Understanding Media and Culture: An Introduction to Mass Communication

University of Minnesota Libraries Publishing edition, 2016. This edition adapted from a work originally produced in 2010 by a publisher who has requested that it not receive attribution.

Minneapolis, MN
Publisher Information

*Understanding Media and Culture: An Introduction to Mass Communication*
Acknowledgments
About the Author

*Understanding Media and Culture: An Introduction to Mass Communication*

*Unnamed Author*

*Daily News, Eternal Stories: The Mythological Role of Journalism*
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*Pop Culture Mania*

*The Ed Sullivan Show*
References

New York Times

The Adoring

Audience: Fan Culture and Popular Media

Tuned In Time
1.2 Intersection of American Media and Culture

Learning Objectives

American Idol

Mass Communication, Mass Media, and Culture
1.2 INTERSECTION OF AMERICAN MEDIA AND CULTURE

Turn your question into a video and see it broadcast and answered on live TV!

This summer and fall, YouTube, CNN and a few engaged and engaging editors will make political history by having the presidential candidates answer questions submitted via YouTube videos. The first debate will feature the Democratic candidates on July 23rd in Charleston, South Carolina. Submit your question for the Democrats between June 14th and July 22nd (the earlier the better). The CNN political team will choose the most creative and compelling videos, and if yours is one of them, you may get the chance to fly to Charleston to watch the debate live and offer your reactions afterward on YouTube's political video blog. CNNPolitics.

So if you've always wanted your voice to be heard, now's your chance — grab a camera and get rolling.

GUIDELINES

- Be original — choose your own approach.
- Be personal — your perspective is important.
- Choose your focus — you can address one or all of the candidates.
- Keep it quick — your question should be less than 30 seconds.
- Make it look good — speak loudly and keep that camera steady.
- Provide context — in your question or video description, include your name and home town.
- Please note — all videos are subject to the YouTube Terms of Use.
1.3 The Evolution of Media

Learning Objectives

What Does Media Do for Us?

*Friday Night Lights*
*Mad Men*
*Galactica*
*The Wire*
*Battlestar Galactica*
*Wikipedia*
The Jungle
Washington Post

A Brief History of Mass Media and Culture
Technological Transitions Shape Media Industries
London Times
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Gone With the Wind  The Wizard of Oz

Gone With the Wind  The Wizard of Oz
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References

*Imagined Communities: Reflections on the Origin and Spread of Nationalism*

In Circulation
Social History of the Media

A Social History of the Media: From Gutenberg to the Internet

Wired

Understanding Media: The Extensions of Man

Digital

The State of the News Media 2004

A Supposedly Fun Thing I’ll Never Do Again
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Kinds of Convergence

New York Post  The Wall Street Journal

True Blood

The Shadow  Pirates of the Caribbean
Tom and Jerry

The Ring

The Grudge
Effects of Convergence

Everything Bad Is Good for You

The Shallows: What the Internet Is Doing to Our Brains

Video Killed the Radio Star: Convergence Kills Off Obsolete Technology—or Does It?
References

The Shallows: What the Internet Is Doing to Our Brains
Pitchfork

Technology Review
Everything Bad Is Good for You

New York Times

New York Times

TBS Journal
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Free Speech and Its Limitations
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Roth v. the United States

Playboy
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*How We Advertised America*

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**Wired**

_The Modern Age_

*modernity*
early modern period

late modern period

The Postmodern Age
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Wired

*The Adding Machine*

*The Postmodern Condition: A Report on Knowledge*
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The New York Times

The Ed Sullivan Show

Anna Karenina

The New York Times
The Ed Sullivan show

New Yorker
A Changing System for the Internet Age

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<td>Seinfeld / Series finale</td>
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<td>American Idol / Season 5 finale</td>
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Democratizing Tastemaking

*The New York Times*

*Hamlet*
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American Heritage
New York Times

New Yorker

Wikipedia
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Why Be Media Literate?
Advertising

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References

Wikipedia

Smith College Sophian

The Colbert Report

Wikipedia

BBC News

FactCheck.org

Los Angeles Times
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Propaganda and Persuasion

Encyclopedia Britannica

The Creation of the Media
Maine
Media and Behavior

Violence and the Media

Doom

The Matrix
Sex and the Media
Cultural Messages and the Media
The Lone Ranger
Breakfast at Tiffany's

New Media and Society

A Better Pencil

Information

Onion Harry Potter

Washington Post
Literacy

News
Sesame Street

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References

Los Angeles Times

Psychological Science in the Public Interest

A Better Pencil: Readers, Writers, and the Digital Revolution

BBC News

MSNBC

Health Scout

Propaganda and Persuasion

New York Times

Convergence Culture: Where Old and New Media Collide
New York Times

New York Times

Propaganda

Creation of the Media

Philly.com

USA Today
2.2 Media Effects Theories

Learning Objectives

War of the Worlds

Challenges to the Direct Effects Theory

People's Choice Study

Marshall McLuhan's Influence on Media Studies

Gutenberg Galaxy  Understanding Media

Understanding Media
Agenda-Setting Theory

Annie Hall

Laugh-In
Uses and Gratifications Theory

Dancing

With the Stars

Dancing With the Stars
Symbolic Interactionism

Spiral of Silence

Media Logic
Cultivation Analysis

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References

Media Worlds in the Postjournalism Era

Agenda-Setting

Mass Communication: Living in a Media World

Mass Communication

Consumer Psychology

An Integrated Approach to Communication Theory and Research

New York Times
2.3 Methods of Researching Media Effects

Content Analysis

Archival Research

The New York Times  Time
Surveys

Social Role Analysis

Depth Interviews

Rhetorical Analysis
Focus Groups

Experiments

Participant Observation
World of Warcraft

Identity: A World of Warcraft Reader

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Media Research Techniques

Digital Culture, Play, and Identity: A World of Warcraft Reader

Media Research Methods: Measuring Audiences, Reactions and Impact
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Learning Objectives

Problems With Methodology and Theory

Doom

Active versus Passive Audience

Arguments against Agenda-Setting Theory
Arguments Against Uses and Gratifications Theory

Arguments Against Spiral of Silence Theory

Arguments Against Cultivation Analysis Theory

Politics and Media Studies

Media Bias
Media Decency

Ulysses
Adventures of Huckleberry Finn
Jack Thompson versus Violent Video Games

CBS News

Grand Theft Auto

Media Consolidation
References

Washington Post

Time

Political Communication and Deliberation
Mediamaking: Mass Media in a Popular Culture

Mass Communication

Human Communication Theory and Research: Concepts, Contexts, and Challenges

Digital Media Wire

InformationWeek

Topical Issues in Communications and Media Research

MSNBC

USA Today

Cape Cod Times

Canada.com

Television and its Viewers: Cultivation Theory and Research

CBS News
3.1 Books

A Lost Generation of Readers?

Reading at Risk: A Survey of Literary

Reading in America

The Joy Luck Club
A Lesson Before Dying
References

Washington Post

Reading at Risk: A Survey of Literary Reading in America

Reading at Risk
New York Times
3.2 History of Books

Ancient Books
Diamond Sutra
light up  

Gutenberg’s Industry-Changing Invention

Time
Effects of the Mass Production of Books

Divine Comedy

Canterbury Tales
cheap books

History of Document Control
### Key Takeaways
References

A History of Reading
The Book Publishing Industry
The Encyclopedia of Censorship

What Hath God Wrought: The Transformation of America, 1815–1848

New York Times Magazine
Walt Disney: A Biography
3.3 Books and the Development of U.S. Popular Culture

Learning Objectives
COMMON SENSE;
ADDRESSSED TO THE
INHABITANTS
OF
AMERICA,
On the following interesting
SUBJECTS.
II. Of Monarchy and Hereditary Succession.
III. Thoughts on the present State of American Affairs.
IV. Of the present Ability of America, with some miscellaneous Reflections.

By Thomas Paine

MAN knows no Master save creating HEAVEN,  
Or those whom choice and common good ordain.

