

Contents

Editors' Preface	v
Foreword	vii
1 The mass media and social science	1
The media and social concern	2
The rise of research	6
The media and the audience	8
2 The history and development of the media in Britain	14
Books and publishing	19
The Press	23
Cinema	29
Broadcasting	32
3 The structure and organisation of the media	37
Media and public regulation	37
Media economics	43
Structure of the media industries	46
Economic organisation and social organisation	52
4 The communicators and media production	55
The communicators	55
Creativity and control	62
The communicators and their audience	68
Organisational and other goals	74
5 The media and the social system	78
The media and the political system	78
The media and other socialising agencies	90
The media and cultural values	99
The media and the social system	102
6 The changing media	103
Technology and organisation	103
Broadcasting	104
The Press	108
Cinema	111
Publishing	113
Changing media and changing society	114
References and further reading	116
Index	131