

Detailed Contents

List of Exhibits	xiii
Preface	xv
Acknowledgments	xix
PART I. MEDIA/SOCIETY	1
1 Media and the Social World	3
<hr/>	
<i>The Importance of Media</i> 4	
The Rise of Mass Media 8	
The Print Medium 9	
Sound Recording and the Film Medium 9	
Broadcast Media 12	
The Internet and New Technologies 13	
Media and Society 14	
Mass Media in Socialization 14	
Mass Media in Social Relations 16	
A Sociology of Media 17	
The Importance of Social Relations 18	
Structural Constraint and Human Agency 19	
Structure and Agency in the Media 21	
A Model of Media and the Social World 23	
Applying the Model: The Civil Rights Movement 25	
Conclusion 28	
PART II. PRODUCTION: THE MEDIA INDUSTRY AND THE SOCIAL WORLD	29
2 The Economics of the Media Industry	31
<hr/>	
Changing Patterns of Ownership 32	
Concentration of Ownership 32	
Conglomeration and Integration 38	
Consequences of Conglomeration and Integration 42	
Integration and Self-Promotion 42	
The Impact of Conglomeration 43	

The Effects of Concentration	45
Media Control and Political Power	45
Media Ownership and Content Diversity	48
Mass Media for Profit	54
Prime-Time Profits	55
Cheaper Programs for Smaller Audiences	56
Profit and the News Media	58
The Impact of Advertising	59
Advertising and the Press in the 19th Century	63
Advertising and the Contemporary News Media	65
Marketing and "New" Media	67
Conclusion	70

3 Political Influence on Media

71

The Case of "Pirate Radio"	72
Common Features of Media Regulation Debates	75
The "First Freedom"	77
The "Public Interest" and the Regulation Debate	80
Regulation in International Perspective	81
Regulating Ownership and Control	82
Regulating Ownership of Media Outlets	83
Regulating Ownership of Programming: The Case of "Fin-Syn" Rules	86
Regulating Ownership and Control of Technology	87
The Internet and "Net Neutrality"	88
Computer Software	89
Regulating Media Content and Distribution	91
Regulating the Media Left and Right: Diversity Versus Property Rights	91
Regulating for Diversity: The Fairness Doctrine	92
Regulating for Morality	93
Ratings and Warnings	94
Outlawing and Controlling Distribution	98
The Challenges of Web 2.0	100
The Issue of Violence	101
Regulating for Accuracy: Advertising	103
Regulating in the "National Interest"	105
Informal Political, Social, and Economic Pressure	108
Conclusion	111

4 Media Organizations and Professionals

113

The Limits of Economic and Political Constraints	113
Working Within Economic Constraints	114
Responding to Political Constraints	114

Decision Making for Profit: Imitation, Hits, and Stars	116
High Costs and Unpredictable Tastes	116
Art Imitating Art	117
Stars and the “Hit System”	119
Creating Hits and Producing Stars	120
Using Stars to Combat Uncertainty	121
<i>Beyond Stars to a Universe of Products</i>	123
The Organization of Media Work	123
Conventions	124
News Routines and Their Consequences	125
The Role of News Wire Services	128
Selecting Front-Page Stories	128
Objectivity	130
The Rise of User-Generated Content	135
Users and Mainstream Media: iReport	135
Amateurs and Professionals Together: Pro-Am Efforts	136
Collaborative Content Creation: Wikinews	136
Citizen Journalists: OhmyNews	137
Occupational Roles and Professional Socialization	138
Roles	138
Photography	139
Editorial Decision Making	143
Norms on the Internet, New Media, and New Organizations	147
Conclusion	150

PART III. CONTENT: MEDIA REPRESENTATIONS OF THE SOCIAL WORLD **151**

5 Media and Ideology **153**

What Is Ideology?	153
Ideology and the “Real” World	153
Dominant Ideology Versus Cultural Contradictions	154
The “Culture War” Battles Over Ideology	155
Ideology as Normalization	156
Theoretical Roots of Ideological Analysis	158
Early Marxist Origins	158
Hegemony	159
News Media and the Limits of Debate	163
Elites and Insiders	163
Economic News as Ideological Construct	165
Movies, the Military, and Masculinity	167
Action-Adventure Films	168
Vietnam Films and War Films Today	168
Television, Popularity, and Ideology	170
Television and Reality	171

Television and the Changing American Family	172
Revising Tradition: The New Momism	174
Rap Music as Ideological Critique?	174
Advertising and Consumer Culture	177
Selling Consumerism in the Early 20th Century	179
Women's Magazines as Advertisements	180
Advertising and the Globalization of Culture	181
Conclusion	184