THOMSON.

PHILADELPHIA:
Printed, and Sold, by R. BELL, in Third-Street.
MDCC LXX VI.
Common Sense

The Power of Sympathy: or, The Triumph of Nature

Charlotte Temple

The Boarding School
Books in the 1800s—How Uncle Tom’s Cabin Helped Start a War

Charlotte Temple  Uncle Tom’s Cabin

Uncle Tom’s Cabin

Uncle Tom’s Cabin
The Last of the Mohicans

Leaves of Grass

The Adventures of Huckleberry Finn
The Wonderful Wizard of Oz
The Wizard of Oz

The Wonderful Wizard of Oz

Adventures of Alice in Wonderland

Riders of the Purple Sage

The Virginian

Howl

and Other Poems

On the Road

Naked Lunch

Behind Harry Potter

The Twilight Saga

The Da Vinci Code

Twilight Saga

Harry Potter

Da Vinci Code

Uncle Tom’s Cabin

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Defining Obscenity: "Howl" Goes on Trial
Howl and Other Poems
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Uncle Tom's Cabin

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References

The Norton Anthology of American Literature

The Kiss of Lamourette: Reflections in Cultural History
The Boarding School; or, Lessons of a Preceptress to Her Pupils

Howl

Uncle Tom's Cabin

American Scream: Allen Ginsberg's "Howl" and the Making of the Beat Generation

The Adventures of Huckleberry Finn

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3.4 Major Book Formats

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Hardcover

codex  block of wood
The Great Gatsby

Harry Potter

Paperback
The Interpreter of Maladies

The New York Times

E-Books
The Lost Symbol

Riding the Bullet
Harry Potter

The Da Vinci Code

Harry Potter

The New Yorker

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References

New Yorker
American Scientist

CNN

USA Today

New York Times
3.5 Current Publishing Trends

Blockbuster Syndrome
American Psycho
A Secret History
Going Rogue
My Life

The New York Times
Authors Say "No" to Blockbuster Syndrome

Briefs: Stories for the Palm of the Mind

Rise (and Fall?) of Book Superstores
Mother Jones

Harry Potter  Twilight

The New Yorker

Price Wars
References

The Secret History

New Criterion

Entertainment Weekly

Time

Mother Jones

New York Times

Games on msnbc.com

Publishers Weekly

New York Times

Reuters

New York Times

American Time Use Survey

American Time Use Survey
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**E-Books**
UNDERSTANDING MEDIA AND CULTURE: AN INTRODUCTION TO MASS COMMUNICATION
Pride and Prejudice

The New York Times

Digitizing Libraries

The New York Times
The New York Times

Print-on-Demand and Self-Publishing
The Joy of Cooking  Chicken Soup for the Soul

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London Times
London Times

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References

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*Acta Diurna*

daily doings

Avisi

*Acta Diurna*

The Birth of the Printing Press
European Roots

Furnemmen Aviso Relations over Zeitung

newes from Italy, Germany, Hungary, Poland, Bohemia, France and the Low Countrieys

Relations: Aller

Corante, or weekly
Government Control and Freedom of the Press

The Heads of Severall Proceedings in This Present Parliament

Areopagitica
Aareopagitica

Aareopagitica

Einkommende Zeitung
Daily Courant
Colonial American Newspapers

Public Occurrences, Both FORREIGN and DOMESTICK

The Boston Gazette

The Boston News-Letter
American Weekly Mercury

New England Courant

The New England Courant

The Pennsylvania Gazette

The Trial of John Peter Zenger

The New York Weekly Journal

York Weekly Journal
Freedom of the Press in the Early United States

Newspapers as a Form of Mass Media

The Penny Press

The Sun

The Sun

The Sun

Sun

Courier and Enquirer

The Sun
Growth of Wire Services
Yellow Journalism

New York World

New York World

New York Journal

Comics and Stunt Journalism

New York Journal

Yellow Kid

yellow journalism
Yellow Kid

New York Journal

Yellow Kid
A History of Mass Communication Six Information Revolutions
17th-18th Century Burney Collection Newspapers

Public Occurrences, Both FOREIGN and DOMESTICK

Montana: The Magazine of Western History

American Quarterly

Areopagitica

The Creation of the Media: Political Origins of Modern Communications

Journal of American Studies
4.3 Different Styles and Models of Journalism

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**Objective versus Story-Driven Journalism**

*The New York Times*

**The Rise of Objective Journalism**

*The New York Times*

Times* Chattanooga

*The New York Times*

**The Inverted Pyramid Style**

*The New York Times*
Interpretive Journalism

The least important information closes the story

Subsequent paragraphs give additional facts

Most important information leads the story
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Literary Journalism

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Oprah Winfrey: Advocacy Journalist

Oprah Winfrey Show
Consensus versus Conflict Newspapers

The New York Times

Niche Newspapers

The Christian Science Monitor

The Underground Press
Village Voice

Village Voice

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References

Interim

Media Chatter

The International Encyclopedia of Communication

USA Today

A Sourcebook of American Literary Journalism: Representative Writers in an Emerging Genre

OAH Magazine of History

Precision Journalism: A Reporter's Introduction to Social Science Methods

New York Times

History News Network

New York Times

Debbie Schlussel

Daedalus

The Handbook of Journalism Studies
4.4 How Newspapers Control the Public’s Access to Information and Impact American Pop Culture

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The New York Times

“All the News That’s Fit to Print”

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References

The Institutions of American Democracy: The Press

Z Magazine

Read All About It: The Corporate Takeover of America’s Newspapers

New York Times
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Los Angeles Times

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The Washington Post

The Washington Post Sunday Source

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*The Wall Street Journal*

*Journal*

*The Wall Street Journal*

*Chronicle of Philanthropy*

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Newsweek

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Orangette

Bon Appetit

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Post-Intelligencer

Post-Intelligencer

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Drudge Report

The Huffington Post
Source of Newspaper Revenue

Print

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Online

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References

Daily Beast
PressThink

Hindu

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PressThink

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*Changing Times, Changing Tastes*

Gourmet

Vogue

*Cookie*  
*Elegant*

*Bride*  
*Modern Bride*  
*Gourmet*
References

Gourmet

New York Times

Gourmet

New York Times

Newsweek

State of the Media Report 2011: Adapting, Surviving, and Reviving
5.2 History of Magazine Publishing

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*Germany, France, and the Netherlands Lead the Way*

- Erbauliche Monaths-Unterredungen
- Edifying Monthly Discussions
- Journal des Scavans
- Giomale de letterati
- Novelles de la République des Lettres
- Le Mercure Galant
- Mercure de France
- Athenian Mercury
British Magazines Appear

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American Magazines

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Mass-Appeal Magazines

| Godey's Lady's Book |

The Saturday Evening Post

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<td>Evening Post</td>
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Price Decreases Attract Larger Audiences

McClure’s Magazine
Cosmopolitan

Munsey Magazine

Early 20th-Century Developments

Newsmagazines

Time
Forbes
Newsweek

Time
Newsweek

Time
Newsweek
Into the 21st Century
5.3 The Role of Magazines in the Development of American Popular Culture

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Advertising for a National Market

*Scribner’s Monthly*

*Scribner’s Monthly*

*Vogue*
Popular Literature in Magazines

Uncle Tom's Cabin  Walden  Moby-Dick  Tom Sawyer  Huckleberry Finn  Ulysses  Hiroshima  The Old Man and the Sea  Tarzan of the Apes

Pulp Magazines

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Detective Comics

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Entertainment Magazines

Movie Mirror  Movieland

Photoplay  Picture Play

Entertainment Weekly  Rolling Stone  TV

Guide

Teen Magazines

Tiger Beat  Teen People

Seventeen

Tiger Beat
Do Magazine Images Negatively Influence Teenage Girls?
Celebrity Magazines

**Key Takeaways**
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| Seventeen | CosmoGIRL! |

### References

*USA Today*

*Marketing Week*

*Selling Culture: Magazines, Markets, and Class at the Turn of the Century*
5.4 Major Publications in the Magazine Industry

