CONTENTS

Pl	REFACE	XV
1	INTRODUCTION: THE RISE OF MEDIA OF MASS COMMUNICATION	1
	The significance of mass media	1
	Media and society relationships	2
	Basic differences of approach	3
	Different kinds of theory	4
	Communication science and the study of mass communication	6
	Levels of communication	6
	Different networks	7
	Alternative traditions of analysis: structural, behavioural and cultural	9
	Mass communication defined	10
	The mass media institution	11
	The rise of the media: origins of media definitions	12
	Print media	13
	The book	13
	The early newspaper	13
	The press as adversary	14
	Rise of a newspaper-reading public	15
	The political press	15
	The prestige press	15
	Commercialization of the newspaper press	16
	Film	16
	Broadcasting	18
	Recorded music	19
	New electronic media	20
	Inter-media differences	22
	Freedom versus control	23
	Issues of use and reception	25
	Changes in society	26
	Internationalization	26
	Informatization	26
	Rise of postmodern culture	27
	Individuation	27
	Changes in the media	28
	Conclusion: implications for the public interest in media	29
PA	ART I THEORIES	31
2	CONCEPTS AND MODELS	33
	Early perspectives on media and society	33

	The power of mass media	33
	Communication and social change	34
	The potential benefits of mass communication	35
	The 'mass' concept	35
	The mass communication process	36
	The mass audience	38
	Mass culture and popular culture	39
	Definitions and contrasts	40
	Dynamics of cultural forms	41
	The rise of a dominant paradigm for theory and research	41
	A view of the good society	42
	Scientific origins	42
	Rias of the paradigm	43
	Concentration on effects	44
	An alternative paradigm	45
	A different view of society and media	46
	Diverse sources of challenge	46
	The status of the alternative paradigm	47
	Implications for the study of communication	48
	Four models of communication	49
į.	A transmission model	49
	A ritual or expressive model	50
	Communication as display and attention: a publicity model	51
	Encoding and decoding of media discourse: a reception model	53
		54
	Comparisons New patterns of information traffic	55
	New patterns of information traffic	56
	Allocution Consequently as a series and a series are a series and a se	56
	Conversation	56
	Consultation	57
	Registration	57
	An integrated typology	58
	New theoretical perspectives on media and society	59
	The information age	59
	Postmodernism	60
	Conclusion: implications for mass media theory	00
3	THEORY OF MEDIA AND THEORY OF SOCIETY	61
	Media, society and culture: connections and conflicts	61
	A typology of society-culture relations	61
	An inconclusive outcome	63
	Mass communication as a society-wide process:	
	the mediation of social relations	64
	The mediation concept	65
	Mediation metaphors	65
	A frame of reference for connecting media with society	66
	Types of media-society theory	6
	Main issues for theory: power and inequality	69
	Main issues for theory: social integration and identity	70
	A dual paranactiva on madia	70

Contents	vii
Ambivalence about social integration	71
Different types and levels of integrative media effects	73
Mass communication and social change	73
Mass society theory	74
Marxism and mass media	75
The classic position	76
Neo-Marxist variants	76
Functionalist theory of media and society	77
Conceptual basics	78
Specifying the social functions of media	78
Uses and disuses of functionalism	80
Media and social integration	80
Critical political-economic theory	82
Theory of media and development: rise and decline	84
Communication technology determinism	85
The Toronto School	85
Technology and ideology	86
An interactive alternative	86
The information society: new theory of media-society linkages	87
Conceptual underpinnings	87
Logic of change	88
'Videotopia' versus 'dystopia'	89
Progressive or conservative direction?	90
Bias to globalization	91
Conclusion: conflict versus consensus, and media-centric	
versus society-centric approaches	91
MASS COMMUNICATION AND CULTURE	94
And the state of t	
Setting the scene: the culturalist approach	94
Communication and culture	95
Towards defining culture	95
Research issues	96
The beginnings: the Frankfurt School and critical theory	97
Hegemony	99
Later developments of critical cultural theory:	
the Birmingham School	100
Gender and mass media	101
The 'redemption' of the popular	103
The (semiotic) power of the people	100
Links to postmodernism	101
Unanswered questions	100
Commercialization	100
Communication technology and culture	107
McLuhan's view of cultural change	107
A model of technology and cultural change	108
Media logic and the bias of communication	109
Cultivation and the mediation of identity	110
The shifting boundaries of social space	111
A THE PROPERTY OF THE PROPERTY	

	Structural trends towards transnationalization	111
	Transnational media flow as a process	112
	Globalizing effects: pro and con	113
	Concepts of cultural identity	114
	Cultural invasion: resistance and subversion	115
	Towards a global media culture?	116
	Conclusion: time, space and the media	117
PAI	RT II STRUCTURES	119
5	NORMATIVE THEORIES OF MEDIA PERFORMANCE	121
	Media-society linkages	121
	The status of normative theory	122
	Varieties of theory for the press and other media:	100
	social responsibility	123
	Origins	123
	The 1947 US Commission on the Freedom of the Press	124
	Media codes of conduct	125
	The public broadcasting idea	126
	Four Theories of the Press	127
	Libertarian theory and press freedom	128
	The libertarian ideal	128
	Questions about press freedom	129
	Freedom of expression and freedom of property	129
	Beyond 'theories of the press'	131
	Development media theory	131
	Democratic-participant media theory	131
	Other models	132
	Limitations of the press theory approach	132
	Media change: new normative theory needed for new times?	133
	The concept of a 'public interest' in media	135
	Issues for social theory of the media	136
	Concentration and monopoly	136
	News quality	137
	Security and social order	137
	Morals and decency	138
	Commercialism	138
	Cultural issues	138
	Response to the issues	139
	Principles of structure and performance: an interpretative overview	139
	Media freedom	140
	Freedom requirements	140
	Benefits of media freedom	141
	Media equality	142
	Media diversity	143
	Diversity requirements	144
	Benefits of media diversity	144
	Information quality	145
	The objectivity concept	145
	The benefits of objectivity	146

