
Contents

<i>Preface to the Second Edition</i>	ix
<i>Preface to the First Edition</i>	xi
CHAPTER 1 STUDYING INFLUENCES ON MEDIA CONTENT	1
Some Definitions	4
A Rich History of Research	5
<i>Media Sociology</i>	5, <i>The Hypothesis Approach</i>
<i>Theoretical Perspectives</i>	6
Building a Theory of Media Content	7
CHAPTER 2 BEYOND PROCESSES AND EFFECTS	11
The Traditional Focus of Communications Research	11
<i>Level of Analysis</i>	11, <i>What Is Studied?</i>
<i>Major Communications Studies</i>	12
<i>Textbooks</i>	16
Why the Traditional Focus?	16
<i>The Social Science Context</i>	17, <i>The Focus on the Individual</i>
<i>The Focus on Audience and Effects</i>	18
Summary	24

CHAPTER 3 ANALYZING MEDIA CONTENT 27

Why Is Content Important? 27
Content and Communication Theory Research 28
<i>Categorizing Content 28, Our Focus on News and Entertainment 30</i>
Measuring Content: How We Study It 31
<i>Humanistic v. Behavioristic Traditions 31</i>
Do Media Reflect Events? 33
<i>Passive v. Active Conceptualizations 33, A Passive Role for the Media: Media as Channels 33, An Active Role for the Media: Media as Participants 36</i>
Summary 38

CHAPTER 4 PATTERNS OF MEDIA CONTENT 41

Narrowing the Focus 41
Patterns of Content 42
<i>Political Bias 42, Behaviors 44, Deviance 46, News Sources and Topics 48, Geographic Patterns 49, Demographic Patterns 52</i>
Unity of Content: Power/Culture Map? 57
Summary: Molding Social Reality 59

CHAPTER 5 INFLUENCES ON CONTENT FROM INDIVIDUAL MEDIA WORKERS 63

Background and Characteristics 66
<i>Gender 66, Ethnicity 67, Sexual Orientation 69, Average or Elite? 70, The Evolution of Communication Careers 71, The Education of Communicators 73, Effects of Media Professionals' Backgrounds on Media Content 78</i>
Personal Attitudes, Values, and Beliefs 82
<i>Personal Values and Beliefs 82, Personal Political Attitudes 83, Personal Religious Orientations 86, Influences of Personal Attitudes, Values, and Beliefs on Content 87</i>
Professional Roles and Ethics 91
<i>Professional Roles 92, Ethical Roles 95, Effects of Professional Roles and Ethics on Content 101</i>
Summary 102

CHAPTER 6 INFLUENCE OF MEDIA ROUTINES 105

Sources of Routines: Processor/Consumer/Supplier 108
Audience Orientation: Consumer 110

<i>News Values</i> 110, <i>Defensive Routines</i> 112, <i>Audience Appeal and Story Structure</i> 114, <i>Audience Routines v. Other Routines</i> 115
Media Organization: Processor 117
<i>Understanding Mr. Gates</i> 117, <i>Routines and the Organization</i> 118, <i>Requirements of the News Perspective</i> 119, <i>Routine Reliance on Other Media</i> 122, <i>The Pack v. the Exclusive</i> 125, <i>Television v. Newspapers: How Do They Differ?</i> 126
External Sources: Suppliers 127
<i>Routine Channels</i> 128, <i>Official Sources</i> 128, <i>The Experts</i> 130, <i>Presidential Manipulation of Routines</i> 132, <i>Adapting to Source Bureaucracy</i> 133, <i>Routines in the Persian Gulf</i> 134
Summary 137