Learning Objectives

Cosmopolitan

High-Circulation Magazines

Better Homes and Gardens  National Geographic  Family Circle  AARP
Bulletin  Reader’s Digest  AARP The Magazine  AARP

AARP The Magazine and AARP Bulletin

AARP The Magazine  AARP Bulletin

AARP The Magazine

AARP The Magazine

AARP Bulletin

AARP Bulletin
Reader’s Digest

Reader’s Digest

News Magazines

Time Newsweek U.S. News &

World Report

Newsweek Newsweek

Newsweek News-Week

Newsweek

Going Rogue: An American Life
Runner’s World
5.4 MAJOR PUBLICATIONS IN THE MAGAZINE INDUSTRY • 183

U.S. News & World Report

America’s Best Colleges

Women’s Magazines

Ladies’ Home Journal

Women’s Magazines

Better Homes and Gardens

Ladies’ Home Journal

Women’s Magazines

Good Housekeeping

Women’s Magazines

Better Homes and Gardens
Better Homes and Gardens

Cosmopolitan

Cosmopolitan

Cosmo

Cosmopolitan

Men’s Magazines

Sports Illustrated
Sports Illustrated

Time

Sports Illustrated

Sports Illustrated

Celebrity Magazines

OK! Us Weekly

People

OK! Us Weekly

People

OK!

People

OK!

Us Weekly

Us Weekly

Us Weekly
### Key Takeaways

| AARP The Magazine | AARP Bulletin | Reader's Digest | Cosmopolitan |

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- Cosmopolitan

### References

- Cosmopolitan
Good Housekeeping

A History of American Magazines: 1885–1905

Newsweek
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**Format**

- *The Washington Post*
- *Los Angeles Times*

  - *Time*
  - *Newsweek*
  - *U.S. News & World Report*

**Choice to Publish**

- *Time*
- *Newsweek*
Advertisers' Influence

Editorial Leanings

Time Newsweek and U.S. News & World Report

U.S. News & World Report

Newsweek

Time

U.S. News

Newsweek

U.S. News & World Report

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The State of the News Media 2004
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- Universal Historical Bibliothèque
- American Economic Review
- The Journal of Marriage and Families
Religious Groups

Christianity Today Catholic Digest

Kashrus Magazine

Shambhala Sun

CrossCurrents

Political Groups

Conservative The American Prospect

The American Prospect The American Conservative

Pulp and Genre Fiction Magazines

Asimov's Science Fiction

Asimov's Science Fiction
Asimov's Science Fiction

Ellery Queen's Mystery Magazine

Asimov's
### Hobby and Interest Magazines

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<th>Old House</th>
<th>National Geographic</th>
<th>British Journal of Photography</th>
<th>Journal of the International Double Reed Society</th>
<th>Creating Keepsakes</th>
<th>Pet</th>
<th>Vogue</th>
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6.1 Music

*From Social Networking to Stardom*

*Rumours*

*Billboard 200*

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6.2 The Evolution of Popular Music

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The 1930s: The Rise of Jazz and Blues
The 1940s: Technology Progresses
The 1950s: The Advent of Rock and Roll

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R&B

The Moondog Rock & Roll House Party
The 1960s: Rock and Roll Branches Out From R&B

The Ed Sullivan Show
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Beatlemania

The Ed Sullivan Show
The 1970s: From Glam Rock to Punk

Saturday Night Fever

Melody Maker
The 1980s: The Hip-Hop Generation
The 1990s: New Developments in Hip-Hop, Rock, and Pop
The 2000s: Pop Stays Strong as Hip-Hop Overtakes Rock in Popularity
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6.3 The Reciprocal Nature of Music and Culture

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6.4 Current Popular Trends in the Music Industry

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- **New York Times**

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Washington Post
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Moving Pictures Experts Group

File Sharing: From Illegal Downloading to Digital Music Stores
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*Billboard 200*

*The Post-Napster Universe: Gnutella and Kazaa*
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The Advent of Digital Music Stores
The Impact of Digital Music Technology

Profit Division
CD Sales

2007

20% Digital music sales

80% Physical music sales
Utilizing the Internet: A New Level of Indie
Year Zero

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In Rainbows

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Wired

Wired

Newsweek

Guardian

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The Toy Box Blog

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New York Times

SPIN

Fortune

Computerworld
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The 97 best of 2008

Welcome to our definitive listing of the top 97 Modern Rock and Alternative albums of 2008 — the 25th Annual 97 Best. Makes a great shopping list.

Check out the archive:

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| 3 The Black Keys | The Black Keys | The Black Keys
| 4 The White Stripes | The White Stripes | The White Stripes
| 5 The Strokes | The Isla Del Sol |
| 6 The National | I Am X           |
| 7 The Mars Volta | The Mars Volta | The Mars Volta
| 8 The Velvet Underground | The Velvet Underground | The Velvet Underground
| 9 The Rolling Stones | Exile On Main Street | The Rolling Stones
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Rain Man
References

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radio

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Broadcasting Arrives

Radio’s Commercial Potential

The Rise of Radio Networks
Amos ‘n’ Andy  The Lone Ranger  Fibber McGee and Molly

The Radio Act of 1927

The Golden Age of Radio

Daytime Radio Finds Its Market
The Origins of Prime Time

Benny Show  Bob Hope Show  Burns and Allen  Jack

Saturday Night Live  Lux Radio Theater  Mercury Theatre on the Air

Instant News

Hindenburg
Hindenburg

This Is War!

The Birth of the Federal Communications Commission

Radio on the Margins

School of the Air  College of the Air
Television Steals the Show

The Bob Hope Show

Gunsmoke
Dragnet
Yours Truly, Johnny Dollar

Transition to Top 40

FM: The High-Fidelity Counterculture
The Rise of Public Radio

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A Prairie Home Companion

Conglomerates
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Rebels on the Air: An Alternative History of Radio in America

United States Early Radio History

United States Early Radio History

United States Early Radio History

United States Early Radio History
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- *News/Talk/Information*
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Pop Contemporary Hit Radio

Classic Rock

Urban Contemporary

Mexican Regional
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References

Radio Today: How America Listens to Radio
Radio Today
Radio Today

Radio Station World

Radio Station World

Radio Station World
7.4 Radio’s Impact on Culture

A New Kind of Mass Media

Vox Pop

Vox Pop
War of the Worlds and the Power of Radio

War of the Worlds
Mercury Theatre on the Air

War of the Worlds
The WAR of the WORLDS
By H. G. Wells
Author of "Under the Knife," "The Time Machine," etc.

War of the Worlds
Radio and the Development of Popular Music

Music Appreciation Hour

Regional Sounds Take Hold

Barn Dance

Grand Ole Opry
Country musician Dolly Parton sings a song on stage during a Grand Ole Opry live broadcast in Nashville, Tenn. as U.S. soldiers watch the show simultaneously in Iraq on April 23, 2005. Secretary of Defense Donald. H. Rumsfeld also visited Nashville to thank Dolly Parton, the Grand Ole Opry and the American people for their support of our troops. DoD photo by Tech. Sgt. Cherie A. Thurlby, U.S. Air Force.

Opry

Louisiana Hayride

Radio’s Lasting Influences

Jack Benny Show

Major Bowes and His Original Amateur

Hour
Radio and Politics

This Is War!