6 Social Inequality and Media Representation

185

Comparing Media Content and the "Real" World	186
The Significance of Content	187
Content as Reflection of Producers	188
Content as Reflection of Audience Preference	188
Content as Reflection of Society in General	188
Content as an Influence on Audiences	189
Content as Self-Enclosed Text	189
Race, Ethnicity, and Media Content: Inclusion, Roles, and Control	190
Racial and Ethnic Diversity in Media Content	191
Race, Ethnicity, and Media Roles	193
Controlling Media Images of Race	200
Gender and Media Content	201
Women: Presence and Control in the Media	201
Changing Media Roles for Women . . . and Men	202
The Case of Women's Sports	203
Class and the Media	205
For Advertisers, "Some People Are More Valuable Than Others"	205
Class and Media Content	207
Sexual Orientation: Out of the Closet and Into the Media?	212
Conclusion	215

PART IV. AUDIENCES: MEANING AND INFLUENCE

217

7 Media Influence and the Political World

219

Media and Political Elites	220
A Politics of Image	221
The Decline of Political Parties and Mediating Institutions	226
The Professionalization of Political Communication	227
Politics as Spectator Sport	229
Media and Individual Citizens	230
Media Effects: From Influence to Interaction	231
The Gap Between Theory and Popular Perception	234
Lessons From the Research	236
Media and Social Movements	237

The Internet and Political News	239
Political Campaigns and the Internet	239
Social Movements and the Internet	240
Digital Technologies and the Future of Politics	241
Politics and Entertainment Media	244
Television and Film	244
Music	247
Global Media, Global Politics	250
The Cultural Imperialism Thesis	250
The Politics of Media in Other Nations	251
Conclusion	254

8 Active Audiences and the Construction of Meaning

255

The Active Audience	256
Interpretation	257
The Social Context of Interpretation	258
Collective Action	258
Meanings: Agency and Structure	259
Agency and Polysemy	259
Structure and Interpretive Constraint	262
Decoding Media and Social Position	262
Class and <i>Nationwide</i>	263
Gender, Class, and Television	266
Race, News, and Meaning Making	267
International Readings of American Television	268
The Social Context of Media Use	272
Romance Novels and the Act of Reading	272
Watching Television With the Family	274
The Internet and the Culture of Sharing and Disclosing	276
Active Audiences and Interpretive Resistance	277
Interpretive Resistance and Feminist Politics	278
Resistance and Identity	279
The Pleasures of Media	280
Pleasure and Fantasy	281
Celebrity Games	282
Pleasure and Resistance	283
Conclusion	284

9 Media Technology

285

The Nature of Media Technology	285
Differing Technological Capabilities	286
Mediating Communication: Traditional Versus "New" Media	287
Technological Determinism and Its Limits	289
Technological Determinism	290
The Influence of Social Forces	290

The Social Construction of Media Technologies	291
The Early Years of Radio	291
Television Finds a Home	294
Introducing the Internet	295
Web 2.0 Versus the 1% Rule	296
How Media Technology Matters	299
McLuhan’s Optimistic Message	299
Media’s Impact on Time and Space	300
The Rise of Television Images	303
New Media and the Culture of Distraction	306
New Media Technology and Social Forces	308
Commercial Interests and User Habits	309
The Business Models of New Media Companies	310
The Threat to Privacy: The Expansion of Behavioral Targeting	315
In Search of an Audience: The Long Tail and the Fragmentation of Media	317
Using New Technologies	319
Creativity and Diversity	319
Political Engagement	320
Conclusion	321

PART V. GLOBALIZATION AND THE FUTURE **323**

10 Media in a Changing Global Culture **325**

What Is Globalization?	326
Crossing Limits of Time and Space	326
Crossing Cultural Boundaries	327
The Promise and Reality of Media Globalization	328
The Global Media Industry	329
Global Products, Centralized Ownership	329
The Case of the News Corporation	330
Global Media Content	332
The Debate Over “Cultural Imperialism”	332
The Fight to Preserve Local Cultures	334
The Imperialism Thesis: Some Complications	336
The Politics of Information Flow	339
Global Media Consumption: Limits of the “Global Village”	341
Regulating Global Media	344
Afterword: The Ubiquity of Change and the Future of Media	346

Appendix: Selected Media-Related Internet Resources **349**

References **353**

Index **379**

About the Authors **395**