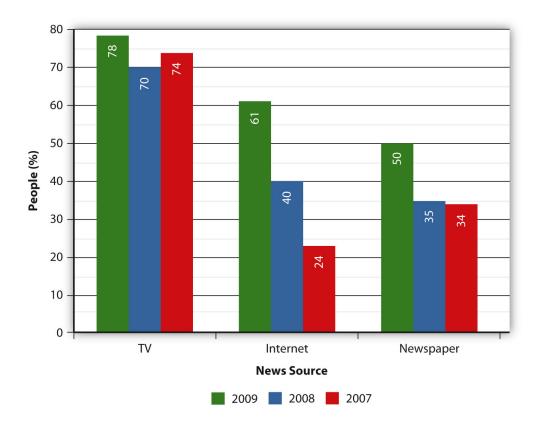
Baywatch

China, Globalization, and the Internet



New Media: Internet Convergence and American Society	
media convergence	
Internet-Only Sources	

 \cdot Understanding media and culture: an introduction to mass communication



Washington Post

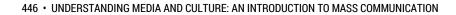
The New York Times Washington Post Time

"Live" From New York ...

		SNL	SNL	
South Park S	SNL			
Premium Online Video Cont	ent			
				30 Rock
SNL				
		Arrested Development		
New York Magazir	30 Rock ne	Arrested Development 30 Rock		
		30 Rock	:	
could			premium	

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

Meetup.com: Meeting Up "IRL"			
World of Warcraft			
World of Warcraft: Social Interaction Through Avatars			
Time			
Warcraft (WoW			World of
WoW			
Slate			
		WoW	
	1UP		



World of Warcraft

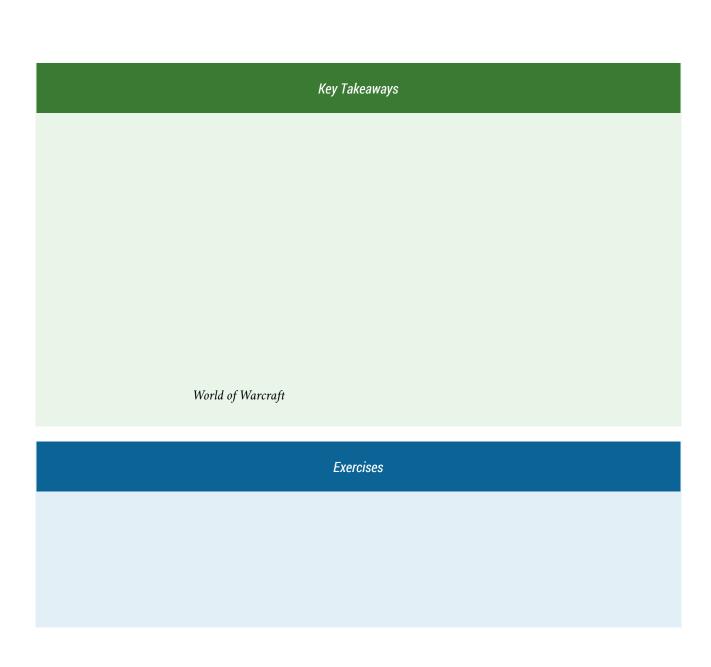
WoW

social

Social Interaction on the Internet Among Low-Income Groups

Developmental Psychology

The Way Forward: Communication, Convergence, and Corporations



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	Los Angeles Times
	Ubiquity
Gazette	Pittsburgh Post

1UP.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

454 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION
Rural Areas and Access to Information
The Cloud: Instant Updates, Instant Access



Credibility Issues: (Dis)information Superhighway?

456 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS C	OMMUNICATION		
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Just Trust Me: Bias on the web			
Consumer Reports			
	Washington Times	Washington	Timas
		wasningion	1 times

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Wikipedia: The Internet's Precocious Problem Child

Wikipedia

Wikipedia

Wikipedia

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

Source: The Nielse	en Company			
Wikipedia		Wikipedia	Wikip	edia
ŕ	Wikiped	lia		
Wikipedia				
			Wik	zipedia

Wikipedia	
Wikipedia	Wikipedia

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

460 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION
Can't Wait: Denial of Service
Net Neutrality
· · · · · · · · · · · · · · · · · · ·
Net Neutrality Legislation: The FCC and AT&T

11.5 ISSUES AND TRENDS	,	461
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Misleading Metaphors: It's Not a Big Truck

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Digital Technology and Electronic Media

Key Takeaways
Wibingdia
Wikipedia
Exercises
End-of-Chapter Assessment

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Critical Thinking Questions				

verifiability	
Career Connection	n
References	
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Communication Law Journal	Federal

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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