FDR's Fireside Chats

Treasury Hour
The Importance of Talk Radio

Repeal of the Fairness Doctrine
The Revitalization of AM

Coast to Coast AM

Coast to Coast

Coast to Coast

On-Air Political Influence
Freedom of Speech and Radio Controversies

Making (and Unmaking) a Career out of Controversy
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Stay Tuned
Stay Tuned

Accuracy in Media Column

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Beatles Destroyed Rock ‘n’ Roll

How the Beatles Destroyed Rock ‘n’ Roll: An Alternative History of American Popular Music

Rebels on the Air
7.5 Radio’s New Future

Satellite Radio
HD Radio
Internet Radio and Podcasting

Internet Radio

Problems of Internet Broadcasting
Podcasting

Grammar Girl: Quick and Dirty Tricks

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References

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*The Big Money*

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*New York Times*
8.1 Movies

- Avatar
- Alice in Wonderland
- Clash of the Titans
- Shrek Forever After
- Clash of the Titans
- Beowulf
- Clash of the Titans
The Last Airbender

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Variety
8.2 The History of Movies

The Beginnings: Motion Picture Technology of the Late 19th Century
cinema

Workers Leaving the Lumière Factory

Rough Sea at Dover
Workers Leaving the Lumière Factory:

Trip to the Moon

The Conquest of the Pole
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The Nickelodeon Craze (1904–1908)

The Great Train Robbery

The "Biz": The Motion Picture Industry Emerges
The Rise of the Feature

Queen Elizabeth

film d'art

A Tale of Two Cities  Uncle Tom's Cabin

Hollywood
The Art of Silent Film

The Birth of a Nation

MPAA: Combating Censorship

MPAA
Silent Film’s Demise

Don Juan

The Jazz Singer

“I Don’t Think We’re in Kansas Anymore”: Film Goes Technicolor

The Toll of the Sea

The Ten Commandments

Snow White and the Seven Dwarves

Gone With the Wind

Rise and Fall of the Hollywood Studio
Citizen Kane

The Grapes of Wrath

Paramount Pictures

United States v.

Post–World War II: Television Presents a Threat
The Robe

Mass Entertainment, Mass Paranoia: HUAC and the Hollywood Blacklist

Down With the Establishment: Youth Culture of the 1960s and 1970s

Bonnie and Clyde
The Wild Bunch
Easy Rider

The Godfather
The Exorcist
Jaws

Blockbusters, Knockoffs, and Sequels

Close Encounters of the Third Kind
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Jerry Maguire
The Jazz Singer

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Bonnie and Clyde  The Wild Bunch

2001: A Space Odyssey  Easy Rider

Jaws  Star Wars  Raiders of the Lost Ark  The Godfather

The Matrix  Jurassic Park

Toy Story

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From Peep Show to Palace

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Energy

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8.3 Movies and Culture

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*Movies Mirror Culture*

*Fahrenheit 9/11 World Trade Center United 93*

*Birth of a Nation*

*The Clansman*

*The Birth of a Nation*

*Evening Post*
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“The American Way”
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Why We Fight

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Youth versus Age: From Counterculture to Mass Culture

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Bonnie and Clyde

Bonnie and Clyde

Bonnie and Clyde

Bonnie and Clyde

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The Wild Bunch

Midnight Cowboy
The Hollywood Production Code

MPAA Ratings

Bonnie and Clyde  Who’s Afraid of Virginia Woolf?

The New War Film: Cynicism and Anxiety

Dr. Strangelove  M*A*S*H  The Deer Hunter  Apocalypse Now

Platoon  Born on the Fourth of July  Full Metal Jacket

Halloween  Friday the 13th

E.T.: The Extra-Terrestrial  Raiders of the Lost Ark  Star Wars
Movies Shape Culture

Flashdance

Film and the Rise of Mass Culture

The Motion Picture Magazine

American Myths and Traditions

High Noon

It's a Wonderful Life

Social Issues in Film

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<td>Fahrenheit 9/11</td>
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<td>Super Size Me</td>
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### Exercises

- Complete a discussion on the influence of movies like *Super Size Me* and *Food, Inc.* on public awareness about the food industry. Discuss how these films compare to *Bowling for Columbine*.

- Analyze the impact of documentaries on social change and political discourse. Use *Fahrenheit 9/11* as an example.
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War II Movies

  *Movies and Mass Culture*

  *Digital History*

  *The Clothing Chronicles*

New York Times

  *Wiretap*

*Hollywood from Vietnam to Reagan*
8.4 Issues and Trends in Film

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Pirates of the Caribbean

Avatar

Harry Potter and the Sorcerer’s Stone

Avatar Alice in Wonderland The Lord of the Rings The Dark Knight

The Role of Independent Films

Fight Club Lost in Translation Juno

sex, lies, and videotape

Pulp Fiction
The Role of Foreign Films
Breathless

The Ring

Dark Water

The Grudge

Crouching Tiger, Hidden Dragon

House of Flying Daggers

Hero
Cultural Imperialism or Globalization?

The Economics of Movies

Rising Costs and Big Budget Movies

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Avatar

The Big Budget Flop

Heaven’s Gate

Sahara

Piracy

X-Men Origins: Wolverine

III: Revenge of the Sith

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Alice in Wonderland  Avatar  Pirates of the Caribbean

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Newsweek

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Film

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The Numbers: Box Office Data, Movie Stars, Idle Speculation

The Numbers: Box Office Data, Movie Stars, Idle Speculation

eJournal USA

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Access Hollywood

Helium
8.5 The Influence of New Technology

Effects of Home Entertainment Technology

VCRs Legal, Just Barely

Corp. of America v. Universal City Studios
The Optical Disc System

DVD Revenues and Decline
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American Pie  Bring It On: In It to Win It  Ace Ventura Pet Detective, Jr.

Slumdog Millionaire

Glee

The Industry Goes Digital

Attack of the Clones

Star Wars Episode II:

Attack of the Clones
The Resurgence of 3-D

*House of Wax*

*Shrunk the Audience  Captain Eo*
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Wide Screen Movies Magazine

Hollywood Reporter

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Popular Mechanics

Fox News

CNN

Disney Parks Blog

Gadgetwise New York Times
9.1 The Evolution of Television

Learning Objectives

Challenger

The Origins of Television
Mechanical Television versus Electronic Television

Early Broadcasting
Color Technology

The Golden Age of Television

[Bar graph showing the percentage of households with TV from 1950 to 1965]
The Tonight Show

$64,000 Question

Dotto

Who Wants to Be a Millionaire
The Rise of Cable Television

- Karl Ferdinand Braun invents the cathode ray tube (1897)
- John Logie Baird publicizes the world’s first mechanical television system in London (1926)
- Philo Farnsworth transmits the first electronic television picture (1927)
- NBC becomes the first network to introduce regular television broadcasts (1939)
- NBC makes the first coast-to-coast color television broadcast (1954)
- HBO, the nation’s first successful pay cable service, launches (1972)
- High-definition televisions first become available to the public (1998)
- The FCC-mandated switch from analog to digital TV broadcasts occurs (2000)

The Emergence of Digital Television
The Era of High-Definition Television
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Federal Communications

Icons of Invention: The Makers of the Modern World from Gutenberg to Gates

Television Broadcasting

New York Times
9.2 The Relationship Between Television and Culture

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Cultural Influences on Television

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Maude

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_Ellen_

_Ellen_

_Ellen_
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*America’s Most Wanted  Unsolved Mysteries*
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*The Real World*

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**Survivor**

**Survivor**

*The Bachelor  Temptation Island  Dating in the Dark*

**American Idol**
Britain's Got Talent

Jon & Kate Plus 8

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The View  American Idol

Britain's Got Talent

The Contender  Paradise Hotel  Wife

Swap  Extreme Makeover

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Independent

CNN Health

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The Way We Never Were: American Families and the Nostalgia Trip

Fox News

Edward R. Murrow: Journalism at Its Best

CNN Money

Entertainment Weekly

Encyclopedia of Television

Time
9.3 Issues and Trends in the Television Industry

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Gunsmoke

The Influence of Corporate Sponsorship

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Playhouse
Colgate Comedy Hour

Glenn Beck

Saturday Night Live  Hot Ghetto Mess  Ellen

Public Television and Corporate Sponsorship
The Rise and Fall of the Network

The Late Show Starring Joan Rivers

Buffy the Vampire Slayer  Moesha  Dawson’s  The Wayans Bros
Variety

America’s Next Top Model

Veronica Mars  Beauty and the Geek  Smallville
Gossip Girl  The Vampire Diaries

Gossip Girl  90210

Cable Challenges the Networks
Narrowcasting

Impact on Networks

Practice

Everybody Hates Chris       Gossip Girl       The Vampire Diaries

CSI  NCIS  Grey’s Anatomy  Private

Modern Family       Cougar Town

Cops       America’s Most Wanted
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Time

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9.4 Influence of New Technologies

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New York Times

New York Times

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10.1 Electronic Games and Entertainment

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Motorsport

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Bowling

References

Wii

PBS
10.2 The Evolution of Electronic Games

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The 1970s: The Rise of the Video Game

Rolling Stone

Spacewar!

