

DETAILED CONTENTS

Foreword xix

Chapter 1	Shaping the American Mass Media: A Brief Overview	1
	The Relationship Between Mass Media and Society	2
	The Legacy of the Early Period: The 1600s	3
	<i>Mercantilism: The Importance of Private Enterprise</i>	4
	<i>A Commitment to Local and Autonomous Government</i>	4
	<i>Separating Church and State</i>	5
	<i>Individualism: The Frontier Mentality</i>	5
	<i>Overview of the Influences of the Early Period</i>	6
	Influences of the Later Colonial Era: The 1700s	6
	<i>Deep Distrust of Big Government</i>	7
	<i>Growing Dissatisfaction with England's Controls</i>	7
	<i>The Role of Newspapers in the Independence Movement</i>	8
	<i>Overview of Influences of the Colonial Era</i>	8
	Mass Media in an Expanding Nation: The 1800s	8
	<i>The Industrial Revolution and its Consequences</i>	9
	<i>Territorial Expansion</i>	10
	<i>Influence of the Civil War</i>	11
	<i>Increased Pace of Urbanization</i>	12
	<i>Consequences of Population Increases and Migrations</i>	12
	<i>Overview of the Influences of the Nineteenth Century</i>	12
	New Media in an Urban-Industrial Society: The 1900s	13
	<i>The United States Becomes a Mass Communication Society</i>	13
	<i>New Technologies and Changing Mass Media Systems</i>	14
	<i>Overview of Factors Influencing Media Development in the 1900s</i>	15
	What Lies Ahead?	16
	Notes and References	17
Chapter 2	Introduction to the Origins, Nature, and Uses of Theories	18
	What Is a Theory?	18
	<i>Concepts as Beginning Points for Theory Development</i>	19
	<i>Theories as Sets of Related Propositions</i>	20
	<i>Theories as Explanations</i>	20
	<i>Theories as Guides to Research</i>	22
	<i>Theories as Practical Tools</i>	23
	Where Do Theories Come From?	25
	<i>Theories Derived from Research</i>	25
	<i>Theories Derived from Ideologies</i>	26
	How Do Scholars Develop New Theories of Mass Communication?	28
	<i>Conceptualizing Mass Communication</i>	29
	<i>A Formal Definition of Mass Communication</i>	31

Which Media Are Mass Media? 33

What Theories Are Included in this Book? 33

Backgrounds and Origins from Philosophy and Social Science 33

Early Theories of the Effects of Mass Communication 34

Early Theories of the Process of Mass Communication 35

Early Theories of Influences on Individuals 35

Theories of Media Influences on Society and Culture 36

Theories of Why Certain Forms of Media Content

Dominate 36

Notes and References 37

Chapter 3 The Scientific Method and the Social Construction of Reality: The Contributions of Philosophy to Media Theory 38

The Initial Search for Understanding 39

Language and Writing 39

The Emergence of Philosophy 39

The Basic Issues 40

Being: The Existence of Reality 40

Knowing: Human Understanding of Reality 40

Doing: Responding to Reality 41

The Search for a Strategies for Obtaining Valid Knowledge 41

Sensory Experience as a Strategy 42

Metaphysical Reasoning as a Strategy 43

The Modern Philosophy of Science Develops 45

Francis Bacon and the Inductive Strategy 45

Rene Descartes and the Deductive Strategy 47

The Development of the Sciences 48

The Probabilistic Strategy 49

How People Come to Know Reality 50

The Part Played by Other People 50

Mass Communication and Depictions of Reality 51

The Media as Teachers of Incidental Lessons 52

The Social Construction of Reality Theory: A Formal Summary 53

Notes and References 54

Chapter 4 Public Opinion as Shaped by the Press: The Contribution of Political Science 56

From Political Philosophy to Political Science 56

Using Scientific Strategies to Study Political Behavior 57

Traditionalists vs. Empiricists 57

Distinct Periods of Political Thought 58

The Ancient Period: The Search for the Just Society 59

The Medieval Period: The Struggle Between Secular and Ecclesiastical Power 60

The Early Modern Period: The Emergence of Democracy 61

The Contemporary Period: Public Opinion Becomes Dominant 63

Public Opinion and the Press 65

The Arrival of Newspapers 65

<i>Recognizing That "News Is Not Truth"</i>	66
The Development of Public Opinion Polls	67
<i>The Measurement of Public Opinion Becomes a Reality</i>	68
<i>The Preoccupation with Public Opinion by Contemporary Leaders</i>	68
A Theory of Public Opinion as Shaped by the Press: A Formal Summary	69
Notes and References	69