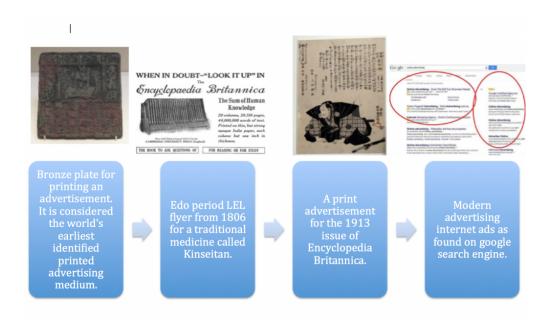
Wired

Wired

12.1 Advertising

Learning Objectives

History of Advertising



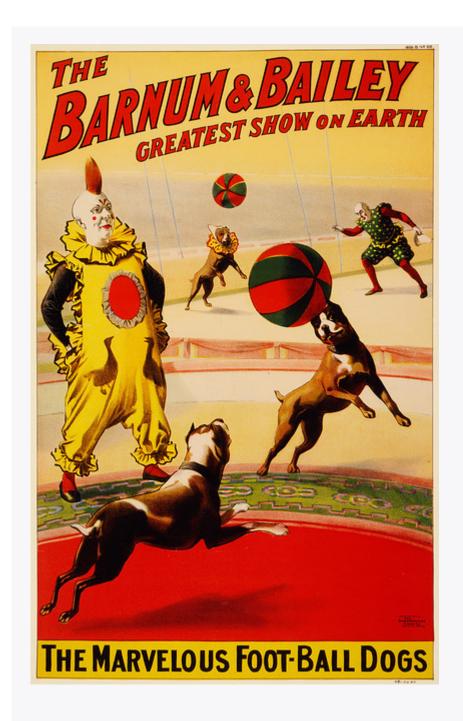
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Selling the New World
Nineteenth-Century Roots of Modern Advertising



New York Sun

New York Sun

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Printers'

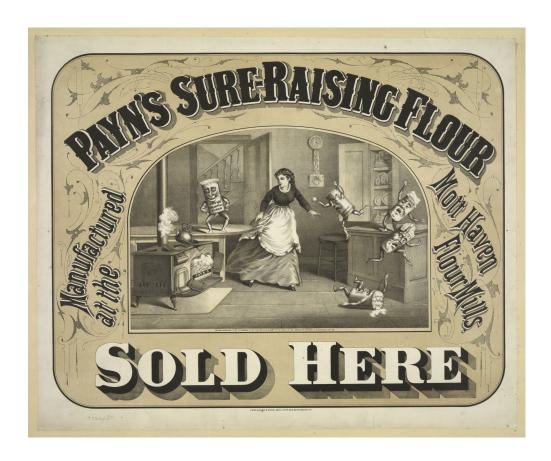
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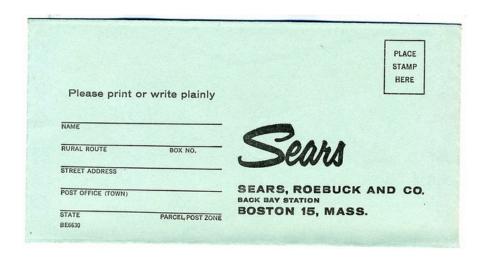
McClure's

Ladies' Home Journal

Harper's Weekly

The Rise of Brand Names





Advertising Gains Stature During the 20th Century

474 • UNDERSTANDING MEDIA AND CULTURE: AN	N INTRODUCTION TO MASS COMMUNICATION	DN
New Media		
		Lux Radio Theater
	r i p	
	Jack Benny Show	Fibber McGee and Molly
The Great Depression and Backlash		
		Through
Many Windows Our Master's Voice		Through
Trainy Trinae No.		
Ballyhoo		Saturday Night Live
The Onion		
		Goodyear TV
Playhouse Kraft Television Theatre		•

Persuaders	The Hidden Persuaders	The Hidden
The Creative Revolution		
	creative revolution	
Advertising Stumbles		



The Rise of Digital Media

Types of Advertising



Newspapers and Magazines

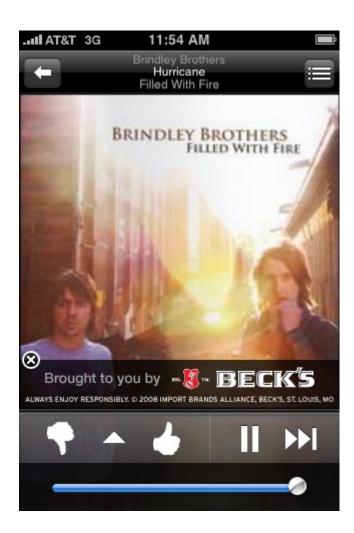
Gourmet Food Network Magazine

Radio

Television

Project Runway	American Idol		Survivor
Digital Media			
Viral Ads			
Social Media			
Mobile Phones			

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Government Regulation of Advertising

The Formation of the FTC		
Truth in Advertising		
Regulation of the Internet	biodegradable	recyclable

480 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION

Advertising's Influence on Culture	

Advertising and the Rise of Consumer Culture

Babbitt



New Yodora helps keep you <u>bath-fresh</u> 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.