Arcade Games

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The 1990s: The Rapid Evolution of Video Games

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Quake

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Tetris

The Early 2000s: 21st-Century Games

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Halo

Computer Gaming Becomes a Niche Market
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Morning Herald
The Video Game Explosion: From Pong to PlayStation and Beyond
New York Times

MSNBC

American Heritage
The Meaning and Culture of
Grand Theft Auto: Critical Essays
Digital Play: The Interaction of Technology, Culture, and Marketing
Fortune

IGN Retro
New York Times

Racing the Beam The Atari Video Computer System
Forbes

Ars Technica
Ars Technica

Video Game Bible, 1985–2002
New York Times

The Video Game Explosion
10.3 Influential Contemporary Games

**Learning Objectives**

*Guitar Hero and Rock Band*

*Guitar Hero*

*Rock Band*

*Dance Dance Revolution*
Rock Band

Guitar Hero

Rock Band

Guitar Hero: Aerosmith

The Beatles: Rock Band

Guitar Hero: Aerosmith

Death Magnetic

Guitar Hero III

Rock Band

The Grand Theft Auto series

Grand Theft Auto (GTA)
GTA
GTA III    GTA IV

The Ballad of Gay Tony

GTA

World of Warcraft

World of Warcraft (WoW)
Warcraft
World of Warcraft

WoW

Grand Theft Auto

WoW
Call of Duty: Modern Warfare

Wii Sports and Wii Fit

Wii Fit
Key Takeaways

- Guitar Hero
- Rock Band
- Grand Theft Auto
- World of Warcraft
- Wii Sports
- Wii Fit
  - Wii Sports
  - Wii Fit

Exercises

References

- Austin Chronicle
- Guardian
- CNET
- Edge
- CBS News
- PC World
CNN

Business Week

Chicago Tribune
10.4 The Impact of Video Games on Culture

**Learning Objectives**

*Brain Age*

*Game Culture*

*Spacewar!*

*Pac-Man*  
*Super Mario Bros.*

*Super Mario Bros.*

*Wii Bowling*
The Subculture of Geeks

This Gaming Life: Travels in Three Cities

III

The Lord of the Rings

Harry Potter

Spider-Man The Dark Knight

World of Warcraft

The Effects of Video Games on Other Types of Media

E.T. Star Wars

Television

Pac-Man Pole Position Q*bert

The Super Mario Bros. Super

Pokémon

Show! The Legend of Zelda
The Guild

Film

Mortal Kombat

Lara Croft: Tomb Raider

Prince of Persia

Tron

Grand Theft Auto IV

Iron Man  Grand Theft Auto IV  Iron Man

Music

Final Fantasy
The Beatles: Rock Band

Final Fantasy

Machinima

Quake

South Park

Video Games and Education

Number Munchers

Word Munchers

Nature
Video Games as Art

Flower

Flower

Katamari

The New Yorker

The New York Times

Key Takeaways
Boston Globe

PC Magazine

This Gaming Life: Travels in Three Cities
Film Shaft

Adweek

Wilmington (NC) Morning Star

USA Today
### 10.5 Controversial Issues

<table>
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<th>Learning Objectives</th>
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#### Violence

- *Death Race*
  - *X*
  - Donahue

- *60 Minutes*

- *Theft Auto*

- *Grand*
Video Game Addiction

World of Warcraft

Berzerk
This Gaming Life: Travels in Three

Cities
Quake III

Sexism

Tomb Raider  Dead or Alive Xtreme

Game Developer
Custer’s Revenge

Super Mario Bros.  The Legend of Zelda
Tomb Raider

Dead or Alive

Alive Xtreme Beach Volleyball

Dead or Alive X

Trreme

Beach Volleyball

God of War  Mortal Kombat

Portal

Half-Life  Phoenix Wright: Ace Attorney
Mass Effect  Halo: Reach

Key Takeaways

Death Race
References

Los Angeles Times

Journal of Experimental Social Psychology

Time

ABC News

BoingBoing

Essential Facts About the Computer and Video Game Industry: 2009

CNN

Times

Hollywood Reporter

Emotional and Behavioral Effects of Video Games and Internet Overuse

This Gaming Life

BBC News
10.6 Blurring the Boundaries Between Video Games, Information, Entertainment, and Communication

Learning Objectives

Video Games and the Social World of Sports
Virtual Worlds and Societal Interaction

World of Warcraft  EverQuest  EVE Online
Second Life

Creativity:

Ownership:
Social Media and Games

FarmVille

Lexulous Scrabulous Pet Society Scrabble
World of Warcraft

Mobile Phones and Gaming

FarmVille

Mafia Wars

Video Games and Their Messages

Oligarchy

Faith Fighter

Downing Street Fighter

Cutthroat Capitalism

Redistricting Game

Planet Green Game

Cooking Mama
Cooking Mama

Halo

**Key Takeaways**

**Exercises**
End-of-Chapter Assessment

World of Warcraft

Guitar Hero  Rock Band
Critical Thinking Questions

Career Connection
References

Wired

Issues in Informing Science and Information Technology

Info/Law

Joystiq

CNN

Independent

The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies, and Emerging Applications
11.1 The Internet and Social Media

Cleaning Up Your Online Act
References

New York Times
11.2 The Evolution of the Internet

**Learning Objectives**

- protocol
- decentralization

*The History of the Internet*
The Building Blocks of the Internet

Centralized Network

Distributed Network
You've Got Mail: The Beginnings of the Electronic Mailbox

Hypertext: Web 1.0

Hypertext
11.2 THE EVOLUTION OF THE INTERNET
<table>
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<tr>
<th>Browser</th>
<th>Total Market Share</th>
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</table>

Source: Courtesy Net Applications.com http://www.netapplications.com/

*For Sale: The Web*
The Early Days of Social Media

How Did We Get Here? The Late 1970s, Early 1980s, and Usenet
Guardian

GeoCities: Yahoo! Pioneers

The Wall Street
References

CNET

World Factbook
Guardian

CNET

New York Times

New York Times
11.3 Social Media and Web 2.0

Social Networking
Wikipedia

*Going Viral*

*Les Misérables*

*Britain's Got Talent*
In Rainbows

Hail to the Thief

Times

New York

Auto IV

Grand Theft
The Simpsons

Benefits and Problems of Social Media

The Cult of the Amateur
Education, the Internet, and Social Media
Privacy Issues With Social Networking

some

all

Privacy Settings on Facebook

The Guardian
American Idol

Social Media’s Effect on Commerce
The Movie

New York Times

Social Media as a Tool for Social Change
References

New Yorker

Deeplinks Blog

NPR

Morning Herald

New York Times

Brimstone Online

Time

Hamlet
The Cult of the Amateur: How Today's Internet Is Killing Our Culture
11.4 The Effects of the Internet and Globalization on Popular Culture and Interpersonal Communication

Learning Objectives

World Wide Web

Electronic Media and the Globalization of Culture

Baywatch
China, Globalization, and the Internet

The effects of the Internet and globalization on popular culture and interpersonal communication are significant. The image below illustrates the number of internet users in various countries, with China leading by a large margin. The data shows the impact of globalization on access to the internet across different regions.
New Media: Internet Convergence and American Society

media convergence

Internet-Only Sources
"Live" From New York ...
South Park  SNL

Premium Online Video Content

30 Rock

Arrested Development

New York Magazine

30 Rock  Arrested Development

30 Rock

could

premium
<table>
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<th>Rank</th>
<th>Parent</th>
<th>Total Streams (in Millions)</th>
<th>Unique Viewers (in Millions)</th>
</tr>
</thead>
</table>