100			
~			nts
	α n	ナハリ	OTC

Contents	IX
A framework for objectivity research and theory	146
Main information quality requirements	147
Limits of objectivity	148
Social order and solidarity	148
Expectations and norms relating to order	150
Cultural order	150
Cultural quality norms	151
The range of application of normative media theory	152
Conclusion: a changing normative environment	152
6 MEDIA STRUCTURES AND INSTITUTIONS	154
Media 'not just any other business'	154
Alternative perspectives	155
The main issues	155
The basics of media structure and levels of analysis	157
Some economic principles of media structure	158
Different media markets and sources of income	158
Advertising versus consumer revenue — implications	159
Media market reach and diversity	160
Competition for revenue	161
Media cost structures	161
Ownership and control	162
The effects of ownership	163
Competition and concentration	164
Horizontal versus vertical concentration	164
Other towns of several state offers	165
Degrees of concentration	165
Transnationalization	166
Policy issues arising	167
Distinctive features of media economics	168
Dynamics of media structure	169
The regulation of mass media: alternative models	171
The free press model	171
The broadcasting model	171
The common carrier model	172
Inter-country differences: the social and cultural specificity	
of media systems	173
International communications: structural aspects	175
Multinational media ownership and control	177
International media dependency	178
International media regulation	181
Conclusion	182
PART III ORGANIZATIONS	183
7 THE MEDIA ORGANIZATION IN ITS CONTEXT	185
Issues and perspectives	185
Organizational influences on content	186
Alternative modes of analysis	186
The rise of a research tradition	187

Levels of analysis	188
The media organization in a field of social forces	190
Relations with society	192
Goals of media organizations	192
Internal diversity of purpose	194
The journalist's role: engagement or neutrality?	194
Professionalism	197
Media occupational dilemmas	198
Internal diversity of communicator goals	199
Latent conflicts	199
Characteristics of mass communicators	201
Women in news organizations	203
Pressure and interest groups	205
Relations with owners, clients and suppliers	206
Proprietor influence	206
The influence of advertisers	207
Relations with the audience	209
Hostility to the audience	209
An alternative view	209
Insulation and uncertainty	210
Images of the audience	210
Conclusion	211
Conclusion	Output Day of the calcius
8 THE PRODUCTION OF MEDIA CULTURE	212
Media-organizational activities: gatekeeping and	selecting 212
The gatekeeping concept	213
Ideological versus organizational factors in nev	
Alternative approaches to the study of news sele	
People and selection	215
Location and selection	216
The news net	216
Pre-definitions of news and planned events	217
Time and selection	218
Typification of news by time	218
The question of selection 'bias'	219
Access to the media for society	220
A continuum of media autonomy	220
Actuality content as a contested zone	221
Relations with sources	222
The planning of supply	223
Asymmetrical relationships and assimilation	223
Public relations and news	224
Media-organizational activity: processing and pre	005
Internal processing of information	226
An alternative model of organizational selection	
The question of bias again	228
Standardization and organizational logics	229
The logic of media culture	230
Alternative models of decision-making	231
Conclusion: the attention-gaining imperative	232

- 7	Cor	400	.4.
		Her	115

xi

ISSUES, CONCEPTS AND VARIETIES OF DISCOURSE
The state of the s
Why study media content?
Critical questions and alternative discourses
The cultural text and its meanings
The concept of text
Differential encoding
Open versus closed texts
Narrative
Seriality
Realism
Differential 'reading' of texts
Gendered media texts
Studying the popular
Structuralism and semiology
Towards a science of signs
Connotation and denotation
Uses of semiology
Media content as information
Information theory
Applications in the study of content
The evaluative dimension of information
Media performance discourse
Freedom and independence
Content diversity
Objectivity in news
Reality reflection or distortion?
A critique of the reality-reflection norm
In summary
Critical perspectives on content
Marxist perspectives
Commercialism
On the question of cultural quality
Gender-based critique Conclusion
Coliciusion
GENRES AND METHODS OF ANALYSIS
Media genres and formats
Defining genre
Two genre examples: western movies and television soap operas
Media format and logic
Media content frames
Visual language
The news genre
What is news?
News and human interest
News values and the structure of news
Control of the Control of the Control of Con

	The form of the news report	272
	Storytelling versus factual reporting	273
	Two versions of the news sequence	274
	Questions of research method	274
	Where is meaning?	275
	Dominant versus alternative paradigms again	275
	Traditional content analysis	276
	Basics	276
	Limits to content analysis	277
	Quantitative and qualitative analysis compared	278
	Mixed methods are possible	278
	Conclusion	280
PAI	RT V AUDIENCES	281
11	THEORY AND RESEARCH TRADITIONS	283
	The origin and diversity of audiences	283
	Past, present and future of the media audience	284
	The rise of a reading public	285
	Early conceptualization of the audience as a mass	286
	From mass to market	287
	The duality of the audience	288
	A typology	289
	The social group	290
	The gratification set	290
	Fan group or taste culture	290
	Channel or medium audience	291
	Comparisons and contrasts	291
	Implications of new media for the audience concept	292
	End of the audience?	292
	Or escape of the audience?	293
	Change but not revolution	294
	Three traditions of research into audiences	294
	The structural tradition of audience measurement	295
	The behaviourist tradition	296
	The social cultural tradition and reception analysis	297
	Questions of audience structure	298
	Types of audience	299
	Explanations of audience structure and composition	300
	Audience formation and flow	301
	Audience side factors	302
	Medium-side variables	302
	A model of the audience-formation process	303
	Expectancy-value theory	303
	Conclusion: multi-channel futures	305
12	THE SOCIAL CHARACTER OF AUDIENCE EXPERIENCE	
	The audience as an active social group	307
	Sociability in media use	308
	Social uses of media	308