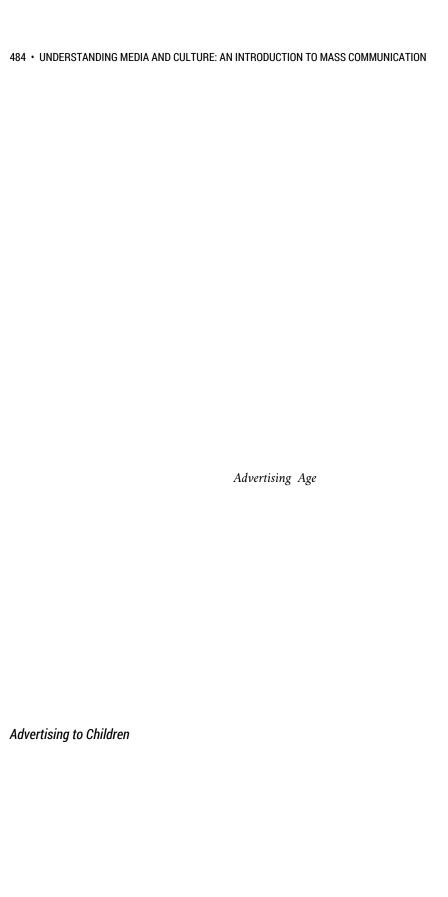
Leave It to Beaver

1984

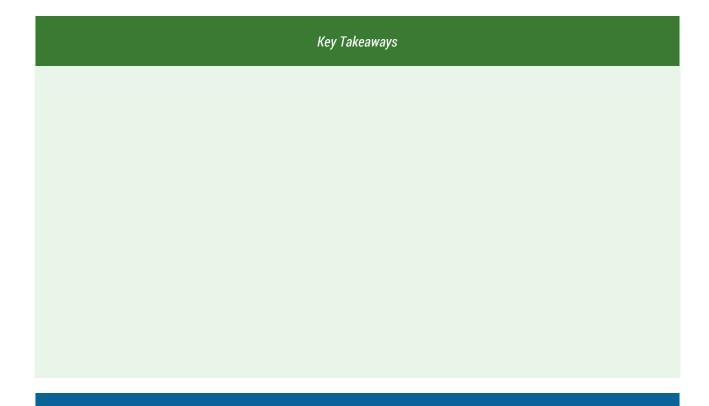
The Conquest of Cool

Advertising Age Madison Avenue

Advertising Stereotypes



Positive Effects of Advertising



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	Ars Technica
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	The Dirt on Clean: An Unsanitized History
	Logics of Television: Essays in Cultural Criticism
	The Future of Children

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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



The Fall of Advertising and the Rise of PR

The Four Models of PR

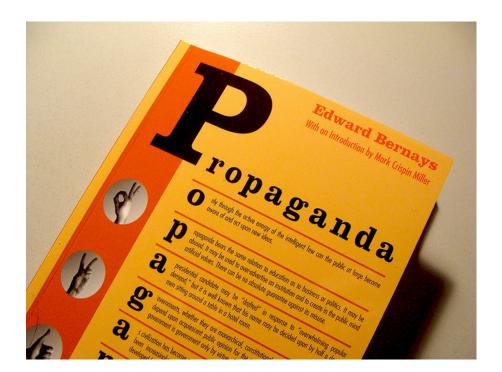
Type of Model	Description	Example
		Bruno
Source: James E. Grunig and Todd Hunt, Managing Public Relations (Belmont, CA: Wadsworth Publishing, 1984).		

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	



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

GRIMAULT & C'. 8, P. Violenne, Paris.

Taco Bell Targets Mir			
	Mir		
		Mir	
PR as a Replacement for Adver	tisina		
	y		

Branding

496 •	LINDERSTANDING MEDIA	AND CHI THRE	AN INTRODUCTION:	TO MASS COMMUNICATION
490 -	UNDERSTAINDING MEDIA	AND GULTURE.	AN INTRODUCTION	I O MASS COMMUNICATION

Shift From Advertising to PR

Studies in Success: Apple and Nike

Brand	ina	Backi	lashes
vi aiiu	III U	vacni	asiics

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
E	End-of-Chapter Assessment
	Critical Thinking Questions

	Career Connection	
personal brand		

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Financial Post

USA Today

MSNBC

Frontline PBS

Los Angeles Times

Daily Mail

(London)

Managing Public Relations Benjamin Franklin: An American Life

BusinessWeek

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Ethics in Public Relations

Atlantic

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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?



506 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION	
References	
New York	Times
Consumerist	

13.2 Characteristics of Media Industries



Raising Revenue

508 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODI	UCTION TO MASS COM	MUNICATION	
Print Media			
Newspapers			
			IISA Today
			USA Today
Magazinaa			
Magazines			
	TI F	0 11 1	
	Time Fortune	Sports Illustrated	
T. I			
Television and Radio			

	13.2 CHARACTERISTICS OF MEDIA INDUSTRIES • 509
Music and Film	
The Big Four	
The big rour	

Consolidation and Ticketing

Film

From Miramax to the Weinstein Company



Reservoir Dogs Sex, Lies, and Videotape

Fahrenheit 9/11

Queen	Vicky Cristina Barcelona The Sicko Capitalism: A Love Story
A.V. Club	The Onion