Source: The Nielsen Company

The Role of the Internet in Social Alienation
The “Internet Paradox” and Facebook

not
Meetup.com: Meeting Up “IRL”

World of Warcraft

World of Warcraft: Social Interaction Through Avatars

Time

World of Warcraft (WoW)

WoW

Slate

WoW

1UP
Social Interaction on the Internet Among Low-Income Groups

Developmental Psychology
The Way Forward: Communication, Convergence, and Corporations

Key Takeaways

World of Warcraft

Exercises
References

New York Times

New York Times

Time

Seattle Times

Journal of Computer-Mediated Communication

Journal of Computer-Mediated Communication

New York Times

New York Times

New York Times

New York Times

Developmental Psychology

Los Angeles Times

Ubiquity

Pittsburgh Post-Gazette
11.4 THE EFFECTS OF THE INTERNET AND GLOBALIZATION ON POPULAR CULTURE AND INTERPERSONAL COMMUNICATION • 451

IUP.com

New York Times

CNET

New York Magazine

Slate

Vanity Fair

30 Rock

Wired
11.5 Issues and Trends

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<tbody>
<tr>
<td>information superhighway</td>
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<td>net neutrality</td>
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</table>

information superhighway
Information Access Like Never Before

digital divide
Rural Areas and Access to Information

The Cloud: Instant Updates, Instant Access
Credibility Issues: (Dis)information Superhighway?
Just Trust Me: Bias on the web

Consumer Reports

New York Times

Washington Times
<table>
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<tr>
<th>Rank</th>
<th>Parent</th>
<th>Unique Audience (Millions)</th>
<th>Active Reach %</th>
<th>Time</th>
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</table>

**Source:** The Nielsen Company
11.5 ISSUES AND TRENDS

Wikipedia

Security of Information on the Internet

Hacking E-mail: From LOVE-LETTER-FOR-YOU to Google in China
Can’t Wait: Denial of Service

Net Neutrality

Net Neutrality Legislation: The FCC and AT&T
Misleading Metaphors: It’s Not a Big Truck

cap

Digital Technology and Electronic Media
Key Takeaways

Wikipedia

Exercises

End-of-Chapter Assessment
verifiability

Career Connection

References

Communication Law Journal

Federal
Wall Street Journal

ExxonMobil 2006 Contributions and Community Investments

New York Times

The Biz Media

Toward a New Golden Age in American Education: How the Internet, the Law and Today’s Students Are Revolutionizing Expectations

Wired

Wired
12.1 Advertising

Learning Objectives

History of Advertising

Bronze plate for printing an advertisement. It is considered the world's earliest identified printed advertising medium.

Edo period LEL flyer from 1806 for a traditional medicine called Kinseitan.

A print advertisement for the 1913 issue of Encyclopedia Britannica.

Modern advertising: internet ads as found on google search engine.
Ancient and Medieval Advertising

Selling the New World

Nineteenth-Century Roots of Modern Advertising
Aunt Jemima's Pancake Flour

Better this year than ever before. Prepared from Wheat, Corn and Rice. Makes the finest pancakes imaginable. No trouble at all. Only takes a minute to prepare. All grocers sell.

Aunt Jemima's Pancake Flour is unexcelled for waffles and muffins.

Davis Milling Company, St. Joseph, Mo.

Manufacturers of the celebrated Aunt Jemima's Special Cake and Pancake Flour.

DAVIE'S GOLDEN SHEAF KANSAS HARD WHEAT FLOUR

All our products guaranteed to please you.

New York Sun
THE BARNUM & BAILEY
GREATEST SHOW ON EARTH

THE MARVELOUS FOOTBALL DOGS
Ink

McClure’s

Ladies’ Home Journal

Harper’s Weekly

The Rise of Brand Names
Advertising Gains Stature During the 20th Century

Advertising Makes Itself Useful
New Media

Lux Radio Theater

Jack Benny Show  Fibber McGee and Molly

The Great Depression and Backlash

Many Windows  Our Master’s Voice

Ballyhoo  Saturday Night Live

The Onion

Playhouse  Kraft Television Theatre

Goodyear TV
The Hidden Persuaders

The Creative Revolution

creative revolution

Advertising Stumbles
The Rise of Digital Media

Types of Advertising
Newspapers and Magazines

Gourmet
Food Network Magazine

Radio

Television
Survivor

Project Runway   American Idol

Digital Media

Viral Ads

Social Media

Mobile Phones
Government Regulation of Advertising
The Formation of the FTC

Truth in Advertising

Regulation of the Internet
Advertising’s Influence on Culture

Advertising and the Rise of Consumer Culture

Babbitt
New Yodora helps keep you bath-fresh around the clock.

You are never daintier than when you step out of your bath or shower. Now a remarkably pure white deodorant helps you stay that way all day long. It’s new Yodora—with hexachlorophene, world’s number one deodorant. With Yodora’s protection, you never need doubt you are at your fresh and dainty best all day long—the woman you want to be, the woman others expect you to be. Get new Yodora. It’s gentle, but it works.
Creating the Modern World

Leave It to Beaver

The Conquest of Cool

Advertising Age  Madison Avenue

Advertising Stereotypes
Advertising Age

Advertising to Children
Positive Effects of Advertising

Key Takeaways

Exercises
References

DiversityInc.com

Ars Technica

Personalities and Products: A Historical Perspective on Advertising in America

The Dirt on Clean: An Unsanitized History

Logics of Television: Essays in Cultural Criticism

The Future of Children
PC Magazine

The Mirror Makers
The Conquest of Cool
Boing Boing
1984

Triangle Business Journal
Bloomberg BusinessWeek

Selling the Dream: Why Advertising Is Good Business
Time

PC World

No Logo
Slate

Babbitt
Advertising the American Dream: Making Way for Modernity, 1920–1940

SmartBrief

Accept No Substitutes: The History of American Advertising
Advertising Age

Advertising & Society Review
Advertising and Integrated Brand Promotion

Feminist Phoenix: The Rise and Fall of a Feminist Counterculture
Brought to You By: Postwar Television Advertising and the American Dream

New York Times

Adweek

Entertainment Weekly

Wired

Penny Press
12.2 Public Relations

Learning Objectives

The Fall of Advertising and the Rise of PR

The Four Models of PR
<table>
<thead>
<tr>
<th>Type of Model</th>
<th>Description</th>
<th>Example</th>
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</thead>
<tbody>
<tr>
<td><strong>Bruno</strong></td>
<td></td>
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</table>


*Traditional Publicity Model*

*American Idol*

*Public Information Model*
Persuasive Communication: Two-Way Asymmetric

Two-Way Symmetric Model
PR Functions

Anatomy of a PR Campaign

<table>
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<th>Initial Research Phase</th>
<th>Strategy Phase</th>
<th>Tactics Phase</th>
<th>Evaluation Phase</th>
</tr>
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<tbody>
<tr>
<td>The issue is identified and researched, and a target audience is selected</td>
<td>Campaign goals are set and the message is decided</td>
<td>Media forms are selected to carry out the message</td>
<td>The campaign is evaluated for effectiveness, and potential results are researched</td>
</tr>
</tbody>
</table>

Initial Research Phase
Strategy Phase

Tactics Phase

Evaluation Phase

Examples of PR Campaigns

Diamonds for the Common Man

Big Tobacco Aids Researchers
Grimault's Indian Cigarettes

for asthma

Recommended by Medical Authorities for the immediate relief of Asthma and Bronchial trouble, Hay Fever, Laryngitis and Irritation of the air passages.

GRIMAULT'S CIGARETTES

ease the feeling of tightness across the chest and give relief from gasping for breath.

