

## CONTENTS

LIST OF EXHIBITS xv

PREFACE xvii

### PART ONE

Media/Society 1

1 Media and the Social World 3

The Importance of Media 4

The Rise of Mass Media 6

*The Print Medium* 9

*Sound Recording and the Film Medium* 11

*Broadcast Media* 11

*"New" Media* 12

Media and Society 13

*Mass Media in Socialization* 13

*Mass Media in Social Relations* 15

A Sociology of Media 16

*The Importance of Social Relations* 18

*Structural Constraint and Human Agency* 20

*Structure and Agency in the Media* 22

A Model of Media and the Social World 25

*Applying the Model: The Civil Rights Movement* 27

Conclusion 30

### PART TWO

Production: The Media Industry and the Social World 31

2 The Economics of the Media Industry 33

Changing Patterns of Ownership 34

*Concentration of Ownership* 34

<i>Conglomeration and Integration</i>	40
Consequences of Conglomeration and Integration	44
<i>Integration and Self-Promotion</i>	44
<i>The Impact of Conglomeration</i>	46
The Effects of Concentration	47
<i>Media Control and Political Power</i>	47
<i>Media Ownership and Content Diversity</i>	51
Mass Media for Profit	58
<i>Prime-Time Profits</i>	58
<i>Profit and the News Media</i>	62
The Impact of Advertising	63
<i>Advertising and the Press in the Nineteenth Century</i>	66
<i>Advertising and the Contemporary News Media</i>	70
<i>Advertising, MTV, and "New" Media</i>	73
Conclusion	76
<b>3 Political Influence on Media</b>	<b>77</b>
The Case of "Pirate Radio"	78
Common Features of Media Regulation Debates	80
The "First Freedom"	83
The "Public Interest" and the Regulation Debate	85
Regulation in International Perspective	87
Regulating Ownership and Control	89
<i>Regulating Ownership of Media Outlets</i>	89
<i>Regulating Ownership of Programming:</i> <i>The Case of "Fin-Syn" Rules</i>	92
<i>Regulating Ownership and Control of Technology</i>	95
Regulating Media Content and Distribution	98
<i>Regulating the Media Left and Right:</i> <i>Diversity Versus Property Rights</i>	98
<i>Regulating for Diversity: The Fairness Doctrine</i>	99
<i>Regulating for Morality</i>	101
<i>Regulating for Accuracy: Advertising</i>	112
<i>Regulating in the "National Interest": Media and the Military</i>	113
Informal Political, Social, and Economic Pressure	116
Conclusion	119

<b>4</b>	<b>Media Organizations and Professionals</b>	<b>121</b>
	The Limits of Economic and Political Constraints	122
	<i>Working Within Economic Constraints</i>	122
	<i>Responding to Political Constraints</i>	123
	The Organization of Media Work	124
	<i>News Routines</i>	126
	<i>Selecting Front-Page Stories</i>	129
	<i>Objectivity</i>	131
	Occupational Roles and Professional Socialization	135
	<i>Photography</i>	137
	<i>Editorial Decision Making</i>	143
	Norms on the Internet	149
	Hits, Stars, and Decision Making	153
	Conclusion	156

## **PART THREE**

### **Content: Media Representations of the Social World** 157

<b>5</b>	<b>Media and Ideology</b>	<b>159</b>
	What Is Ideology?	159
	<i>"Dominant Ideology" Versus Cultural Contradictions</i>	161
	<i>Ideology as Normalization</i>	163
	Theoretical Roots of Ideological Analysis	164
	<i>Early Marxist Origins</i>	164
	<i>Hegemony</i>	165
	News Media and the Limits of Debate	169
	<i>Elites and Insiders</i>	169
	<i>Economic News as Ideological Construct</i>	171
	Movies, the Military, and Masculinity	172
	<i>Action-Adventure Films</i>	174
	<i>Vietnam Films</i>	175
	Television, Popularity, and Ideology	176
	<i>Television and Reality</i>	178
	<i>Television and the Changing American Family</i>	179
	Rap Music as Ideological Critique?	181