Chapter 5 Cognitive Processing: The Contributions of Psychology to Mass Communication Theory 70

Sensation and Perception: Knowing the World of Reality	71
<i>Sensation</i>	72
<i>Perception</i>	72
Learning and Memory	73
<i>The Nature-Nurture Debate</i>	74
<i>Learning</i>	74
<i>Social Learning</i>	75
<i>Incidental Learning</i>	75
<i>Socialization and Enculturation</i>	76
<i>Memory</i>	76
The Basics of Contemporary Cognitive Processing Theory	77
<i>Selective Attention to Media Presentations</i>	77
<i>Selective Perception of Media Content</i>	77
<i>Limitations on Human Memory for Media Content</i>	78
<i>Schemata and Memory for Media Content</i>	79
<i>Narration Schemata</i>	79
<i>Differences in Cognitive Functioning by Medium</i>	79
Cognitive Processing Theory: A Formal Summary	80
Notes and References	81

Chapter 6 The Concept of Mass Society as a Contribution of Sociology to Media Studies 82

The Traditional Society: The Gemeinschaft	85
<i>Shared Informal Rules for Behavior</i>	85
<i>A Restricted Division of Labor</i>	86
<i>A Social Order Based on Trust</i>	86
<i>A Limited Need for Media</i>	86
Industrialization and the Emergence of Sociology	87
<i>A Science of Society</i>	87
<i>From Gemeinschaft to Gesellschaft: Contrasting Social Orders</i>	88
<i>Anonymity and Anomie</i>	89
The Contemporary Urban-Industrial Society: The Gesellschaft	90
<i>Diversity and a Loss of Trust</i>	90
<i>Formal Systems of Control</i>	90
<i>The Decline of Interpersonal Communication</i>	90
The Theoretical Concept of the "Mass"	91
<i>Psychological Isolation in the "Mass"</i>	91

<i>The "Mass" and the Media</i>	91
Early Interpretations of the Effects of "Mass" Newspapers	92
The Theory of Mass Society	93
<i>The Mass Society as an Abstract Model</i>	94
<i>Mass Society and Audience Diversity</i>	94
Notes and References	95

Chapter 7 James Bryce's 19th Century Theory of Public Opinion and the Press 96

Background	97
Bryce's In-Depth Qualitative Study of the United States	98
<i>The American Commonwealth</i>	98
<i>The Role of Public Opinion in Government</i>	99
The Role of Public Opinion in the American Democracy	100
Determining Public Opinion in the Late 1800s	101
Bryce's Stages in the Formation of Public Opinion	102
<i>Stage One</i>	102
<i>Stage Two</i>	103
<i>Stage Three</i>	103
<i>Stage Four</i>	104
Bryce's Theory of Public Opinion: A Formal Summary	105
<i>Stage One: The Formation of Initial Individual Positions</i>	105
<i>Stage Two: Early Crystallization of Shared Opinions</i>	105
<i>Stage Three: Controversy and Final Structuring of Opinions</i>	105
<i>Stage Four: Public Opinion Shapes the Political System</i>	106
Bryce's Theory Today	106
Notes and References	108

Chapter 8 Walter Lippmann's 1920s Theory of Unintentional News Distortion: Implications for the Nature of Public Opinion and Public Policy 109

Background	110
<i>Walter Lippmann: The Man</i>	111
<i>Lippmann's Early Career</i>	111
<i>A Focus on the Importance of the Accuracy of News</i>	112
<i>Later Career</i>	112
The Essential Propositions of Lippmann's Theory	113
<i>The Surveillance Function</i>	114
<i>The Oversupply of Available News</i>	114
<i>Limitations on Resources</i>	115
<i>The Moral Obligation to Be Accurate</i>	116
<i>The "Pseudo-Environment" as Consequence</i>	117
Lippmann's Theory: A Formal Summary	118
Lippmann's Theory of Unintentional News Distortion	118
An Empirical Test of the Theory	118
Discussion	120
Notes and References	120