Taco Bell Targets Mir

PR as a Replacement for Advertising

Branding
Shift From Advertising to PR

Studies in Success: Apple and Nike
Branding Backlashes

Blackspot: The Antibrand Brand

Adbusters
Relationship With Politics and Government
Branding as a New Form of Communication

Adbusters

Key Takeaways
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<th>End-of-Chapter Assessment</th>
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<th>Critical Thinking Questions</th>
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Career Connection

personal brand

References

Financial Post

USA Today

MSNBC

Frontline PBS
Managing Public Relations
Benjamin Franklin: An American Life

BusinessWeek

Ethics in Public Relations
Atlantic

New York Times

The Fall of Advertising and the Rise of PR
Frontline PBS

Power Public Relations: How to Master the New PR

Strategic Planning for Public Relations
Adweek

Toxic Sludge is Good for You!

The Public Relations Handbook
13.1 Economics of Mass Media

Media Conglomerate or Monopoly?
References

New York Times

Consumerist
13.2 Characteristics of Media Industries

Learning Objectives

Raising Revenue
Print Media

Newspapers

USA Today

Magazines

Time  Fortune  Sports Illustrated

Television and Radio
Music and Film

The Big Four

Consolidation and Ticketing
Film

From Miramax to the Weinstein Company

Reservoir Dogs
Sex, Lies, and Videotape

Clerks  Dogma  Jay and Silent Bob Strike Back

Pulp Fiction

Fahrenheit 9/11
New Media, Old Models

Drudge Report

Newsweek

Key Takeaways

Exercises

Washington Post
Corporate
About Us

Columbia Journalism Review
References

Crain’s New York Business

New York Times

A.V. Club
13.3 The Internet’s Effects on Media Economies

Learning Objectives

The Wall Street Journal
The New York Times

Online Synergy

The New York Times
Internet by Google

Problems of Digital Delivery

Google News
Music and File Sharing

Video Streaming

Digital Millennium Copyright Act (DMCA)
References

Australian Register
13.4 Digital Divide in a Global Economy

Learning Objectives

The Informational Shift
Computer Skills and Older Workers

The Digital Divide Abroad
<table>
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<tr>
<th>Country</th>
<th>Population (Millions)</th>
<th>Internet Users (Millions)</th>
<th>Percent Connected</th>
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*The Bottom Billion*
References

World Factbook

World Factbook

Pew Internet & American Life Project

MSNBC
13.5 Information Economy

Guide to the Network Economy

Information Rules: A Strategic

Regulation of the Information Economy
A Brief History of Antitrust Legislation
Deregulation and the Telecommunications Act of 1996

Media Conglomerates and Vertical Integration

Corporate Advantages of Vertical Integration
Ethical Issues of Vertical Integration

30 Rock
Saturday Night Live

The Issues of the Internet

Digital Downloads and DRM

Piracy
Key Takeaways

Exercises

Columbia Journalism Review

References

Law School

Cornell University
Understanding Media Economics

Journal of Political Economy

Information Rules: A Strategic Guide to the Network Economy

USA Today
13.6 Globalization of Media

*Learning Objectives*

*Globalized Culture, Globalized Markets*
Vertical Integration and Globalization

Foreign Markets and Titanic

Titanic
Key Takeaways

Exercises
**References**

*European Journal of Scientific Research*

*The Media and Globalization*

*University of Iowa Center for International Finance and Development*
13.7 Cultural Imperialism

Learning Objectives

Slumdog Millionaire

Cultural Hegemony

hegemons
Spreading American Tastes Through McDonaldization

The McDonaldization of Society

Fast Food Nation

McDonaldizing Media

Imperialism
The New York Times

Cultural Imperialism, Resentment, and Terrorism
Freedom, Democracy, and Rock 'n' Roll

Titanic

Key Takeaways
Time
Adult Swim
MSNBC
BBC

References

New York Times

Time

New York Times

Fast Food Nation: The Dark Side of the All-American Meal
Cultural Imperialism: A Critical Introduction
14.1 Ethics of Mass Media

*TMZ, Tabloids, and Celebrity Gossip: Freedom of the Press or Invasion of Privacy?*

*Rolling Stone*
Us Weekly

The Washington Post

The Toronto Sun

References

Loyola of Los Angeles Entertainment Law Review
Toronto Sun

USA Today

Rolling Stone
14.2 Ethical Issues in Mass Media

**Learning Objectives**

---

**Stereotypes, Prescribed Roles, and Public Perception**

---

**Minority Exclusion and Stereotypes**
14.2 ETHICAL ISSUES IN MASS MEDIA • 543

Essence Jet
Femininity in Mass Media

The Donna Reed Show
Sexual Content in Public Communication

Tomb Raider

Cosmopolitan  Vogue

Intolerance  Ben Hur  Female

Trouble in Paradise

Dr. Jekyll and Mr. Hyde
Adbusters
I guess it doesn't matter what's up here

or in here

as long as there's no hair here
Sex, Love & Romance

References

Arizona Law Review

Journal of Gender, Race and Justice

Encyclopedia of Science, Technology, and Ethics

Pediatrics

Academic Psychiatry

Times

Sex, Love & Romance in the Mass Media

Media Awareness Network

Media Sex: What Are the Issues?

indieWIRE
Bright Lights Film Journal

Sex in Consumer Culture: The Erotic Content of Media and Marketing

The State of the News Media 2010

Helium

The Handbook of Mass Media Ethics

Encyclopedia of African-American Culture and History
14.3 News Media and Ethics

Learning Objectives

Immediate News Delivery

The New York American

Really Simple Syndication

The New York Times       USA Today
The Wall Street Journal

The San Francisco Chronicle

Los Angeles Times
Social Responsibility of News Media

**Newspaper Print Advertising Revenue 2000–2009**

Source: Research Dept., Newspaper Association of America

**Change in Ad Pages, Selected News Magazines**

Present News Stories That Inform and Serve the Needs of Citizens

Present Issues Fairly

Present Stories in a Way That Addresses Their Complexity

Present Diverse Perspectives
Monitor Government and Corporations

Characteristics of Reliable Journalism
Objectivity

The Effects of Bias in News Presentations

The Washington Times

The New York Times
14.3 NEWS MEDIA AND ETHICS

Key Takeaways

Tone of Network Evening News Coverage by Party (% of All Stories)

Democrats
- Positive: 17.1%
- Neutral: 39.5%
- Negative: 43.4%

Republicans
- Positive: 18.6%
- Neutral: 44.2%
- Negative: 37.2%

Tone of Newspaper Coverage by Party (% of All Stories)

Democrats
- Positive: 11.3%
- Neutral: 58.8%
- Negative: 30%

Republicans
- Positive: 26.4%
- Neutral: 34%
- Negative: 39.6%

Source: Pew Research Center's Project for Excellence in Journalism
Exercises

The New York Times
The Washington Times

not
Good News, Bad News

To Tell You the Truth
To Tell You the Truth

References

FAIR: Fairness and Accuracy in Reporting

CBS News

American Decades

Los Angeles Times

Dictionary of American History

Gainesville (FL) Sun

Quarterly Journal of Economics

CBS News

Good News, Bad News: Journalism Ethics and the Public Interest

USA Today

St. Louis Post-Dispatch

The State of the News Media 2010
To Tell You the Truth

To Tell You the Truth: The Ethical Journalist Initiative
14.4 Ethical Considerations of the Online World

Learning Objectives

Privacy and Surveillance
Fair Use and Plagiarism

Copyright Infringement

Google Books: Turning Copyright Law on Its Head?
<table>
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<tr>
<th>Fair Use</th>
<th>Not Fair Use</th>
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<td><em>Seinfeld</em></td>
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Plagiarism
New York Times
Exercises