Advertising and Consumer Culture	184
<i>Selling Consumerism in the Early Twentieth Century</i>	186
<i>Women's Magazines as Advertisements</i>	188
Advertising and the Globalization of Culture	189
Conclusion	192
<b>6 Social Inequality and Media Representation</b>	<b>195</b>
Comparing Media Content and the "Real" World	196
The Significance of Content	198
Race and Media Content: Inclusion, Roles, and Control	200
<i>Racial Diversity in Media Content</i>	202
<i>Race and Media Roles</i>	204
<i>Controlling Media Images of Race</i>	210
Gender and Media Content	212
<i>Women: Presence and Control in the Media</i>	212
<i>Changing Media Roles for Women . . . and Men</i>	213
Class and the Media	216
<i>"Some People Are More Valuable Than Others"</i>	216
<i>Class and Media Content</i>	217
Sexual Orientation: Out of the Closet and Into the Media?	224
Conclusion	227

## **PART FOUR**

<b>Audiences: Meaning and Influence</b>	<b>229</b>
<b>7 Media Influence and the Political World</b>	<b>231</b>
Media and Political Elites	232
<i>A Politics of Image</i>	233
<i>The Decline of Political Parties and Mediating Institutions</i>	237
<i>Politics as Spectator Sport</i>	238
Media and Individual Citizens	240
<i>Media Effects: From Influence to Interaction</i>	240
<i>The Gap Between Theory and Popular Perception</i>	244
<i>Lessons From the Research</i>	246
Media and Social Movements	247
"New Media" and the News	249

Politics and Entertainment Media	253
<i>Television and Film</i>	253
<i>Music</i>	256
Global Media, Global Politics	259
<i>The Cultural Imperialism Thesis</i>	260
<i>The Politics of Media in Other Nations</i>	262
Conclusion	264
<b>8 Active Audiences and the Construction of Meaning</b>	<b>265</b>
The Active Audience	266
<i>Interpretation</i>	267
<i>The Social Context of Interpretation</i>	268
<i>Collective Action</i>	268
Meanings: Agency and Structure	269
<i>Agency and Polysemy</i>	269
<i>Structure and Interpretive Constraint</i>	273
Decoding Media and Social Position	274
<i>Class and Nationwide</i>	274
<i>Gender, Class, and Television</i>	278
<i>Race, News, and Meaning Making</i>	279
<i>International Readings of American Television</i>	281
The Social Context of Media Use	284
<i>Romance Novels and the Act of Reading</i>	284
<i>Watching Television With the Family</i>	287
Active Audiences and Interpretive "Resistance"	289
<i>Interpretive Resistance and Feminist Politics</i>	290
<i>Resistance and Identity</i>	292
The Pleasures of Media	293
<i>Pleasure and Fantasy</i>	294
<i>Celebrity Games</i>	295
<i>Pleasure and Resistance</i>	297
Conclusion	298
<b>9 Media Technology and Social Change</b>	<b>299</b>
The Nature and Consequence of Media Technology	300
<i>Differing Technological Capabilities</i>	300
<i>Mediating Communication</i>	302

<i>Rethinking Time and Space</i>	304
<i>Technological Determinism</i>	305
Technology and the Media Environment	307
<i>McLuhan's Message</i>	307
<i>Images and Public Life</i>	308
<i>Electronic Media and Social Identity</i>	311
<i>Medium Theory in a Computer Age</i>	312
The Social Construction of Media Technologies	314
<i>The Early Years of Radio</i>	315
<i>Introducing Television Into the Home</i>	319
The Internet and the Future of Interactive Media	321
<i>Struggling to Tame the Wild Frontier: Corporate Efforts to Control of Internet</i>	326
<i>Beyond Technological Determinism</i>	330
Conclusion	332

## **PART FIVE**

### **Globalization and the Future 335**

#### **10 Media in a Changing Global Culture 337**

What Is Globalization?	338
<i>Crossing Limits of Time and Space</i>	338
<i>Crossing Cultural Boundaries</i>	340
<i>The Promise and Reality of Media Globalization</i>	342
The Global Media Industry	343
<i>Global Products, Centralized Ownership</i>	344
<i>The Case of Bertelsmann</i>	348
Global Media Content	355
<i>The Debate Over "Cultural Imperialism"</i>	355
<i>The Fight to Preserve Local Cultures</i>	356
<i>The Imperialism Thesis: Some Complications</i>	359
<i>The Politics of Information Flow</i>	363
Global Media Consumption:	
<i>Limits of the "Global Village"</i>	366
Afterword: The Ubiquity of Change	
and the Future of Mass Media	369

**Appendix: Selected Media-Related Internet Resources 373**

General Directories 373

Media Education 374

Media Research, Policy, and Publications 375

Media Advocacy 376

Independent Media 376

**REFERENCES 379**

**INDEX 397**