	100			
- 4	n-		4-	nts
٠,		m	$\mu \nu r$	ns

	Contents	xiii
	Normative framing of media use	309
	Early critique of media 'addiction'	309
	Content-based norms	310
	Guilty audiences	311
	Attachment and dependence	312
	Gendered media use	313
	Audience-sender relationships	314
	The concept of audience activity	315
	Five modes of activity	316
	A flawed concept	317
	Audience uses and gratifications	318
	Basic assumptions	318
	Social and psychological origins	318
	Revisionism	319
	Audience involvement and entertainment	321
	Different models for different kinds of content?	322
	Audience response and feedback	322
	Media-originated feedback	323
	Response on behalf of the audience	323
	Spontaneous feedback	324
	Conclusion	324
PA	RT VI EFFECTS	325
13	PROCESSES OF SHORT-TERM CHANGE	327
	The premise of media effect	327
	The natural history of media effect research and theory: four phases	328
	Phase 1: all-powerful media	328
	Phase 2: theory of powerful media put to the test	329
	Phase 3: powerful media rediscovered	330
	Phase 4: negotiated media influence	331
	Media power can vary with the times	332
	Levels and kinds of effect	333
	Processes of media effect: a typology	335
	Individual response and individual reaction	338
	The stimulus–response model	338
	Mediating conditions	339
	Source-receiver relations and effect	341
	A model of behavioural effect	342
	Collective reaction effects	344
	Panic and rumour	344
	Civil disorder	345
	Media and terrorism	345
	Contagion and imitation	346
	The campaign	346
	Basic features	346
	Filter conditions in campaigns	347
	Diversity of campaign effects	348
	Reflections on the campaign	349

	Personal influence in campaign situations Conclusion	350 351
14	LONGER-TERM AND INDIRECT CHANGE	352
1.4		352
	Diffusion in a development context	352
	The distribution of knowledge	353
	News diffusion and learning from news	353
	Patterns of diffusion	354
	Learning and comprehension	356
	Agenda-setting	0.0000000
	Knowledge gaps	357
	Long-term unplanned change: a model	359
	Socialization	360
	Reality defining and constructing	361
	The spiral of silence: the formation of climates of opinion	361
	Structuring reality and unwitting bias	363
	Cultivation	364
	The theory	364
	Testing the theory	365
	Doubts and questions	365
	Social control and consciousness formation	366
	Consensus maintenance: selective attention and omission	367
	The construction of conformity	368
	Media power: who benefits?	369
	Effects on other social institutions	370
	Event outcomes	371
	Media and cultural change	372
	Conclusion	372
15	ENDPIECE: LINES OF DEVELOPMENT	373
	Mass communication endures	373
	The future of theory	373
	The multiple logics of mass communication	377
	Media as a (defective) meaning machine	379
	Domains of meaning	379
	Significance	379
	Reality and real-life contexts	379
	Public versus private space	380
	Identity	380
	Space and location	380
	Time	380
	Power, influence and effect	381
	Do the media have any?	381
	Whose side are the media on?	381
	Fame and celebrity	382
	Questions of culture	383
	Last words	384
RF	FERENCES	385
	DEX	408

INDEX

access to channels of communication, 132, and implications of new media, 292-4

134, 140, 141, 142, 144, 145, 168, 171, 172, 220–2	as market, 287–8 as mass, 38–9, 286, 293–4
accountability of media, 12, 135	media as producers of, 83, 289
'addiction' to media, 309–10	media relationships with, 209–11, 314–15
	origin and diversity of, 283–4
Adomo, T., 98 advertisers, influence of, 207–8	paying, 299
advertising, 98, 99, 106, 239, 259–60, 328,	potential, 299 selectivity of, 315, 316
347, 381	
attention of audience to, 52	types of, 299–300 authoritarian theory of the press, 127–8,
and ideology, 259, 260	132
internationalization of, 176–7	autonomy, 63, 142, 206-8, 220-1
interpellation process, 242 as source of revenue, 16, 159, 161, 172,	of the audience, 287
193, 208	cultural, 97, 138–9
affective response to media, 334, 340	journalistic, 200–1, 204, 206
age and media use, 300–1	journalistic, 200-1, 201, 200
agenda setting, 353, 356–7, 361	D-II D-I C I 22 40 45 90 161
aggression, 329, 337, 344	Ball-Rokeach, S.J., 33, 42, 45, 80, 161,
allocution, 56, 58	333 ·
Altheide, D.L., 52, 109, 206, 209, 230–1,	Barthes, R., 109, 244, 246, 247
265, 364, 370	Barwise, T.P., 295, 309, 311, 315
Althusser, L., 76–7, 99, 242, 259	Bauer, R.A., 210, 315, 328, 340 Bauman, Z., 41
Altschull, J.H., 131, 132, 162	BBC (British Broadcasting Corporation),
Andrew, D., 263-4	197
Ang, I., 39, 102, 103, 210, 239, 262, 264,	behavioural analysis, 9–10
287, 291, 298, 312, 323	and audience research, 296-7
art, 151	behavioural effects of media, 334, 342-4
art film, 17	Bell, D., 59, 74, 87, 273
Asp, K., 249, 335	benefits of mass communication, 35
attachment to media use, 312	Benjamin, W., 41, 98
attention, 52, 53, 230, 332, 347-8	Berelson, B., 276, 312, 318, 329
audience activity, 315-18	Berger, C.R., 6
audience appreciation, 317	bias, 43-4
audience composition, 38, 160, 295, 298,	of communication, 86, 109–10
299–300, 307	in content selection, 187, 219-20, 228-9,
audience concentration, 165	253, 255–6, 271–2
audience flow, 295, 301-5	of encoding, 242
audience formation, 38-9, 288-91, 301-5	of media logic, 230
audience reach, 160, 295, 299	unwitting, 364
audience structure, 298-301	Biocca, F.A., 316, 317–18
see also audience composition	Birmingham School, 100–1
audience(s), 283–324	Blumer, H., 38, 73, 286, 329
as an active social group, 307–8	Blumler, J.G., 107, 127, 134, 138, 139,
autonomy of, 287	152, 208, 296, 320, 348, 357, 370
as beneficiary, 193	books, 13, 23, 26, 171, 285
cumulative, 299–300	Bordewijk, J.L., 56
feedback from, 50, 322–4	Bourdieu, P., 41, 104, 242, 311 Broad W 80, 200, 203, 268, 368
guilty, 311–12	Breed, W., 80, 200, 203, 268, 368

