

MEDIA TODAY

MASS COMMUNICATION IN A CONVERGING WORLD

— 7TH EDITION —

JOSEPH TUROW

Brief Contents

<i>Preface</i>	xv
<i>How to Use This Book</i>	xvii
<i>Acknowledgments</i>	xxii
<i>To the Student</i>	xxiv

Part I **The Nature and Business of Media** **2**

1	Understanding Mass Media, Convergence, and the Importance of Media Literacy	2
2	Making Sense of Research on Media Effects and Media Culture	29
3	The Business of Media	60
4	Financing and Shaping the Media: Advertising, Public Relations, and Marketing Communications	95
5	Controls on Media Content: Government Regulation, Self-Regulation, and Ethics	129

Part II **The Media Industries** **165**

	Preface: The Forces Driving Convergence in Media Industries	165
6	The Internet Industry	176
7	The Book Industry	199
8	The News Industry	226
9	The Magazine Industry	256
10	The Recording Industry	284
11	The Radio Industry	314
12	The Movie Industry	349
13	The Television Industry	383
14	The Video Game Industry	418

	<i>Epilogue</i>	447
	<i>Notes</i>	449
	<i>Photo Credits</i>	456
	<i>Index</i>	458

Detailed Contents

Preface	xv
How to Use This Book	xvii
Acknowledgments	xxii
To the Student	xxiv

Part I

The Nature and Business of Media

2

1 Understanding Mass Media, Convergence, and the Importance of Media Literacy 2

Introducing Media Convergence	3
Introducing Mass Communication	5
The Elements of Communication	6
Mass Communication Defined	10
Mass Media and Convergence	12
Mass Media, Culture, and Society	14
How Do We Use the Mass Media in Our Daily Lives?	14
How Do the Mass Media Influence Culture?	16
 Global Media Today & Culture: A Case Study of Convergence: Sony Corporation	17
Media Literacy	20
Principles of Media Literacy	20
Media Literacy Tools	23
The Benefits of a Media-Literate Perspective	25
 Key Terms	26
 Questions for Discussion and Critical Thinking	27
 Activity	28

2 Making Sense of Research on Media Effects and Media Culture 29

The Nature of Mass Media Research	31
The Early Years of Mass Media Research in the United States	31
Searching for Community: Early Critical Studies Research	31
Fearing Propaganda: Early Concerns About Persuasion	33
Kids and Movies: Continuing Effects Research	35

Social Relations and the Media	36
The Limits of Propaganda: Limited Effects Research	39
Consolidating the Mainstream	
Approach	40
Studying Opinion and Behavior Change	40
Studying What People Learn From Media	40
Studying Why, When, and How People Use the Media	43
 Global Media Today & Culture: The Polysemy of Finding Nemo	43
The Rise of Critical Approaches	45
Moving From Mainstream Approaches to Critical Approaches	45
Cultural Studies	51
Historical Approaches to Cultural Studies	51
Anthropological Approaches to Cultural Studies	52
Linguistic and Literary Approaches to Cultural Studies	52
Using Media Research to Develop Media Literacy Skills	53
Where Do You Stand With Respect to Media Effects?	54
How Can You Make Sense of Discussions and Arguments About Media Effects?	54
How Should You Explore Your Concerns About Mass Media?	56
 Key Terms	58
 Questions for Discussion and Critical Thinking	58
 Activity	59

3 The Business of Media 60

Identifying an Audience for Mass Media

Content 61

- Defining and Constructing a Target Audience 62
- Creating Content to Attract the Target Audience 67

Determining a Genre for Mass Media

Content 68

- Entertainment 68

Global Media Today & Culture: Mergers and Acquisitions: Oligopolies in the Media Industries 69

- News 71
- Information 76
- Education 77
- Advertising 78

Mixing Genres in a Convergent Media

System 79

Production of Mass Media Content 81

- Media Production Firms 81

Distribution of Mass Media Content 82

Exhibition of Mass Media Content 84

Financing Mass Media Content 87

- Funding New Productions 87
- Funding When Production Is Already Complete 89

Media Literacy and the Business of Mass

Media 90

Key Terms 92

Questions for Discussion and Critical Thinking 93

Activity 94

4 Financing and Shaping the Media: Advertising, Public Relations, and Marketing Communications 95

The Advertising Industry 96

- An Overview of the Modern Advertising Industry 97
- Production in the Advertising Industry 100

Global Media Today & Culture: Free Media and Advertising 102

- Distribution in the Advertising Industry 103
- Exhibition in the Advertising Industry 105
- Determining an Advertisement's Success 107

What Is Public Relations? 109

- The Public Relations Industry and Media 111
- Production in the Public Relations Industry 114
- Distribution in the Public Relations Industry 115
- Exhibition in the Public Relations Industry 116

The Rise of Marketing Communications 117

- Branded Entertainment 117

- Direct Marketing 119

- Relationship Marketing 119

Advertising, Public Relations, and Convergence 120

Media Literacy Issues Related to Advertising and PR 121

- Advertising and Commercialism 121
- Truth and Hidden Influence in Public Relations 122
- Targeting by Advertising and Public Relations Firms 125