New Media, Old Models

Drudge Report

Newsweek

Key Takeaways

Exercises

Washington Post Corporate About Us

Columbia Journalism Review

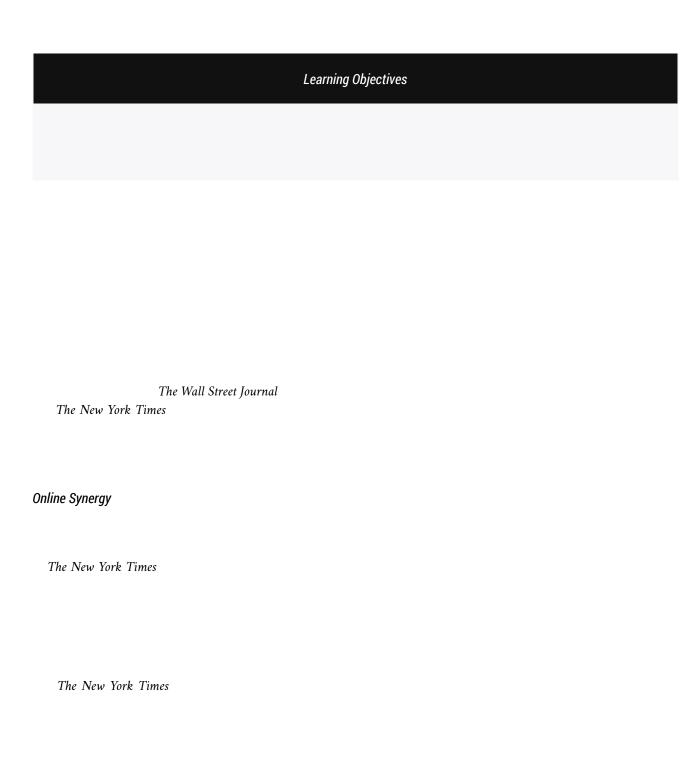
References	Crain's New York Business

New York Times

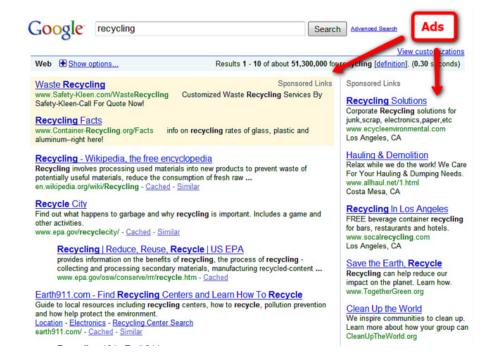
A.V. Club

 $512\,\cdot\,$ Understanding media and culture: an introduction to mass communication

13.3 The Internet's Effects on Media Economies



Internet by Google



Problems of Digital Delivery

Google News

Wall	Stroot	Iournal	1
vva.i.i.	SHEEL	rournai	

Music and File Sharing		
/ideo Streaming		
Digital Millennium Copyright Act (DMCA)		

Register

13.4 Digital Divide in a Global Economy



The Informational Shift

518 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION
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



Information Rules: A Strategic

Guide to the Network Economy

Regulation of the Information Economy

A Brief History of Antitrust Legislation

524 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION
Deregulation and the Telecommunications Act of 1996
Media Conglomerates and Vertical Integration
Corporate Advantages of Vertical Integration

Ethical Issues of Vertical Integration	
The Issues of the Internet	30 Rock Saturday Night Live
Digital Downloads and DRM	
Piracy	

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Law School

	Key Takeaways
	Exercises
Columbia Journalism Review	

Cornell University

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Journal of Political Economy

Information Rules: A Strategic Guide to the Network Economy

USA Today

13.6 Globalization of Media



Globalized Culture, Globalized Markets

Vertical Integration and Globalization

Foreign Markets and Titanic



Titanic

Titanic Star Wars	Titanic Star Wars	Avatar	Titanic	Titanic Titanic
		Key Takeaways		
		Exercises		