competition, 127, 153, 164, 165-6, 167

effect on creativity and innovation, 208

broadcasting, 18-19, 58, 170 commercialization of, 172 diversity of purpose, 194 and freedom of expression, 130 politicization of, 174-5 regulation of, 171-2, 181 sources of revenue, 172, 208 see also cable; public service broadcasting; radio; satellite; television Brown, M.E., 102, 261, 308, 311, 360 Burgelin, O., 244, 247 Burns, T., 197, 199, 209, 210, 323 cable, 21, 23, 28, 58, 167, 170, 173, 176, 292, 305, 313 campaigning, 48, 79, 335-6, 340, 346-51 political, 44, 48, 79, 265-6, 329, 347, 356, 371 capital, cultural and economic, 104 capitalism, 59, 60, 75-6, 98, 100, 367 Carey, J., 46, 51, 71, 90, 95, 195, 322, 332 Carlsson, G., 362 CD-ROM, 21, 26 celebrity, 382-3 censorship, 17, 24, 127, 129, 140 centralization of media systems, 174 Chaffee, S.H., 6, 45, 250, 330, 340, 354 channel familiarity, 306 channel repertoire, 306 children, 126, 296, 297, 301, 315, 333, 360 Chomsky, N., 76, 77, 203, 367 cinema see film civil disorder, 35, 345 cloze procedure, 250 cognitive effects of media, 333-4 cognitive model of media use, 322 Cohen, B., 195, 368 Coit, P., 188, 191 collective identity, 115 collective reaction to media, 337, 344-6 commercialism, 106, 138, 259-60 commercialization, 138, 155 of broadcasting, 172 of culture, 98, 106-7, 114 of newspaper press, 16, 123 Commission on the Freedom of the Press (1947), 124, 127 commodification of culture, 96, 98-9, 106, 259 - 60common carrier model of regulation, 172-3 common-sense theory, 5 communication models, 49-55 communication networks, 7-8 communication science, 6 communication technology and culture, 107-9 see also technological determinism communism, 42, 49, 128

compact disks see CD-ROM

for revenue, 161 competitiveness, 53 comprehension of news, 355 computer-based media see electronic media Comstock, G., 296, 301, 311, 342, 343, 344 concentration audience, 165 editorial, 165 of media ownership, 83, 122, 136-7, 139, 153, 155, 157, 164-8, 169, 171, 369 transnational, 166-7 conformity, construction of, 368-9 connotation, 246, 247 consciousness false, 98, 99, 101, 258, 260, 331 formation of, 366-9 consciousness industry, 98 consensus, formation and maintenance of, 80, 367-8 consultation, 56-7, 58 consumer market, 159, 160 contagion effects, 344, 346 content analysis, 9, 186-7, 235-80 content functions, 279 continuity function of media, 79 control see political control of media; regulation of media; social control convergence, 22, 133-4, 173, 352 conversation, 56 correlation function of media, 79 cost structures, 160, 161-2, 168 creativity and competition, 208 crime, 34, 42, 44, 71, 82, 138, 150, 235, 256 critical political-economic theory, 82-4, 89, 99, 155 critical theory, 45-8, 53, 60, 72, 96, 97-101, 149, 257 cross/multi-media ownership, 134, 139, 157, 164, 166, 167 crowd formation, 38 cultivation, 110-11, 331, 364-6, 367 cultural autonomy, 97, 138-9 cultural capital, 104 cultural change, 107-9, 144, 338, 372 cultural heritage, 151, 175 cultural identity, 60, 97, 114-15, 116, 117–18, 127, 134, 139, 380, 383 cultural imperialism, 63, 113-14, 115, 178 cultural indicators, 364, 366 cultural integrity, 134, 138, 139 cultural logic, 378 cultural model of media use, 322 cultural order, 150-2 cultural profile of media systems, 175 cultural quality, 41, 97, 105-6, 127, 151,

260-1,383

cultural studies, 47, 94, 100-1, 237 economics and media structure, 82-4, 89, 99, 155, 158-62, 168, 172, 175, 193, culturalist perspectives, 3, 4, 10, 297-8 see also cultural studies culture editorial concentration, 165 commercialization of, 98, 106-7, 114, education, 35, 151, 175, 195 effectiveness of media, 333, 381 commodification of, 97, 98-9, 106, effects of media, 43-5, 327-73 259-60 Ehrenberg, A.S.C., 295, 309, 311, 315 and communication technology, 107-9 electronic media, 20-2, 26, 28, 55, 58, 86, 87-91, 96, 122, 287 definitions, 95-6 folk, 40, 109, 230-1, 265-6 and the audience concept, 292-4 high, 40, 41, 60 Elliott, P., 5, 52, 75, 208, 209, 211, 216, information, 383 221, 226, 322, 331, 368 encoding of media discourse, 53-4, 100-1. and mass communication, 94-118 media, 28, 97, 116-17, 178, 212-32, 238-9, 242, 264 entertainment, 1, 79, 243-4, 316-17, 383 popular/mass, 34, 39-41, 60, 96-8, 321 - 2103-6, 151, 260 film as, 16, 17 taste, 290-1, 307-8, 378 newspapers as, 16 culture industry, 98 television as, 25 Curran, J., 16, 48, 83, 130, 142, 206, 270 Entman, R., 205, 252, 362, 363, 370 environmental damage, 60 Davis, D.K., 348, 355, 356 Enzensberger, H.M., 75, 89, 131 decision-making, models of, 231-2 equality decoding of media discourse, 2, 53-4, media, 140, 142-3, 145-6 100-1, 104, 116, 238, 259, 264, 297, see also inequality 379 Ericson, R.V., 223, 226 DeFleur, M.L., 33, 42, 44, 80, 161, 169, ethics, 122, 125-6 333, 339, 353, 360 Ettema, J.S., 185, 187, 208 democracy, 1, 42, 84 European Union (EU), broadcasting democratic-participant media theory, 131-2 regulations, 181 denotation, 246, 247 event outcomes, media effect on, 337-8, dependence, on media use, 312 371 - 2dependency, international, 178-81 everyday theory, 5 deregulation, 83, 156, 175 expectancy-value theory, 303-5, 320 detachment, 53 expert power, 341 determinism, technological, 74, 85-7, 88, expression or ritual model, 50-1, 52, 54, 109-10 95, 232 development, economic and social, 74, 84, 337, 352–3 facticity of news reporting, 273-4 development media theory, 131 factuality, 146, 253-4 Dijk, T. van, 240, 255, 262 false consciousness, 98, 99, 101, 258, 260, Dimmick, J., 164, 188, 191 331 discourse analysis, 53, 237-62 fame, 1, 382-3 display-attention model see publicity model family, 25, 308-9, 310 distribution, 166-7, 177, 178, 179-80 fans, 290-1, 314, 383 costs of, 162 fashion, 117, 118 diversity Federal Communications Commission of goals, 199-201 (FCC), 126 of news texts, 250 feedback, 50, 210, 211, 322-4 of provision, 122, 127, 134, 139, 143-5, feminist perspectives, 101, 102, 261-2 153, 175, 253 Ferguson, M., 81, 83, 87, 102, 113, 123, of purpose, 194 209, 210 documentary, 17, 239, 242 fictional media, 256, 257, 266, 267 dominance model of media power, 69, 70, see also drama; romance stories; soap 74 operas dominant ideology, 99, 100 film, 16-18, 24, 286, 296 drama, 321 as means for propaganda, 17, 329 Eco, U., 239, 244 realism in, 242