Chapter 9 The “Magic Bullet” Theory of Uniform Effects 122

The Magic Bullet Theory as Popular Explanation 122

Human Nature and the Social Order 123

Basic Behavioral Paradigms 124

Nineteenth-Century Views of Human Nature 124

Human Beings Are Animals Driven by Instincts 125

Human Beings Are Driven by Unconscious Urges 126

Nineteenth-Century Views of the Social Order 127

Society as Organism 127

Sources of Social Pathology 128

The Era of Crowds 128

The Media as Sources of Personal and Social Problems 129

The Evils of the Mass Press 129

New Media in a New Century 130

The Magic Bullet Theory: A Formal Summary 131

Notes and References 132

Chapter 10 A Selective and Limited Influences Theory 133

Psychology Discovers the Importance of Individual Differences 135

The Basis of Individual Uniqueness 135

Psychological Factors in Audience Behavior 135

Sociology Discovers the Importance of Social Factors 136

From Social Uniformity to Social Diversity 136

The Discovery of Subcultures 136

World War I Propaganda as an Influence on Media Theory 137

The Need for Propaganda 138

Propaganda’s Remarkable Success 138

Early Movie Research Seemed to Support the Magic Bullet Theory 138

Why the Movies Seemed Powerful 139

Large-Scale Research Begins 139

Controversial Results 140

The Magic Bullet Theory Is Discredited 140

The Invasion from Mars: Individual Differences and Selective Audience Responses 140

Social Categories That Shape Selective Media Attention 142

Factors in Attention to News Stories 142

Army Film Studies: Different Effects on Different People from the Same Content 143

The Selective and Limited Influences Theory: A Formal Summary 145

The Accumulation Process: The “Adding Up” of Limited Influences 146

The Accumulation of Minimal Effects Theory: A Formal Summary 147

Notes and References 147

Chapter 11 Gatekeeping Theory 148

Basic News Functions of the Press 149

The Surveillance Function 150

Correlation of Events in the News 150

Transmitting the Social Heritage 150

The Origins of the Concept of Gatekeeping 151

Opening the Gate: Criteria for Selecting the News 153

The News Perspective 153

News Values as Gatekeeping Criteria 155

Gatekeeping Theory: A Formal Summary 156

Notes and References 157

Chapter 12 Agenda-Setting Theory 159

The Origins of Agenda-Setting Theory 161

Forerunners of the Concept 161

The Chapel Hill Study 162

Factors Used in Setting the News Media Agenda 164

Traditional News Values 164

Other Considerations 164

The Public's Agenda of Beliefs About Issue Importance 167

The Attention Requirement 167

Interest as a Prerequisite 167

Shaping What People Think, or Merely What They Think About? 168

The Public's Issue Agenda and the Policy Agenda 169

The Emergence of a Significant Problem of Public Concern 169

A Circular System of Mutual Influence 170

The Agenda-Setting Theory of the Press: A Formal Summary 171

Notes and References 171

Chapter 13 The Two-Step Flow of Communication Theory 172

The People's Choice Project: The Seminal Study 173

Background: The Presidential Election of 1940 174

Erie County, Ohio: The Site of the Study 175

The Unique Design of the Study 175

The Problem Posed by Repeated Interviews 176

The Panel Design 176

The Results 176

The Effects of the Media Campaigns 176

Radio as a New Medium 177

The Discovery of the Two-Step Flow of Communication 177

The Nature and Role of Opinion Leaders 178

Opinion Leaders Exist at All Levels 178

Mistrust of Media Campaign Propaganda 179

Additional Studies 179

The Two-Step Flow of Communication Theory: A Formal
Summary 180

The Problem of Distortion in Interpersonal Communication 181

Notes and References 182

Chapter 14 Uses for Gratifications Theory 183

- The Discovery of the Active Audience 183
 - The Office of Radio Research and the Soap Opera Studies* 184
 - Characteristics of Soap Opera Listeners* 185
 - Major Conclusions: Seeking Gratifications by Listening* 187
- The Uses and Gratifications "Perspective" 188
 - What Children Obtain from Television* 188
- A "Research Tradition" Develops 189
- Developing a Formal Theory 190
 - Identifying Basic Assumptions* 190
 - What Content, Needs, and Gratifications, and for Whom?* 190
 - Alternatives to Need Gratification* 191
- The Uses for Gratifications Theory: A Formal Summary 193
- Notes and References 194