Key Terms 127

Questions for Discussion and Critical Thinking 128

Activity 128

5 Controls on Media Content: Government Regulation, Self-Regulation, and Ethics 129

Why Do Media Firms Care About What Government Does? 131

- The First Amendment 132

Global Media Today & Culture: Public Broadcasting: PBS vs. BBC 133

More Allowable Government Control Over Media Content 134

- Regulating Content Before Distribution 135
- Fair Use 139
- Parodies 140
- Regulating Content After Distribution 140
- Databases and Privacy Concerns 144
- Economic Regulation 146
- Creating Technical Order 148
- Encouraging Competition 148
- Consumer Protection 149

Media Self-Regulation 150

- External Pressures on Media to Self-Regulate 151
- Internal Pressures on Media to Self-Regulate 153

The Role of Ethics 156

- Making Ethical Decisions 156
- Ethical Duties to Various Constituencies 157
- Forming Ethical Standards for the Mass Media 158

Media Literacy, Regulation, and Ethics 159

- Media Regulations and the Savvy Citizen 160

Key Terms 162

Questions for Discussion and Critical Thinking 162

Activity 164

Part II

The Media Industries

165

The Forces Driving Convergence in Media Industries 165

The Spread of Digital Media 167

The Importance of Distribution Windows 168

Audience Fragmentation and

Segmentation 169

Globalization 171

Conglomeration 173

Moving Forward 175

 **Key Terms** 175

6 The Internet Industry 176

The Rise of the internet 177

Production, Distribution, and Exhibition on the internet 182

The Net Neutrality Controversy 184

 **Global Media Today & Culture: FAANG in Your Daily Life** 185

Social Media Sites and Search

Engines 186

Funding Online Content 188

Sites Involved in Image Making 188

Sites Selling Products or Services 188

Content Sites Selling Subscriptions 188

Selling Advertisements 189

Media Ethics: Confronting Internet

Privacy 194

Determining Your Own Point of View as a Critical Consumer of Media 196

 **Key Terms** 197

 **Questions for Discussion and Critical Thinking** 197

 **Activity** 198

7 The Book Industry 199

The History of the Book 200

The Book Industry Today 204

Educational and Professional Books 204

Consumer Books 205

Variety and Specialization in Book

Publishing 207

Financing Book Publishing 207

Production in the Book Publishing

Industry 210

Production in Trade Publishing 210

Production at a University Press 212

Book Production in the Electronic Age 212

 **Global Media Today & Culture: WorldCat: Find Items in Libraries Near You** 213

Reducing the Risks of Failure During the Production Process 214

Distribution in the Book Industry 216

The Role of Wholesalers in the Distribution Process 216

Assessing a Title's Popularity 217

Exhibition in the Book Publishing Industry 218

Exhibition of Consumer Books 219

Exhibition in Textbook Publishing 220

Convergence and Conglomeration in the Book Industry 221

Ethical Issues in Book Production 222

 **Key Terms** 224

 **Questions for Discussion and Critical Thinking** 225

 **Activity** 225

8 The News Industry 226

The Development of the Newspaper 228

An Overview of the Contemporary Newspaper Industry 232

Daily Newspapers 232

Weekly Newspapers 234

The Variety of Newspapers 234

 **Global Media Today & Culture: Yellow Journalism** 235

Financing the Newspaper Business 236

Advertising 236

Circulation 238

Production in the Newspaper Industry 240

Creating Newspaper Content 240

The Technology of Publishing the Paper 244

Distribution in the Newspaper Industry 244

Determining Where to Market the Newspaper 245

Exhibition in the Newspaper Industry 246

Achieving Total Market Coverage 246

A Key Industry Issue: Building

Readership 247

Building Print Readership 247

Building Digital Readership 248

The Future of Newspapers Versus the Future of Journalism 249

Ethics and New Models of Journalism 251

 **Key Terms** 254

 **Questions for Discussion and Critical Thinking** 254

 **Activity** 255

9 The Magazine Industry 256

The Development of Magazines 257

An Overview of the Modern Magazine Industry 261

- Five Major Types of Magazines 262
- Business-to-Business Magazines/Trade Magazines 262
- Consumer Magazines 263
- Literary Reviews and Academic Journals 264
- Newsletters 264
- Comic Books 265

Financing Magazine Publishing 266

- Controlled Circulation Magazines 267
- Paid Circulation Magazines 268
- Market Segmentation 268

Digital Circulation 269

Global Media Today & Culture: The Newsweek Case: From Analog to Digital and Back 270

