

Brief Contents

Introduction **Media and the Information Age**

Chapter 1 **THE CHANGING MEDIA** 3

Chapter 2 **MEDIA THEORY** 33

The Media

Chapter 3 **BOOKS AND MAGAZINES** 63

Chapter 4 **NEWSPAPERS** 93

Chapter 5 **RADIO AND RECORDED MUSIC** 123

Chapter 6 **FILM AND HOME VIDEO** 159

Chapter 7 **TELEVISION** 189

Chapter 8 **THE INTERNET** 229

Chapter 9 **THE COMMUNICATIONS INFRASTRUCTURE** 265

Chapter 10 **PUBLIC RELATIONS** 301

Chapter 11 **ADVERTISING** 331

Media Issues

Chapter 12 **MEDIA IMPACTS** 363

Chapter 13 **MEDIA POLICY AND LAW** 403

Chapter 14 **MEDIA ETHICS** 431

Chapter 15 **GLOBALIZATION OF COMMUNICATIONS MEDIA** 463