Chapter 15 Media Information Utility Theory 195

- The Underlying Problem: Explaining Selectivity Motivation 195
- The Logic of Needs-Gratification Explanations 196
- Alternative Black Boxes 197
 - Instincts* 197
 - Addictions* 199
 - The Medical Model* 200
- Selectivity Based on Information Utility 202
- Changing Sources for Utilitarian Information 203
 - Mass Media in Mass Society* 203
 - An Empirical Example: Companionship in the Classifieds* 203
- Media Information Utility Theory: A Formal Summary 204
- Notes and References 205

Chapter 16 Modeling Theory 206

- Social Learning Theory 207
- Social Learning from Media Depictions and Real-Life Situations 208
- The Troublesome Issue of Televised Violence 210
 - The Rapid Adoption of Television* 210
 - Increasing Rates of Crime and Delinquency* 211
 - Civil Disorders: The Rise in Urban Violence* 212
- The Surgeon General's Report 213
- Research Findings Concerning Television and Violence 214
 - The Bobo Doll Study: An Illustration* 214
 - Limitations of the Experimental Approach* 215
- Modeling Theory: A Formal Summary 216
- Notes and References 216

Chapter 17 Social Expectations Theory 217

- Alternative Paradigms for Explaining Behavior 218
 - Conduct as "Inner-Directed": Psychological Explanations* 218
 - Conduct as Socially Controlled: The Influence of Groups and Cultures* 218

The Socio-Cultural Paradigm	219
<i>The Human Group as the Basic Concept</i>	219
<i>Norms as Guides to Conduct for Group Members</i>	220
<i>Roles as Expectations of People Playing Particular Parts</i>	221
<i>Ranks: Distinctions Among Members in Power, Prestige, and Rewards</i>	221
<i>Controls: Enforcing the Expectations of Social Organization</i>	222
Learning Expected Patterns: The Process of Socialization	223
Learning Behavioral Rules from Media Depictions	223
<i>Depictions of Codes for Behavior in Entertainment Content</i>	224
<i>Learning the Rules Through Incidental Lessons</i>	225
Social Expectations Theory: A Formal Summary	225
Notes and References	226

Chapter 18 Media-Influenced Diffusion of Innovation Theory 227

Basic Definitions	228
<i>Innovation</i>	228
<i>The Personal Adoption Process</i>	229
<i>Within-Group Diffusion</i>	229
<i>Between-Groups Diffusion</i>	229
Background: Influences of the Industrial Revolution	231
<i>A Vast Increase in Innovations</i>	232
<i>The Search for Explanations</i>	232
The Diffusion of Hybrid Seed Corn: The Seminal Study	232
<i>The Innovation</i>	233
<i>Purpose of the Study</i>	234
<i>Research Method and Strategy</i>	235
Findings and Implications	235
<i>Communication Channels for First Learning</i>	235
<i>Time Between Learning and Adoption</i>	236
<i>Stages in the Diffusion Process</i>	237
<i>Types of Adopters and the S-Shaped Curve</i>	238
Conclusions	239
Media-Influenced Diffusion of Innovation Theory: A Formal Summary	240
Notes and References	241

Chapter 19 A Theory of Audience and Media Dependency on Popular Culture 242

The Many Meanings of "Culture"	243
<i>Culture as a Design for Living</i>	243
<i>High Culture</i>	244
<i>Folk Culture</i>	245
<i>Popular Culture</i>	245
The Audience's Dependency on Popular Culture	246
<i>The Industrial Revolution and New Life Schedules</i>	247
<i>Filling Leisure Time</i>	248

Media Dependency on Popular Culture	249
Critics' Views of the Consequences of Kitsch	249
<i>Mining, Debasing, and Detracting from High Culture</i>	250
<i>Diminishing the Stature of Real-Life Heroes</i>	250
<i>Needlessly Raising the Cost of Products</i>	252
<i>Providing Models for Deviant Behavior</i>	253
Popular Culture Theory: A Formal Summary	254
Notes and References	254

Chapter 20 The Creeping Cycle of Desensitization Theory 256

The Cycle Begins with the Daily Newspaper	257
<i>Benjamin Day and the New York Sun</i>	258
<i>Adoption of the New Type of Newspaper</i>	260
<i>The Trend Continues: The Era of Yellow Journalism</i>	260
<i>Public Reactions to the Yellow Press</i>	262
<i>Contemporary News as "Infotainment"</i>	263
Concerns about Indecent Movies	263
<i>The Movies of the 1920s Transgress Prevailing Moral Norms</i>	266
<i>The Motion Picture Producers Association's Code</i>	266
<i>The Challenge of Television</i>	267
The Outrage over Comic Books	269
Controversies over Violence on Television	271
<i>The Presidential Commission on Violence</i>	272
<i>Senator Pastore's Million-Dollar Project</i>	272
Controversial Content on Computers	273
<i>Pornography and the Internet</i>	273
<i>Video Games</i>	275
Advertisements Cross the Line	276
The Creeping Cycle of Desensitization Theory: A Formal Summary	277
Notes and References	278