economic goals of media organizations, 193

economic logic, 229

women as directors, 243

see also western movies

Index film industry, 176 finance see economics and media structure; revenue Fishman, J., 214-15, 217, 224, 225 Fiske, J., 94, 102, 103, 104, 237, 238, 242, 243, 244, 266, 290-1 Fjaestad, B., 195 folk culture, 40, 109, 230-1, 265-6 see also popular culture format, 109, 230-1, 265-6 fragmentation of media, 22 social, 71 frame theory, 266, 332, 355 Frankfurt School, 46, 98-9, 258, 260, 364 freedom, 71 of expression, 129-30 of media, 12, 14-15, 19, 23-4, 122, 125, 128-31, 137, 140-2, 145, 171, 206, 207, 252-3 of property, 129-30 Frick, F.C., 248 functional approach to media effects, 341, 342 functionalism, 43, 71, 77-82, 149, 257, 318 Galtung, J., 180, 214, 216, 268, 270 Gans, H.J., 80, 195, 200, 203, 208, 209, 210, 225, 273, 290, 323, 370 gatekeeper, media as, 66, 213, 214 gender, 96, 101-3, 203-5, 261-2 inequality, 203-4 and media texts, 102, 243, 261, 262, 264, 313 and media use, 102-3, 312-14 gender definition, 60, 101-2 genres, 236-7, 263-74 Gerbner, G., 10, 110, 111, 190, 257, 274, 279, 331, 364, 368 Giddens, A., 110, 383 Gitlin, T., 41, 45, 49, 59, 60, 186, 287, 332, 335, 350, 351, 363-4 Glasgow Media Group, 213, 255, 259, 272, 273, 279, 368 Glasser, T., 130, 144 globalization see internationalization goals of media organizations, 192-3, 199-201 Golding, P., 3, 76, 82, 83, 84, 335, 366, 368, 369 Gouldner, A., 86 Graber, D., 230, 266, 279, 332, 355, 370, Gramsci, A., 77 gratifications and uses of media, 296, 297, 304, 305, 316, 318–21, 322, 348 Grossberg, L., 258 group(s) formation of, 38 as mediator of campaign effects, 348

guilt and media use, 311-12

Gurevitch, M., 100, 186, 318, 355 Hachten, W.A., 132 Hall, S., 45, 53-4, 97, 99, 100-1, 104, 197, 214, 238, 259, 264, 269, 368, 369 Halloran, J.D., 217, 310, 331, 363 Hamelink, C., 84, 91, 117 Hardt, H., 34, 44, 46, 73, 98 Hartman, P., 255, 262, 363 hegemony, 77, 98, 99-100 Herman, E., 76, 77, 203, 367 Hermes, J., 103, 261, 311, 312 high culture, 40, 41, 60 Himmelweit, H.T., 310, 312, 315, 360 historical conditions and media power, 332 - 3Hobson, D., 261, 264, 312, 313, 314 Hoggart, R., 97 Holmlov, P.G., 195 Horkheimer, M., 98 Hughes, H.M., 16, 269, 329 human interest, 269-70 Husband, C., 255, 262, 363 'hypodermic' theory, 330, 339 idealism, 62-3 idealistic goals of media organizations, 193 identification with media figures, 314, 315, 316, 341, 344 identity collective, 115 cultural, 60, 97, 114-15, 116, 117-18, 127, 134, 139, 380, 383 formation of, 71, 73, 369 mediation of, 110-11 national, 114 ideology, 2, 47, 48, 101, 170, 236, 331, 337, 366 and advertising, 259, 260 dominant, 99, 100 and media texts, 239-40 and news selection, 214 and personal influence theory, 350-1 and the public interest, 135 and technology, 86 imitation as media effect, 346 impartiality, 147, 254-5 independence, 122, 125, 127, 132, 140, 141, 142, 145, 252-3 individual response/reaction to media, 335, 337, 338-42 individualism/individualization, 27, 29, 71, 72, 292 industrial logic, 377 inequality, 60, 69-70 reflection of, 257 information, 79, 130, 329 media content as, 248-51 information culture, 383 information flow, 250 information quality, 145-8

information society, 59, 87-91, 383 information theory, 43, 248-51 information traffic, 55-8 information value, 249 informational logic, 378 informatization, 26-7 Innis, H.A., 85, 109 innovation(s) effects of competition on, 208 diffusion of, 296, 337 implementation of, 90 institutional change, 338, 370-1 intentionality in media use, 316 interaction, 317, 318, 322-3, 324 see also feedback interactive media, 21, 26, 28, 66, 88, 90, 131, 132, 287, 292, 293 'interconnected' media, 292, 293 interdependence of media and society, 63 interest groups, 205-6 international communications, 175-7 International Principles of Professional Ethics in Journalism, 125 internationalization, 26, 28-9, 63, 91, 111-17, 134, 156 of ownership, 28, 134, 166-7, 177-8 of production and distribution, 96, 134 of transmission and reception, 134, 292 interpellation, 242 interpretation of media discourse see decoding intertextuality of media, 103-4, 223, 238-9 investigative reporting, 195, 196, 252-3 involvement and media use, 316-17, 321-2, 340