European Journal of Scientific Research

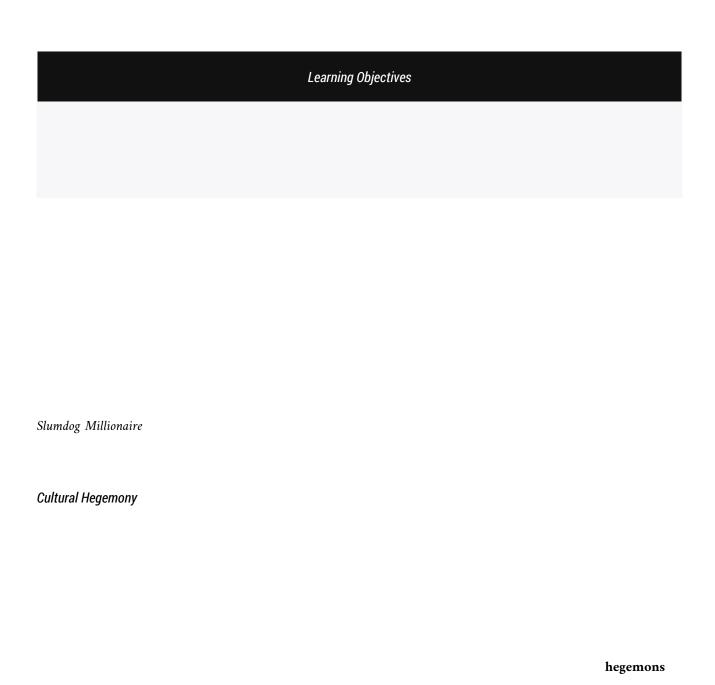
The Media and Globalization

Media

Development

University of Iowa Center for International Finance and Development

13.7 Cultural Imperialism



Spreading American Tastes Through McDonaldization

The McDonaldization of Society



Fast Food Nation

McDonaldizing Media

Cultural

The New York Times

Cultural Imperialism, Resentment, and Terrorism



Freedom	Democracy	and Rock 'n' Roll
rreeuviii.	Deniociacy.	allu nuck li null

Titanic

Key Takeaways			

Exercises			

Critical Thinking Questions			
Career Connection			

Time	
Adult Swim	
MSNBC	
BBC	

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New York Times

Time

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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 Washington Post

The Toronto Sun

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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			
minority Exolution and ottoleotypes			

Vista		Vivid
Femininity in Mass Media		
The Donna I	Reed Show	
	Newsweek	

On the Record

544 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION

Sexual Content in Public Communication



Tomb Raider

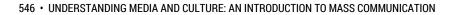
Maxim

Cosmopolitan Vogue

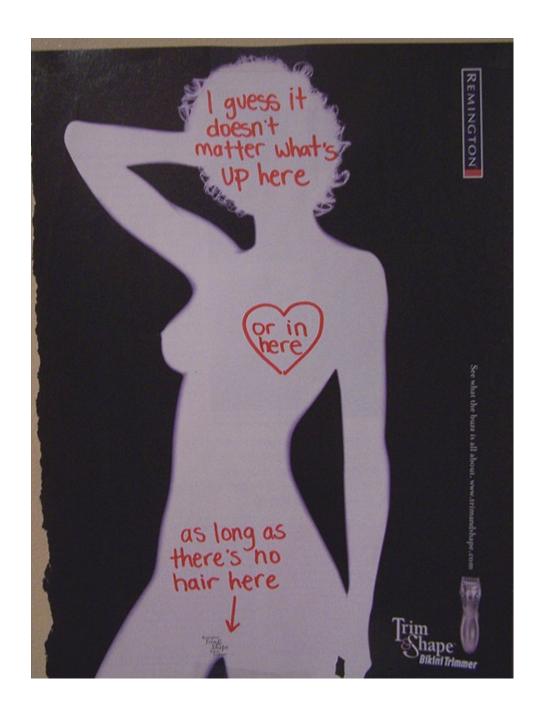
Intolerance Ben Hur Female

Trouble in Paradise

Dr. Jekyll and Mr. Hyde



Adbusters



Key Takeaways
Exercises

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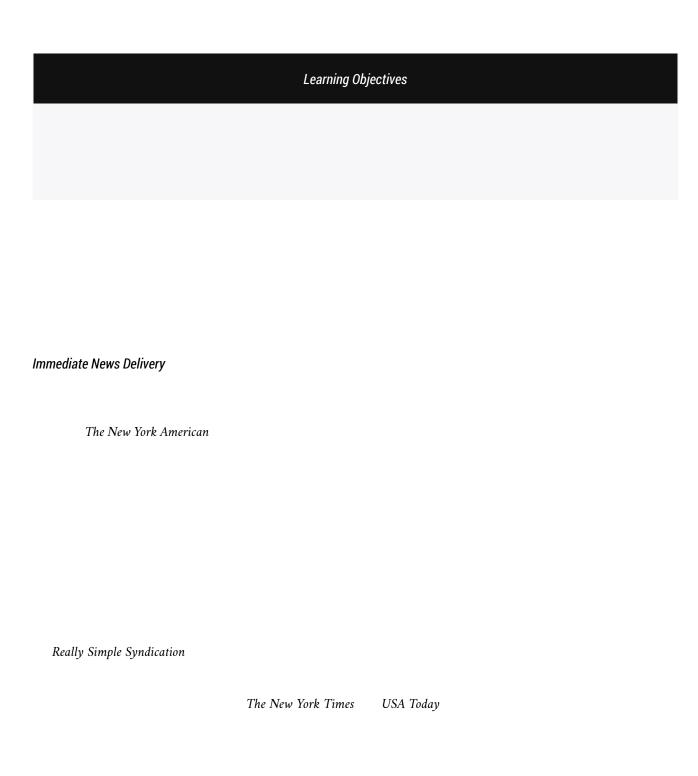
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Media Sex: What Are the Issues?

