

CONTENTS

PREFACE	vii
GENERAL NOTE	xi
LIST OF TABLES, CHARTS, MAPS, AND ILLUSTRATIONS	xv
Chapter 1: THE PRESS AND SOCIETY	19
The Soviet Scene • The Soviet System • A Political Press • Mass Mobilizer • Keeper of the Morals • Public Forum and Social Critic • Educator and Reporter • Mass Entertainer and Merchandiser	
Chapter 2: FROM REVOLUTION TO REFORM	53
Lenin: A Rebel Press • A Bolshevik Press: Formative Years • Stalin and the Company Press • The 1930's: Years of Growth • Khrushchev: The "Thaw Press"	
Chapter 3: WRITTEN AND UNWRITTEN RULES	109
The American Model • The Russian Mind • The State: Laws and Censorship • <i>Glaslit</i> • Censorship by Law • The Government Bureaucracy • The Party Machinery • Myths and Realities	
Chapter 4: JOURNALISTS AND POLITICIANS	150
Journalism Institutions • Forming the Journalist • The Journalist in Society • The Journalist's Product	
Chapter 5: THE PRINTED WORD	182
The Advertising Business • The Newspaper Press • The National Newspapers • The Republic Press • City and Regional Newspapers • The Lower Press • The Wall Newspapers • <i>Pravda</i> • An <i>Oblast</i> Newspaper • How the News Flows • The Weekly Newspapers • The Periodical Press	

Chapter 6: RADIO MOSCOW AND THE BLUE SCREEN	236
Years of Development: Radio • Years of Development: Television	
• The Broadcasting Network	
Chapter 7: NEWS OF THE WORLD: TASS AND NOVOSTI	265
Managing Foreign News • The TASS Establishment • Novosti:	
The Soviet USIA	
Chapter 8: THE PEOPLE'S PRESS AND THE PEOPLE	296
The "People's Press" • Letters to the Editor • Is Anyone There? •	
The Mass Audience • The Newspaper Audience • Radio and Tele-	
vision Audiences • Forming Opinions	
NOTES	341
SOVIET NEWSPAPERS AND PERIODICALS	364
BIBLIOGRAPHY	369
INDEX	378