Jameson, F., 59–60
Janowitz, M., 10, 72, 81, 195, 287
Jensen, K.B., 47, 53, 275, 294
Johnstone, J.W.L., 195, 196, 201, 202
journalistic ethics, 125–6
journalists
autonomy of, 200–1, 204, 206
personal characteristics of, 201–3

see also identification

personal characteristics of, 201–3 professional skill of, 197–8 role of, 194–7 women as, 202, 203–5

Kaam, B. van, 56 Katz, E., 5, 46, 81, 109, 116, 239, 264, 287, 291, 296, 309, 310, 318, 330, 340, 341–2, 350, 352, 362 Klapper, J., 45, 296, 329, 330, 334, 341 knowledge, distribution of, 337, 353 knowledge gaps, 357–8 Kornhauser, W., 74, 75

Lang, G. and Lang, K., 217, 330, 335, 338, 361, 363, 371 language, visual, 266–7 Lasswell, H., 43, 50, 79 Lazarsfeld, P.F., 46, 287, 295, 296, 309, 329, 330, 350, 356 leisure time, 1, 16 Lester, M.J., 219, 224 levels of communication, 6-8 Levy, M., 291, 296, 317, 354-5, 358, 370 Lewin, K., 213 Lewis, G.H., 104, 290, 307-8 liberalism, 42 libertarian theory of the press, 128-9, 132 Liebes, T., 116, 239, 264, 291, 310 linear transmission model, 43-5 Lippman, W., 195, 213, 216, 268, 367 literacy, 285 local media, 24, 80-1, 167, 207, 317 location and news selection, 216-18 Lull, J., 81, 116, 308

McGuire, W.J., 321, 338, 339, 352 MacLean, M., 50, 67, 190 McLeod, J.M., 310, 330, 335 McLuhan, M., 63, 86, 107-8, 110-11, 117 McQuail, D., 50, 78, 83, 134, 135, 136, 138, 140, 168, 213, 252, 254, 272, 318, 321, 322, 324, 329, 348, 353, 356, 357 magazines, 157-8 for women, 81, 209, 210, 261, 311, 312 manipulation, 37, 38, 74, 77, 236 of news, 224 Marcuse, H., 46, 77, 98 market, media, 158-9, 175, 287-8 market forces, 169 market reach, 160-1 Marxism, 46, 75-7, 98-9, 258-9, 364, 367 mass, concept of, 10, 35-6, 38 mass audience, 38-9, 286, 293-4 mass behaviour, 39, 40 mass culture, 34, 39-41, 60, 96-8, 103-6, 151, 260 see also folk culture mass society theory, 35-6, 42, 49, 72, 74-5, 98, 362 massification of media systems, 174 materialism, 62 materialist perspectives, 3, 4 Mazzoleni, G., 55, 230, 265-6 meaning in media content, 47, 48, 53, 54, 94, 101, 103-4, 235-6, 237-48, 275, 278, 279, 379-81 see also semiology; structuralism media culture, 28, 97, 116-17, 178, 212-32, 383 media institutions, 11-12, 47, 154-82 media logic, 67, 109, 214, 230-1, 232,

265–6, 371, 378 media organizations, 185–232

media performance, 121-53, 185, 236,

media structures, 83, 121, 154-82, 185

media use, 5, 9, 25-6, 96, 283, 293, 299, 300 - 24active, 315-18 attachment and dependence, 312 gendered, 102-3, 312-14 models of, 322 normative framing of, 309-12 psychological disposition and, 318-19 sociability in, 308 and social class/origin, 301, 311, 318, 319, 320-1 uses and gratifications, 296, 297, 304, 305, 316, 318–21, 322, 348 mediation of identity, 110-11 of reality, 65-7, 221-3, 259, 331 of social relations, 64-6 Melody, W.H., 83, 88, 135, 169 men and media use, 102, 313 Mendelsohn, H., 79, 308-9, 331, 349 Merrill, J., 132 Meyer, P., 152, 200, 206, 208 Meyrowitz, J., 111 Mill, J.S., 128 Mills, C.W., 45, 46, 74, 75, 111 minorities, 73, 139, 144, 205-6, 256, 262, 332 mobilization function of media, 79 Modleski, T., 102, 243, 261, 264, 321 Molotch, H.L., 219, 224 monopoly, 85, 131, 136-7, 153, 164, 166, 167, 170, 207 Montgomery, K.C., 205, 323 moral panic, 333 morality, 34, 71, 138, 150 Morgan, M., 236, 331, 364, 366 Morin, V., 273 Morley, D., 25, 101, 102, 103, 297, 308, 309, 313 motivation and media effect, 340, 348 Mowlana, H., 91, 112, 179 multi/cross-media ownership, 134, 139, 157, 164, 166, 167 Murdock, G., 3, 76, 82, 83, 134, 166, 167 music, 19-20, 26, 81, 176 music industry, 166 internationalization of ownership, 178 selection processes, 211, 227-8 musical tastes, 307-8 myth, 246-7

narrative, 240–1, 279
national differences in media systems, 173–4
national identity, 114
neo-Marxism, 76–7
Neuman, W.R., 35, 49, 74, 75, 87, 88, 292, 293, 296
new technology see electronic media news, 137, 180–1, 187, 188, 200, 239,

