

# CONTENTS

Acknowledgments

vii

Preface to the Third Edition

ix

Preface to the First Edition

xiii

Introduction

xvii

## **PART 1 / THE PRIVATE MINISTRY OF INFORMATION**

*Chapter 1*

The Endless Chain

3

*Chapter 2*

Public Information as Industrial By-Product

27

*Chapter 3*

“Won’t They Ever Learn?”

48

*Chapter 4*

From Mythology to Theology

69

*Chapter 5*

“Dear Mr. President . . .”

90

**PART 2 / THE HIGH COST OF FREE ADVERTISING**

*Chapter 6*

Only the Affluent Need Apply  
105

*Chapter 7*

The Endless Chain  
118

*Chapter 8*

The High Cost of Free Lunches  
134

*Chapter 9*

Dr. Brandreth Has Gone to Harvard  
152

*Chapter 10*

Democracy and the Media  
174

**PART 3 / MASS MEDIA WITHOUT MASSES**

*Chapter 11*

Mass Media without Masses  
195

*Chapter 12*

The Growing Gap  
208

*Chapter 13*

To Undo Excess  
223

Afterword

239

Notes

253

Index