Chapter 21 Critical Cultural Perspectives: Interpretations of Media Influences on Individuals and Society 280

Cultural Criticism: The General Background	281
<i>Cultural Criticism as a General Intellectual Activity</i>	281
<i>An Ideological Epistemology</i>	284
The Intellectual Origins of Contemporary Cultural Criticism	284
<i>Karl Marx as Cultural Critic</i>	285
<i>The Worldwide Spread and Continuing Influence of Marxism</i>	287
The Cultural Superstructure of Capitalism	288
<i>The Need to Support the Status Quo</i>	288
<i>The Mass Media as Cultural Superstructure</i>	288
<i>Public Unawareness of the Role of the Media</i>	289
<i>The Media as Eager Volunteers</i>	289
The Basic Propositions of Cultural Criticism of the Media	290
Notes and References	290

Chapter 22 Cultural Imperialism Theory 291

- American Popular Culture Becomes global 293
 - The Early Distribution of American Movies* 293
 - The Global Reach of American Popular Music* 293
 - The Role of Technology* 295
 - Multinational Corporations Produce and Market Entertainment Products* 295
- The Process of Cultural Diffusion 297
 - Cultural Diffusion in Prehistoric Times* 298
 - The Diffusion of American Popular Culture Today* 298
 - The Reverse Flow: Cultural Diffusion to the United States* 301
- Cultural Diffusion Theory: A Formal Summary 302
 - Cultural Modification and Resistance to Change* 302
- The Traditional Meaning of "Imperialism" 303
 - Non-Military "Imperialisms"* 304
 - Mass Communication as Imperialism* 306
- Cultural Imperialism Theory: A Formal Summary 307
- Notes and References 308

Chapter 23 Collateral Media Instruction Theory 309

- Background 310
- The Major Concepts 312
 - Collateral Instruction: Unintended Lessons Embedded in Media Content* 312
 - Unwitting Incidental Learning by Members of the Audience* 313
 - The Social Construction of Reality* 314
 - The Importance of "Programmatic" Theory Development* 314
- The Empirical Study 314
 - The Research Setting* 317
 - The Basic Questions* 318
- Assessing Youthful Beliefs and Attitudes 318
 - The Problem of Contacting Teenagers in Other Countries* 319
 - Who Were the Teenagers Studied?* 320
 - The Issue of Media Exposure* 320
 - Assessing the Influences of Depictions of Americans in Media Content* 320
- What the Results Revealed 321
 - Americans as a Violent People* 322
 - Americans as Criminals* 323
 - American Women as Sexually Immoral* 323
- Developing the Formal Theory 325
 - A Theory of Collateral Instruction, Incidental Learning, and Flawed Constructions of Reality* 325
 - A Note of Caution* 326
- Discussion 326
- Notes and References 326

Chapter 24 Other Formulations and Concepts 328

- Four "Theories" of the Press 330
 - Authoritarian Theory* 331

<i>Libertarian Theory</i>	332
<i>Social Responsibility Theory</i>	333
<i>Soviet Communist Theory</i>	334
The Interpretations of Marshall McLuhan	335
<i>The Global Village</i>	335
<i>The Medium Is the Message</i>	336
<i>Media Hot and Cold</i>	336
<i>McLuhan's Legacy</i>	337
Cultivation Analysis	337
<i>The Scientific Advisory Committee on Television and Social Behavior</i>	338
<i>Shaping Shared Beliefs</i>	338
<i>The Violence Profiles</i>	340
<i>Empirical Challenges</i>	340
The Spiral of Silence Theory	341
<i>The Hypothesis of Silence</i>	341
<i>Fear of Isolation</i>	342
<i>The Nature and Spread of Public Opinion</i>	342
Dependency Theory	343
Additional Perspectives	343
<i>The Looking Glass Theory of Media Influences</i>	344
<i>Frame Analyses</i>	345
<i>The Third-Person Effect</i>	347
Notes and References	347