244, 267-74

bias of content, 187, 255-6, 271-2 comprehension of, 355 crisis reporting, 265 effects of, 335 facticity of, 273-4 information value of, 249 manipulation of, 224 narrative structure of, 240 objectivity in, 137, 187, 253-5 processing and presentation of, 225-7 and public relations, 224-5 selection and omission, 212, 213-20, 270-2, 368 television, 272-3, 354-5 types of, 218, 219 news agencies, 176, 177-8, 180 news beat, 217 news diffusion, 337, 353-4 news learning, 337, 354-5 news net, 216-17, 218 news quality, 137, 181, 254 news values, 187, 213-14, 257, 270-1, 274, 371 newspapers, 13-16, 25, 26, 33, 157, 193, 267, 301 and advertising revenues, 161, 193 freedom of operation, 23 internal diversity of purpose, 194 see also press Noble, G., 308, 310, 314-15, 360 Noelle-Neumann, E., 331, 361, 362 Nordenstreng, K., 125, 137, 147, 181 normative goals of media organizations, 193 normative theory, 4-5, 121-53

objectivity, 5, 53, 142, 145–7
of news reporting, 137, 187, 253–5
Ogden, C.K., 245
operational theory, 5
opinion formation, 12, 167, 312, 330, 332, 356, 361–3, 369
organizational logics, 229–31, 377
Osgood, K., 251
ownership, 124, 129–30, 139, 162–8
concentration of, 83, 122, 136–7, 139, 153, 155, 157, 164–8, 169, 171, 369
cross/multi-media, 134, 139, 157, 164, 166, 167
internationalization of, 166–7, 177–8
see also monopoly; proprietors

see also monopoly; proprietors

Paletz, D.L., 205, 252, 345, 346, 362, 363, 370

Palmgreen, P., 305, 320

panic reaction, 344–5

Park, R., 73, 268, 286

participation, 131–2

patriarchy, 102, 262

Peacock, A., 126, 161

Peirce, C.S., 245

personal characteristics of mass

communicators, 201–3

pseudo-events, 364

personal influence in campaign situations, psychoanalytic approach to content analysis, 350 - 1psychological disposition and media use, Peterson, R.A., 211, 212, 228, 231-2, 329 phonogram, 19-20, 26 318 - 19Picard, R.G., 132, 135, 137, 139, 158, 164, psychology, 9-10 public, concept of, 38 165, 167, 207, 346 public interest, 24, 80, 126, 135-6, 155 pluralism, 42, 46 public opinion, 12, 167, 312, 330, 332, pluralist model of media power, 69-70 356, 361-3, 369 policy, public, 167-8, 170 political communication/campaigns, 44, 48, public policy, 167-8, 170 79, 265-6, 279, 329, 356, 371 public relations and news, 224-5 political control of media, 23-4, 29, 170 public service broadcasting, 126-7, 134, 170, 172, 197, 207 political-economic theory, 82-4, 89, 99, public sphere, 11-12, 29, 75, 83, 261, 380 155 publicity model, 51-3, 54, 106, 232 political institutions, media effects on, 370 - 1political logic, 378 qualitative content analysis, 276, 278, 279 political press, 15 qualitative research, 47 politicization of media, 174-5 quality Pool, I. de Sola, 89, 129, 134, 171, 173, cultural, 41, 97, 105-6, 127, 151, 260-1, 210 383 popular culture, 34, 39-41, 60, 96-8, of news reporting, 137, 181, 254 103-6, 151, 260 quantitative content analysis, 276-8, 279 see also folk culture quantitative research, 6 pomography, 17, 138 postmodernism, 27, 29, 59-60, 89, 104-5 racism, 60 power of mass media, 1, 12, 33-4, 69-70, radio, 18-20, 24, 26, 28, 29, 170, 171-2, 76, 77, 80, 328–33, 341, 381–2 181 press, 13-16, 33, 137 international task of, 176 adversary role, 195, 196 political freedom of, 23 commercialization of, 16, 123 Radway, J., 81, 102, 239, 241, 261, 262, disseminator role, 196 279, 291, 311, 312, 313, 314 as educator, 195 ratings, 210, 211 freedom of, 14-15, 23, 128-31, 137, 171 Rayburn, J.D., 305, 320 investigative/interpretative role, 195, 196, readability, 249-50 252 - 3reading public, 285 massification of, 174 realism, 241-2 ownership of, 129-30, 136-7, 153, 171. reality 206 - 7construction of, 361, 363-4, 365, 379-80 politicization of, 174 mediation of, 65-7, 221-3, 259, 331 proprietor influence, 206-7 perceptions of, 365 role of, 194-7 reality definition, 338, 361, 363, 366 theories of, 123-33 reality reflection, 236, 255-7 'watchdog' role, 142, 195 reception analysis, 53, 297-8 pressure groups, 205-6 reception model, 53-4 prestige press, 15-16, 194-5 recognition, concept of, 314 pricing issues, 167 Reese, S.D., 130, 186, 189, 201, 202, 204, print media, 13-16, 21, 86, 171 205, 206, 207, 208, 210, 213, 225, see also books; magazines; newspapers 226, 255, 356 privatization, 83, 156, 172, 175 registration, 57, 58, 90 processing of media products, 225-31 regulation of media, 134, 139, 156, 171-3, production, 166-7, 177, 178, 179-80 175 costs of, 162 international, 181–2 professionalism, 142, 197-8 see also self-regulation relevance, 146-7, 254 propaganda, 235, 328, 366, 367, 382 commercial, 79, 106, see also advertising revenue film as means for, 17 competition for, 161 political, 15, 33, 77, 79 sources of, 159-60, 161, 172, 193, 208 property rights, 129-30 Richards, I.A., 245 proprietors, influence of, 206-7 Rikardsson, G., 362