Production in the Magazine Industry 270

- Magazine Production Goals 271
- Producing the Magazine as a Branded Event 273

Distribution in the Magazine Industry 274

Exhibition in the Magazine Industry 277

Media Ethics and the Magazine Industry 278

Key Terms 281

Questions for Discussion and Critical Thinking 282

Activity 282

10 The Recording Industry 284

The Rise of Records 286

An Overview of the Modern Recording Industry 290

- International Ownership 291
- Dispersed Production 291
- Concentration of Distribution 291
- Features of the Recording Industry Audience 293
- US Sales: The Importance of Digital Downloading and Streaming 293
- Diverse Music Genres 294

Production and the Recording Industry 296

Global Media Today & Culture: The International Music Phenomenon of K-Pop 296

- Artists Looking for Labels, Labels Looking for Artists 297
- Finding Music to Record 298
- Royalties 298
- Producing a Record 300
- Self-Producing Music for Sale 300
- Compensating Artists 300
- Distribution in the Recording Industry 301

The Importance of Convergence in Promotion 303

Video, Television, and Movie Promotions 305

Concert Tours 306

Exhibition in the Recording Industry 307

Digital Downloads 308

Physical Sales 309

Ethical Issues in the Recording Industry 310

Key Terms 312

Questions for Discussion and Critical Thinking 312

Activity 313

11 The Radio Industry 314

The Rise of Radio 315

An Overview of the Terrestrial Radio Industry 321

Where and When People Listen to the Radio 322

AM Versus FM Technology 322

Commercial Radio Stations Versus Noncommercial Radio Stations 323

Radio Market Size 324

Production in the Radio Industry 325

Radio Formats 325

Determining Listening Patterns 328

Working With Formats 328

Producing the Playlist 330

Conducting Research to Compile the Playlist 331

Maintaining the Format and Retaining the Target Audience 331

Distribution in the Radio Industry 333

The Role of Networks, Syndicators, and Format Networks 333

Exhibition in the Radio Industry 335

Advertising's Role in Radio Exhibition 335

Learning Who Listens 336

Conducting Market Research to Determine Ratings 336

When Stations Fare Poorly in the Ratings 338

Radio and the New Digital World 339

Satellite Radio 339

Global Media Today & Culture: Tencent Music 341

Online Radio 341

Traditional Radio's Responses to Digital Music 343

Media Ethics and the Construction of Radio

Audiences 345

Key Terms 347

Questions for Discussion and Critical Thinking 347

Activity 348

12 The Movie Industry 349

The Rise of Motion Pictures 350

An Overview of the Modern Motion

Picture Industry 356

Production in the Motion Picture Industry 358

The Role of the Majors 358

Distinguishing Between Production and
Distribution 358

The Role of Independent Producers 359

The Process of Making a Movie 359

Theatrical Distribution in the Movie

Industry 366

Finding Movies to Distribute 366

Global Media Today & Culture: Hollywood, Bollywood, and Nollywood 367

Releasing Movies 367

Marketing Movies 368

Theatrical Exhibition in the Motion Picture

Industry 370

The Relationship Between Distributors and Theater
Chains 370

Digital Screens 371

Convergence and Nontheatrical Distribution and Exhibition in the Motion Picture

Industry 372

The Shift to Digital Marketing 373

The Shift to Online and Mobile Downloads 374

The Problem of Piracy 376

Media Ethics and the Motion Picture

Industry 377

Cultural Diversity and Cultural Colonialism 377

 Key Terms 380

 Questions for Discussion and Critical
Thinking 381

 Activity 382

13 The Television Industry 383

The Rise of Television 384

Television in Its Earliest Forms 384

An Overview of the Contemporary Television

Industry 390

Television Broadcasting 391

Subscription Cable, Telco, and Satellite
Services 393

Online and Mobile Platforms 395

Production in the Television Industry 396

Producing Cable and Satellite Channel Lineups 396

Producing Broadcast Channel Lineups 399

Producing Online/Mobile Lineups 400

Producing Individual Channels 401

Producing Individual Programs 406

Distribution in the Television Industry 409

 Global Media Today & Culture: Television Formats:
Local Adaptations of TV Programs 413

Exhibition in the Television Industry 413

Media Ethics: Converging Screens, Social Television, and the Issue of Personalization 414

 Key Terms 416

 Questions for Discussion and Critical
Thinking 417

 Activity 417

14 The Video Game Industry 418

The Video Game Industry and Convergence 419

The Rise of the Video Game Industry 420

The Contemporary Shape of the Video Game Industry 424

Video Game Hardware 425

The Production of Video Game Software 428

 Global Media Today & Culture: VR and AR: The
Next Frontier of Video Games and the Entire
Media Entertainment Landscape? 430

Action Games 431

Adventure Games 432

Casual Games 432

Simulation Games 432

Strategy Games 432

Sports Games 433

Advertising Content and Video Games 433

Distribution and Exhibition of Video Games 435

Video Games and Convergence 436

Media Ethics: Confronting Key Issues 437

Concerns About Content 437

Concerns About Privacy 439

Concerns About Self-Regulation 441

 Key Terms 445

 Questions for Discussion and Critical
Thinking 445

 Activity 446

Epilogue	447
Notes	449
Photo Credits	456
Index	458