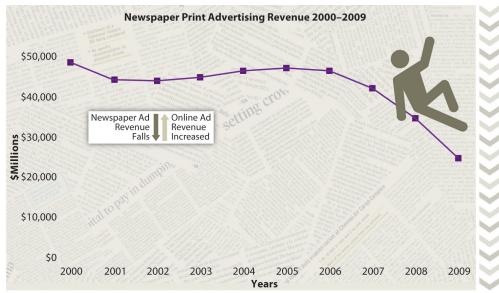
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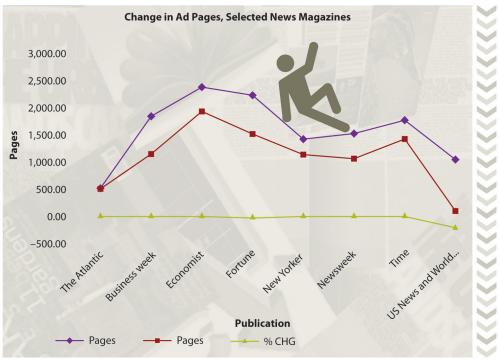
14.3 News Media and Ethics







Source: Research Dept., Newspaper Association of America



Source: MPA, The Association of Magazine Media.

554 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION			
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			

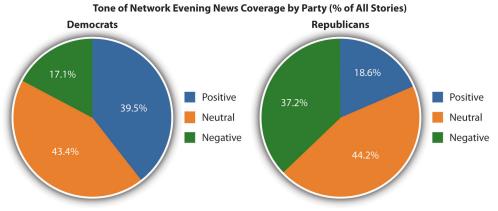
Monitor Government and Corporations	
	The Washington Post Post
Characteristics of Reliable Journalism	
The Huffington Post	
The Huffington Post	

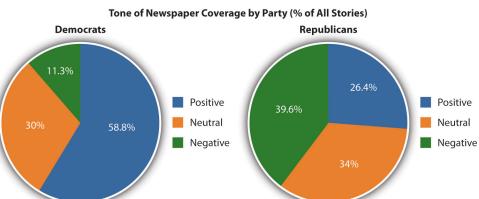
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		Objectivity	
The Effects of Bias I	n News Presentations		
	The Washington Times		
York Times			The New

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



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	Exercises	
	The New York Times The Washington Times	
not		

Good News, Bad News

To Tell You the Truth
To Tell You the Truth

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FAIR: Fairness and Accuracy in Reporting

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American Decades

Los Angeles Times

Dictionary of American History

Gainesville (FL) Sun

Quarterly Journal of Economics

CBS News

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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



Privacy and Surveillance



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 Ads:

Ads:

The Best Cupcakes

www.cupcakes2go.com Amazing gourmet cupcakes, delivered to your door Nationwide shipping

Design Your Own Cupcake! www.personalcupcake.com

Chocolate, Lemon, Red Velvet? Frosting, Sprinkles, Filled? It's up to you!

Cupcake Supplies

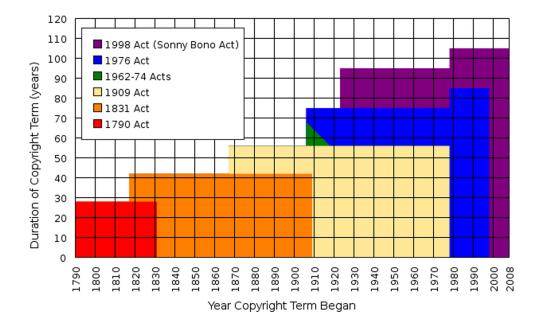
www.cupcakesupplies.com Sprinkles, Foil cups, Toppers, everything you need for dazzling cupcakes

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): Seinfeld
(2007):	(1997):
Source: Stanford University Libraries. "Copyright & Fair Use." http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview/chapter9/9-c.html	

Plagiarism

New York Times

	Key Takeaways
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	Exercises
	Harry Potter

End-of-Chapter Assessment		
Critical Thinking Questions		

Lehigh University Brown and White

	Career Connection: Political Blogger	
		The Huffington Post
References		
	Library Trends	

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

PC Magazine

Time Time NewsFeed Time

PC Magazine

Room for Debate

15.2 Government Regulation of Media

Federal Radio Commission

	Learning Objectives
Major Regulatory Agencies	
Federal Trade Commission	

Federal Communications Commission



Regulation Today
The Structure and Purposes of the FCC

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Internet Censorship Around the World			
	Key Take	aways	

 $580\, \cdot \, \text{UNDERSTANDING MEDIA AND CULTURE:}$ AN INTRODUCTION TO MASS COMMUNICATION

Exercises

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NOW With Bill Moyers

CNN

15.3 The Law and Mass Media Messages

Learning Objectives

Libel and Slander

584 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION			
	Murphy vs. Boston Herald	Boston Herald	
Copyright and Intellectual Property			
Freedom of Information Act			
The Equal Time Rule			

	15.3 THE LAW AND MASS MEDIA MESSAGES $ \cdot $ 585
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



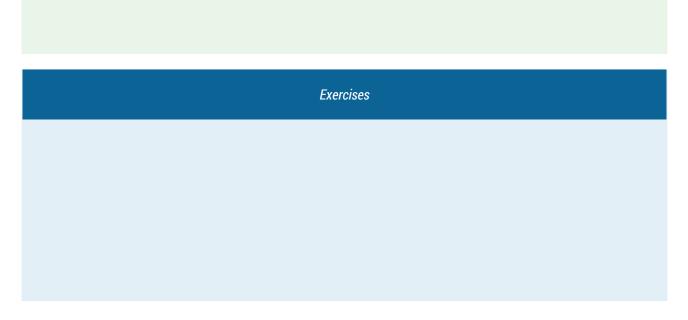
Ratings Systems	
Film Ratings	
the Temple of Doom Gremlins	Indiana Jones and
Television and Video Game Ratings	