CHAPTER 7 ORGANIZATIONAL INFLUENCES ON CONTENT 139

Organization-Level Questions 139
<i>Macro Nature of Organizational Level</i> 140, <i>The Organization as Conceptual Model</i> 140, <i>Organizational Questions: The Organization Chart</i> 142
Organizations and Their Goals 144
<i>The Primacy of Economic Goals</i> 145, <i>Economics as Constraints</i> 145, <i>Economics as Dictates</i> 146, <i>Economic Logic of the Media</i> 149
The Organization: Roles and Structure 151
<i>Media Organization Roles</i> 151, <i>Media Organization Structure</i> 151, <i>Newsmaking as an Organizational Process</i> 155, <i>How the Larger Organization Affects Content</i> 156, <i>Network Autonomy: De Facto or De Jure?</i> 158, <i>The Case of Time Inc.</i> 160, <i>Newspapers: The Editor as Manager or Journalist</i> 160, <i>Influence of Corporate Synergy</i> 162, <i>Ownership and Policy</i> 163, <i>Changes in Corporate Ownership</i> 164, <i>Ownership and Internal Slant: Newspapers</i> 166, <i>Multiple Media Ownership</i> 167, <i>Chain v. Independent Ownership</i> 167, <i>Cross-Ownership</i> 169
Control: How Is Power Exercised? 169
<i>Control in the News Business</i> 169, <i>Breed's Social Control in the Newsroom</i> 171
Summary 172

CHAPTER 8 INFLUENCES ON CONTENT FROM OUTSIDE OF MEDIA ORGANIZATIONS 175

Sources 178
<i>The Journalist-Source Relationship</i> 178, <i>The Selection of Sources</i> 179, <i>Interest Groups</i> 184, <i>Public Relations Campaigns</i> 186, <i>Other Media Organizations</i> 189

Advertisers and Audiences	190
<i>The Target Audience</i>	191, <i>Advertisers' Muscle</i>
<i>Advertiser-Created Television Programming</i>	197
Government Controls	199
<i>First Amendment Freedoms</i>	202, <i>Regulations and Laws in the United States</i>
<i>Government Policies and Actions</i>	205
The Marketplace	209
<i>Competition</i>	209, <i>Market Characteristics</i>
<i>Community Relations</i>	212, <i>Institutional Affiliations</i>
Technology	215
<i>The Information Highway</i>	216
Summary: <i>Influences of Extramedia Forces on Media Content</i>	219

CHAPTER 9 THE INFLUENCE OF IDEOLOGY 221

Ideology	221
<i>Definition of Ideology</i>	222, <i>Ideological Values in Media</i>
<i>Ideological Levels v. Other Levels</i>	222
Media and Social Control	224
<i>Media and Deviance</i>	225, <i>Deviance in the News</i>
<i>Media and Boundaries</i>	227
Power and Ideology: The Marxist Paradigm	228
<i>Power and the Marxist Paradigm</i>	228, <i>Political Economy View</i>
<i>Cultural Studies View: Hegemony</i>	236
The News Paradigm and Hegemony	243
<i>The Concept of Paradigm</i>	243, <i>Paradigm and Hegemony</i>
The Case of A. Kent MacDougall	245
<i>Background</i>	245, <i>A Paradigm Violation</i>
<i>The Paradigm, Repair, and Hegemony</i>	250
Summary	251

CHAPTER 10 LINKING INFLUENCES ON CONTENT TO THE EFFECTS OF CONTENT 253

Domains of Mass Communication Research	253
<i>Current Research Involving Content</i>	253, <i>Current Research That Does Not Involve Content</i>
<i>Integrating Content and Effects Studies</i>	256
Why Integrate Content and Effects Studies?	257
Summary: <i>How We Can Integrate Content and Effects Studies</i>	258

**CHAPTER 11 BUILDING A THEORY OF NEWS
CONTENT 261**

Assumptions 261

Propositions about the Nature of Media Content 263

Hypotheses about Influences on Media Content 263

Individual Media Workers 263, *Links between Influences from Individuals and Those from Routines* 264, *Routines of Media Work* 265, *Link between Routines and Organizational Influences* 266, *Organizational Influences* 266, *Links between Organizational and Extramedia Influences* 268, *Extramedia Influences* 268, *Ideology* 270

Future Research 270

References 273*Index* 303*About the Authors* 313