Harry Potter
Career Connection: Political Blogger

The Huffington Post

References

Library Trends

Lehigh University Brown and White
Salon

NPR

PC World

io9

Library Journal

CNET

PC World
15.1 Media and Government

Facebook Versus the FTC

PC Magazine
References

PC Magazine

Time

Time NewsFeed

PC Magazine

Room for Debate
15.2 Government Regulation of Media

Learning Objectives

Major Regulatory Agencies

Federal Trade Commission

Federal Radio Commission
Federal Communications Commission
Regulation Today

The Structure and Purposes of the FCC
The Structure and Purposes of the FTC

Role of Antitrust Legislation

Move Toward Deregulation
Internet Censorship Around the World

Key Takeaways
NOW With Bill Moyers

CNN
15.3 The Law and Mass Media Messages

Learning Objectives

Libel and Slander
Copyright and Intellectual Property

Freedom of Information Act

The Equal Time Rule
The Fairness Doctrine

The Digital Millennium Copyright Act
15.4 Censorship and Freedom of Speech

Learning Objectives
Classifying Material as Indecent, Obscene, or Profane
<table>
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<th>Year</th>
<th>Total Complaints Received</th>
<th>Radio Programs Complained About</th>
<th>Over-the-Air Television Programs Complained About</th>
<th>Cable Programs Complained About</th>
<th>Total Radio NALs</th>
<th>Total Television NALs</th>
<th>Total Cable NALs</th>
</tr>
</thead>
</table>

Source

**Violence and Sex: Taboos in Entertainment**

*The Great Train Robbery*

*Intolerance*  
*The Birth of a Nation*

*Hays Code*
Ratings Systems

Film Ratings

the Temple of Doom Gremlins

Indiana Jones and

Television and Video Game Ratings
<table>
<thead>
<tr>
<th>Rating</th>
<th>Meaning</th>
<th>Examples of Programs</th>
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<tr>
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<td><em>Sesame Street</em>  <em>Barney &amp; Friends</em>  <em>Dora the Explorer</em></td>
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<td></td>
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<td><em>SpongeBob SquarePants</em>  <em>Captain Planet</em></td>
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<td><em>The Powerpuff Girls</em>  <em>Pokémon</em>  <em>Avatar: The Last Airbender</em></td>
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<td><em>Hannah Montana</em>  <em>The Price Is Right</em>  <em>American Idol</em></td>
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<td><em>The Simpsons</em>  <em>Seinfeld</em>  <em>Tyler Perry's House of Payne</em></td>
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<td><em>Saturday Night Live</em>  <em>Keeping Up With the Kardashians</em>  <em>Jersey Shore</em></td>
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<td><em>South Park</em>  <em>The Boondocks</em>  <em>The Shield</em></td>
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<td>Rating</td>
<td>Meaning</td>
<td>Examples of Games</td>
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<td>Nickelodeon BINGO Winnie the Pooh ABC’s Elmo’s World</td>
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<td>Tiger Woods PGA Tour Little Big Planet Frogger Myst</td>
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<td>Dance Dance Revolution Tales of Monkey Island Rock Band Scribblenauts</td>
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<td>Final Fantasy XIV The Sims 3 Super Smash Bros. Brawl</td>
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<td>Quake Grand Theft Auto IV God of War Fallout 3</td>
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<td>Playboy Mansion: Private Party Manhunt 2</td>
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_Grand Theft Auto_

**Key Takeaways**
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References
15.5 Ownership Issues in the Mass Media

Learning Objectives

Online Creativity and Intellectual Property Rights

Copyright Protection in Cyberspace
The RIAA versus Piracy

The Law and Online Interactions

TOS Agreements
The Case of Megan Meier

Crimes on the Internet
Online Hate Crimes and Anonymity

Key Takeaways
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References

City Of Heroes  
Gamasutra  
CNET  
Techdirt  
Ars Technica  
Wired  
Journal of Electronic Publishing  
How to Split an Atom  
New York Times
15.6 Digital Democracy and Its Possible Effects

Learning Objectives

President Obama’s Digital Campaign
The New York Times

Traditional Websites
Social Networking

E-Mail Outreach

Text Messaging

E-Democracy
will.i.am #willpower Wrap Party at the Avalon in Hollywood, CA on August 13, 2012
Political Rumors Online

Digital Democracy and the Digital Divide

The Myth of Digital Democracy

Key Takeaways
References

New York Times

The Myth of Digital Democracy

Creative Review
15.7 Media Influence on Laws and Government

Learning Objectives

The Washington Post

The Washington Post
The Media Effect: How the News Influences Politics and Government

Politics, Broadcast Media, and the Internet

Radio

Television

I Love Lucy
Nixon–Kennedy Debates of 1960
War and Television

Political News Programming

Show The Colbert Report

Online News and Politics
Career Connection

References

Mary Ferrell Foundation

The Media Effect: How the News Influences Politics and Government
16.1 Changes in Media Over the Last Century

*Good Housekeeping*

*The Strange Case of Dr. Jekyll and Mr. Hyde*

*New Media*
Electronic Games and Entertainment

Pong

Guitar Hero    Rock Band

The Internet and Social Media

New Media versus Traditional Media
Pay-for-Content: Will It Work?

Daily Kos  The Huffington Post

Newsday

Newsday

Newsday

The New York Times

The New York Times
Key Takeaways

References

Newsday
New York Observer

Internet User Profiles Reloaded
16.2 Information Delivery Methods

Learning Objective

[Image: OLYMPUS DIGITAL CAMERA]
Changing Delivery Methods

Key Takeaways
References

MSNBC

Los Angeles Times

USA Today

ABC News

Forbes

Chicago Tribune
16.3 Modern Media Delivery: Pros and Cons

Learning Objectives

Wikipedia

To Catch a Predator

Advantages of Modern Media Delivery

The Times
Disadvantages of Modern Media Delivery

*The New York Times*

*Wikipedia*

*The Guardian*

*The Irish Times*

*Huffington Post*

*Drudge Report*
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16.3 MODERN MEDIA DELIVERY: PROS AND CONS • 627

Wikipedia

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Huffington Post                  Drudge Report

References

Slate

Wikipedia                  TechRadar
16.4 Current Trends in Electronic Media

*Learning Objectives*

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*Social Networking Continues to Grow*

*Wikipedia*
### Top 10 Web Brands for January 2010 (U.S., Home and Work)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Unique Audience (000)</th>
<th>Time Per Person (hh:mm:ss)</th>
<th>MOM UA %</th>
<th>Change MOM Time %</th>
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<td>10</td>
<td>Fox Interactive Media</td>
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<td>1:23:09</td>
<td>3.9%</td>
<td>-9.5%</td>
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</table>

Source: The Nielsen Company
Exclusivity on the Web
An Excess of Apps

Are You Smarter Than a 5th Grader?  Who Wants to Be a Millionaire?

Key Takeaways

Fearless
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References

The Conversation    Harvard Business Review

Fortune

Computerworld

Seth Godin’s Blog

Switched

Fast Company

Speakeasy    Wall Street Journal
Washington Post

Mashable

USA Today

VentureBeat
16.5 Privacy Laws and the Impact of Digital Surveillance

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<th>Learning Objectives</th>
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*The USA PATRIOT Act: Weakening Privacy Laws or Protecting Citizens?*
Social Networking: The Blurring of Personal and Professional

Can They Do That?
Restoration of Privacy
Key Takeaways

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References

ComputerWeekly

Independent

BBC News

Washington Post

Computerworld

National Post

Mashable

USA Today

PC World

New Jersey Law Journal
16.6 Mass Media, New Technology, and the Public

Learning Objectives

**Diffusion of Technology: The Technology Adoption Life Cycle**

- Early Adopters (13.5%)
- Early Majority (34%)
- Late Majority (34%)
- Laggards (16%)

- 2.5% Innovators
Diffusion of Innovations
Not Consumer-Approved: Technological Flops
Mass Media Outlets and New Technology

The New York Times    USA Today

The New York Times

Gourmet

Key Takeaways
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End-of-Chapter Assessment
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MarketWatch
TechCrunch
CNBC

Businessweek

New York Times

Digital Trends

TechCrunch
Apple Insider

Diffusion of Innovations

CNET

New York Times