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

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

Grand Theft Auto

Key Takeaways



References

15.5 Ownership Issues in the Mass Media



598 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION
The RIAA versus Piracy
The Law and Online Interactions
TOS Agraemente
TOS Agreements

	15.5 OWNERSHIP ISSUES IN THE MASS MEDIA	• 599
The Case of Megan Meier		
Crimes on the Internet		
onnies on the internet		

600 • UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION		
Online Hate Crimes and Anonymity		
Key Takeaways		



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		
L Democracy		

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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	



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	

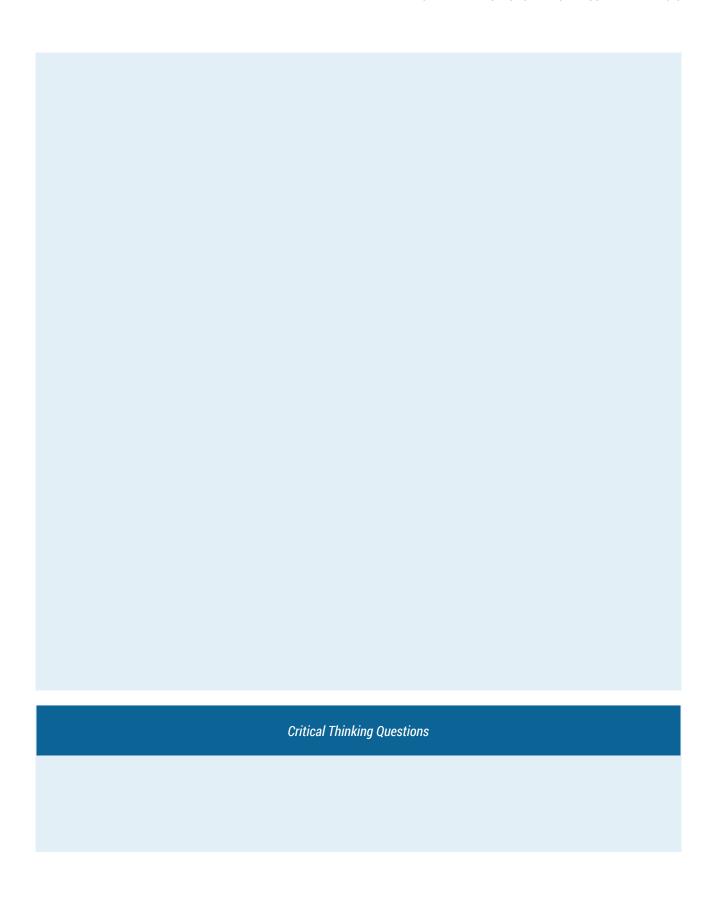
Nixon-Kennedy Debates of 1960



War and Television	
Political News Programming	
Show The Colbert Report	The Daily
Online News and Politics	

15.7 MEDIA INFLUENCE ON LAWS AND GOVERNMENT • 611

Key Takeaways
Exercises
End-of-Chapter Assessment
Lilu-ur-Gliapter Assessifient



Career Connection
References
Mary Ferrell Foundation
The Media Effect: How the News Influences Politics and Government

 $\mathbf{614}\,\boldsymbol{\cdot}\,$ understanding media and culture: An introduction to mass communication

16.1 Changes in Media Over the Last Century



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 I	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	Ange	loc	Times
1 ne	1.05	$\Delta HYEI$	E.S	1 times

The Los Angeles Times

The LA Times

Time

Entertainment Weekly

Moonwalk

This

Is It

Billboard

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Forbes
Changing Delivery Methods
Key Takeaways

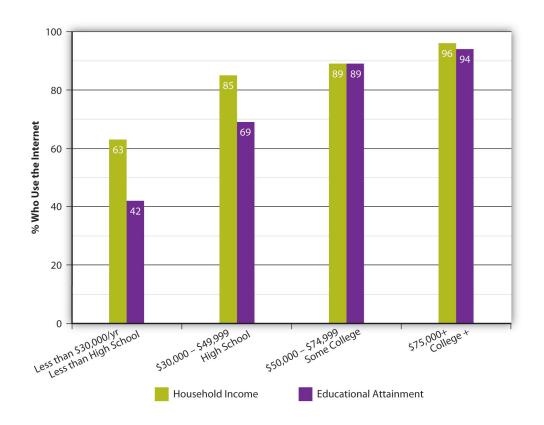
	Exercises	
References		
		MSNBC
Los Angeles Times		USA Today
ABC News	Forbes	
Chicago Tribuno	101063	
Chicago Tribune		