rioting, 345, 368

ritual model, 50-1, 52, 54, 95, 232 Robinson, J.P., 296, 351, 354, 355, 356, 358, 370 Rogers, E.M., 34, 42, 43, 55, 73, 84, 87, 88, 296, 349, 352, 353, 356 romance stories, 241, 243, 261, 262, 311, 312, 313 Rosengren, K.E., 53, 62, 63-4, 92, 271, 294, 296, 297, 308, 310, 314, 316, 319, 333, 344, 354, 360, 362 Ruge, M., 214, 216, 268, 270 rumour, 344 Ryan, J., 211, 212, 228, 231-2 satellite, 21, 28, 58, 170, 173, 176, 181, 292 Saussure, F. de, 244, 245 schema theory, 266, 332, 355 Schlesinger, P., 114, 115, 209, 218, 239, 242 Schulz, W., 256 Seaton, J., 16, 83, 206 security of state, 137, 150 selecting role of mass communicators, 50 selection in music industry, 227-8 news, 212, 213-20, 270-2, 368 selectivity of audiences, 315, 316 self-regulation, 125-6, 153 semiology, 53, 100, 244-8, 278, 279 sensationalism, 16, 82, 122, 123, 124, 137, 250, 255 Sepstrup, P., 112, 139, 177 seriality, 240-1 in popular entertainment, 235 see also gender Shannon, C., 43, 248 Shoemaker, P.J., 130, 186, 189, 201, 202, 204, 205, 206, 207, 208, 210, 213, 225, 226, 255 Siebert, F., 127 Signorielli, N., 236, 331, 364, 366 signs, 245-6 see also semiology Siune, K., 83, 134, 138, 170, 172, 266 Smith, A., 135, 273 Smith, A.D., 117 Snow, R.P., 52, 109, 230, 265, 364, 370 soap operas, 239, 241, 261, 264-5, 312, 314 gendered nature of, 102, 243, 264, 313 social change, 73-4, 144, 169 social class/origin, 16-17, 27, 41, 76, 258, 259 and knowledge gaps, 358 of media personnel, 202-3 and media use, 301, 311, 318, 319, 320 - 1social cohesion, 34, 71, 80, 149

social constructionism, 331, 332

social control, 71, 80, 149, 150, 337, 366 - 70of media, 23-5, 29, see also censorship social democratic theory of the press, 132 social disorder, 34, 35, 71, 72, 82, 148-50 social integration, 34, 70-3, 80-2, 149, 150 social movements, 332 social order, 137 social responsibility theory, 123-5 social scientific theory, 4 social uses of media, 308-9 socialism, 46 socialization, 76-7, 309, 333, 337, 360-1, of media personnel, 200, 203 society-media (culture) relationship, 2, 61-4, 121-3, 192-9 sociology, 9, 43 solidarity, 148-50 sources, 215, 226 relations with, 222-5 Soviet theory of the press, 128 spiral of silence theory, 331, 361-3 standardization, 229-31 state, security of, 137, 150 stereotyping, 256, 262 stimulus-response model, 44, 330, 332, 338-9, 342 Storey, D., 349 structural analysis, 9, 100 of audiences, 295-6 structuralism, 244-8, 278-9 subcultures, 96, 97, 378 suicide, 346 surveillance, 57, 58 Tarde, G., 63

taste, 117, 118, 150, 302 taste cultures, 290-1, 307-8, 378 technological determinism, 74, 85-7, 88, 109 - 10technological logic, 229-30, 377-8 telematic media, 20-2, 26, 55, 58 teletext, 21, 55 television, 17, 18-19, 26, 28, 29, 108, 122, 170, 238-9, 241, 292, 314, 317, 330 advertising on, 161 audience formation, 302-5 behavioural effects, 342 and children, 333 and cultivation, 110-11, 364-6 and the family, 25, 308, 309, 310 gender and use of, 102, 312-13 guilt over high levels of use, 311 for international markets, 176 and knowledge gap theory, 358 news reporting on, 272-3, 354-5 political control of, 23, 24 reality construction, 365 regulation of, 171-2, 181 selective use of, 315, 316

(FCC), 126

uses and gratifications of media, 296, 297, television, cont. 304, 305, 316, 318–21, 322, 348 social control of, 23, 24 utilitarian goals of media organizations, 193 social uses of, 308-9 utilitarianism in media use, 316 and terrorism, 239-40 terrorism, 35, 127, 239-40, 344, 345-6, 368 video, 21, 58, 292 text(s) videotex, 21, 28, 55 gendered nature of, 102, 243, 261, 262, violence, 17, 44, 82, 138, 235, 256, 296, 264, 313 342, 343-4, 345, 369 information value of, 249-50 visual language, 266-7 as narrative, 240 notion of a, 94, 237-8 'watchdog' role of media, 142, 195 open versus closed, 239-40 Weaver, D., 145, 195-7, 200-1, 202, 203, polysemy of, 103, 238 204, 210 Third World, 115, 116, 170, 171, 180, 352 Weaver, W., 43, 248 Thomas, W.I., 361 Weber, M., 11, 197–8 time western movies, 264 and media content, 380 Westerstähl, J., 146, 147, 148 and the media and cultural identity, 117, Westley, B., 50, 67, 190 118 Whitney, D.C., 187, 208 and news selection, 218-19 Wilensky, H.L., 40, 296 Tomlinson, J., 84, 115, 134, 178, 372 Wilhoit, C.G., 145, 195-7, 200-1, 202, Toronto School, 85-6 203, 204, 210 transience, 53 Williams, R., 15, 18, 36, 97 transmission model, 43-5, 49-50, 51, 54, Williamson, J., 99, 102, 242, 246, 247, 259 106, 232, 248, 322 Windahl, S., 4, 50, 297, 308, 310, 314, transnationalization see internationalization 316, 317, 333, 335, 349, 353, 360 Trenaman, J.S.M., 329, 339, 355, 356 Winsor, P., 243 triggering, 337, 344 Winston, B., 24, 90, 107 Truetzschler, W., 83, 134, 170, 172 women, 81, 102, 261-2, 332 Tuchman, G., 5, 195, 198, 203, 205, 215, degradation of, 138 216-17, 255, 261, 272, 273, 360 and film-making, 243 Tunstall, J., 17, 43, 91, 112, 155, 161, 162, magazines for, 81, 209, 210, 261, 311, 166, 167, 176, 177, 178, 187, 193, 312 194, 201, 204, 208, 216, 226, 265, media use, 102, 313 267 in news organizations, 202, 203-5 Turow, J., 187, 208, 225, 321 stereotyping of, 256 see also romance stories; soap operas UNESCO, 125, 181 Wright, C.R., 78, 79, 149 United States Commission on the Freedom of the Press Zillman, D., 316-17, 321-2, 344 (1947), 124, 127 Zoonen, L. van, 101-2, 204, 261, 332, Federal Communications Commission

364