# **Brief Contents**

Preface How to Use This Book Acknowledgments To the Student

# Part I

### The Nature and Business of Media

- Understanding Mass Media, Convergence, and the Importance of Media Literacy
- Making Sense of Research on Media Effects and Media Culture 2
- The Business of Media
- Financing and Shaping the Media: Advertising, Public Relations, and Marketing Communications
- Controls on Media Content: Government Regulation, Self-Regulation, and Ethics

## Part II The Media Industries

- Preface: The Forces Driving Convergence in Media Industries
- 6 The Internet Industry
- 7 The Book Industry
- 8 The News Industry
- 9 The Magazine Industry
- 10 The Recording Industry
- The Radio Industry 11
- The Movie Industry
- The Television Industry
- The Video Game Industry

### Epilogue

Notes

Photo Credits

Index

xvii

xxii

xxiv

129

165

176

199

226

256

284

314

349

383

449

456

458