16.3 Modern Media Delivery: Pros and Cons



The Times

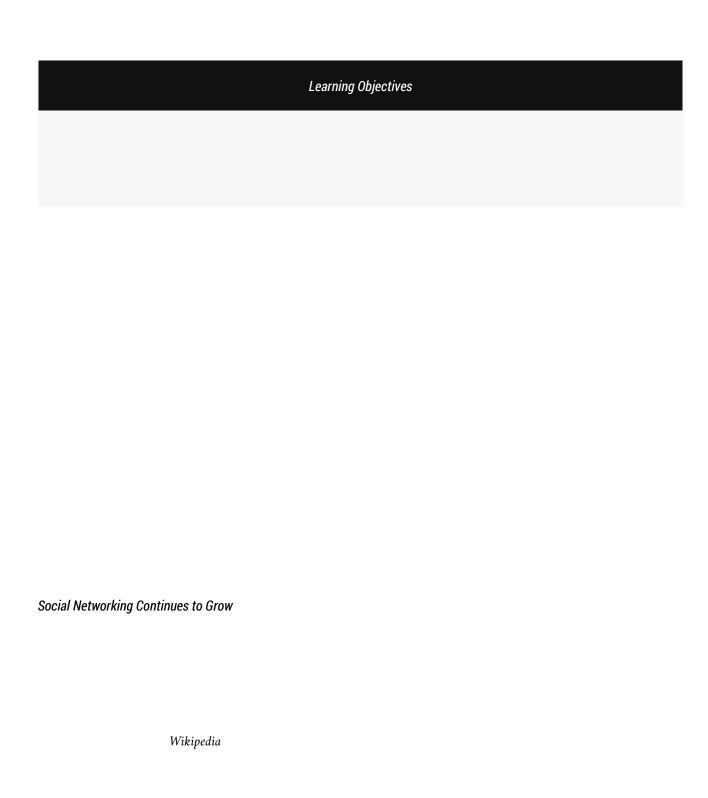
The New York Times			
Disadvantages of Modern Media Delivery			
		The Guardian	Wikipedia
		The Guaraian	
	The Irish Times		
	Huffington Post		Drudge Repor



Key Takeaways

			Wikipedia
			Exercises
Huffington Post			Drudge Report
References	Wikipedia	Slate	TechRadar

16.4 Current Trends in Electronic Media



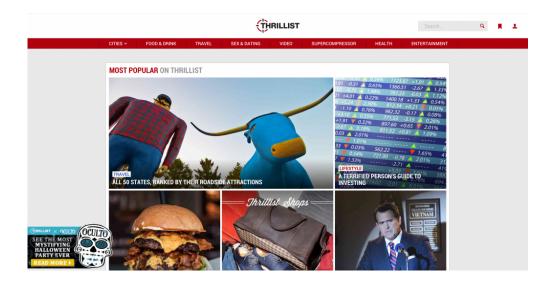
Top 10 Web Brands for January 2010 (U.S., Home and Work)

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%
Sourc	e: The Nielsen Company				

Exclusivity on the Web

Fearless

Newsweek Time



An Excess of Apps

Glee

Are You Smarter Than a 5th Grader? Who Wants to Be a Millionaire?

Key Takeaways Fearless

Exercises

References

The Conversation Harvard Business Review

Fortune

Computerworld

Seth Godin's Blog

Switched

Fast Company

Speakeasy Wall Street Journal

T 4 7	1	n .
vvas	hington	Post
1100	THE LOTE	1 031

Mashable

USA Today

VentureBeat

16.5 Privacy Laws and the Impact of Digital Surveillance



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



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Social Networking: The Blurring of Personal and Professional

Can They Do That?

Restoration of Privacy



Key Takeaways
Exercises

References

ComputerWeekly

Independent

BBC News

Washington Post

Computerworld

National Post

Mashable

USA Today

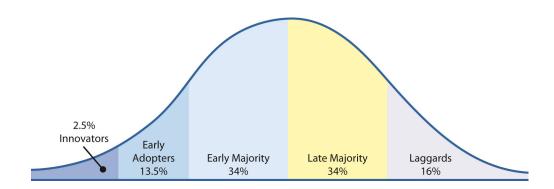
PC World

New Jersey Law Journal

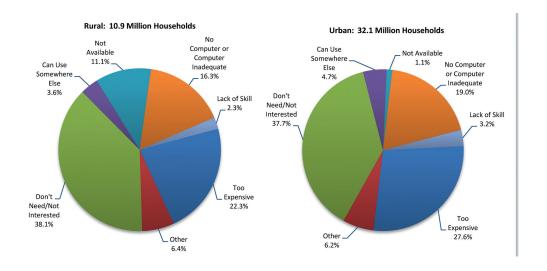
16.6 Mass Media, New Technology, and the Public

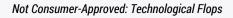
Learning Objectives

Diffusion of Technology: The Technology Adoption Life Cycle



Diffusion of Innovations





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Mass Media Outlets and New Technology				
The New York Times USA Today				
The Ivew Tork Times 0321 Today				
The New York Times				
Gourmet				
Key Takeaways				

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Critical Thinking Questions						
	Career Connection					

References							
Kelerences							
		MarketW	atch				
			TechCrunch				
		CNBC					
		CINDC					
						Businesswee	ek
				New	York	Times	
	Digital Trends						
	· ·				771	1.0	
					Tec	chCrunch	
					Apple	Insider	
	Diffusion of Innovations						
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							New York
Times							