

# Contents

---

<b>Preface</b>	<b>vii</b>
<b>Acknowledgments</b>	<b>ix</b>
<b>About the cover illustration</b>	<b>xi</b>
<b>Introduction</b>	<b>1</b>
<b>Section I The Printing Revolution</b>	<b>13</b>
<b>Introduction to Section I</b>	<b>13</b>
<b>1</b> The printing revolution: from 1455 to 1814	17
<b>2</b> The commercial and industrial media revolution: from 1814 to 1900	46
<b>3</b> Print media in the twentieth and twenty-first centuries	75
<b>Section II The Visual Revolution</b>	<b>107</b>
<b>Introduction to Section II</b>	<b>107</b>
<b>4</b> Photography: giving vision to history	117
<b>5</b> Motion pictures: dream factories and popcorn palaces	138
<b>6</b> Advertising, public relations and the crafted image	163
<b>Section III Electronic Revolution: From 'National Neighborhoods' to the Global Village</b>	<b>191</b>
<b>Introduction to Section III</b>	<b>191</b>
<b>7</b> The first electronic revolution: telegraph and telephone	195
<b>8</b> Radio: the electronic hearth	210

<b>9</b>	Television: a new window on the world	236
<b>Section IV The Digital Revolution</b>		<b>267</b>
Introduction to Section IV		267
<b>10</b>	The advent of computers	271
<b>11</b>	Networks	293
<b>12</b>	Global digital media culture	315
Bibliography		334
Index		355