

Shirley Biagi

# MEDIA IMPACT

An Introduction  
to Mass Media



Eleventh  
Edition

# **MEDIA/IMPACT**

**AN INTRODUCTION TO MASS MEDIA**

**ELEVENTH EDITION**

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# MEDIA/IMPACT

**AN INTRODUCTION TO MASS MEDIA**

**ELEVENTH EDITION**

**SHIRLEY BIAGI**

CALIFORNIA STATE UNIVERSITY, SACRAMENTO



Australia • Brazil • Mexico • Singapore • United Kingdom • United States

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Suzanne Kreiler/The Boston Globe via Getty Images

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# PREFACE

## Welcome to the world of *Media/Impact*.

**Media/Impact's energetic new design**—inside and out—reflects the excitement and intensity that is inherent in the study of mass media today. Dozens of new charts, illustrations and photographs in this 11<sup>th</sup> edition enhance the totally revised and updated text, making *Media/Impact*, 11<sup>th</sup> edition, the most current, accessible, challenging way for students to study the central role that America's mass media play in the global media marketplace.

Accompanying this new edition are many new digital tools offered by Cengage Learning, including MindTap, to organize and enhance student thinking. The result for students and teachers is *Media/Impact's* best edition ever.

### NEW FEATURES IN THE ELEVENTH EDITION

- **More than 50 new Impact Boxes**—The Impact Boxes feature current articles and information on the latest topics and trends from the best sources covering the media business, such as *The New York Times*, *The Washington Post*, CNET, *Advertising Age*, the *International Herald Tribune*, *Los Angeles Times*, the Pew Center for People & the Press and *The Guardian*.
- **Five Impact Box Subject Areas**—Impact Boxes are now divided into five essential subject areas: Convergence, Money, Audience, Profile and Global. For example:
  - ▶ **Impact/Convergence.** “Broadcasters Worry About ‘Zero TV’ Homes Migrating to the Internet.”
  - ▶ **Impact/Money.** “How Much Do Businesses Spend Annually to Advertise on the Internet?”
  - ▶ **Impact/Audience.** “What the Explosion in Mobile Audiences Means for News.”
  - ▶ **Impact/Profile.** “‘You’ve Got to Find What You Love,’ Steve Jobs Says.”
  - ▶ **Impact/Global.** “What Are the World’s Largest Markets for Advertising?”
- **Expanded Examination of Convergence**—The addition of a new Impact/Convergence Box emphasizes the increasing integration of the mass media industries, which has turned mobile phones and tablets into the fastest-growing media marketplaces.
- **Current Statistics on the Mass Media Industries**—Statistical information is beautifully displayed in 34 new illustrations to reflect current research on key issues such as: Internet Ad Spending, Sales of Digital Content, Top 10 Internet News Sites, Top 10 Social Media Sites, and Top 10 International Cities with Public Wireless Hot Spots.
- **Timely Cartoons, Photographs and Illustrations to Capture Students’ Attention**—More than 250 carefully selected new photos, cartoons and illustrations throughout the book emphasize timely trends and important topics in today’s media business.
- **Impact/Action Videos**—Four new Impact/Action videos bring contemporary issues in mass communication to life, with content customized to expand on the text. Specialized narration accompanies images and videos to tell the story of how mass communication is changing and transforming the world. These four Impact/Action videos, matched to chapters throughout the book, expand student understanding of how mass communication affects today’s world:
  - ▶ Learn how international political movements use social networking in **Impact/Action: Communicating Change**.
  - ▶ Discover the importance of—and dangers facing—journalists around the world in **Impact/Action: Reporters at Risk**.
  - ▶ Watch the evolution and application of 3D movie and TV technology in **Impact/Action: Living in 3D**.
  - ▶ Explore the transition of words from print to digital in **Impact/Action: Moving Pages**.



## CONTINUING FEATURES IN THE ELEVENTH EDITION

- **Comprehensive Coverage of the Latest Trends in Digital Media.** *Media/Impact* details the latest innovations and controversies surrounding the Internet, mobile media, 3-D, video games, intellectual property rights, government regulation and social media.
- **Analysis of Changing Delivery Systems for News and Information.** Chapter 12 chronicles the declining audience for broadcast news as consumers personalize their information and use the Internet to stay current, as well as social media's transformative role in gathering and sharing information. First introduced in the sixth edition, when few people understood how consumers' changing news habits would affect news delivery, Digital Media, Chapter 9, also has proven extremely popular with faculty and students.
- **Discussion of Current Media Issues.** Beginning with the first graphic illustration in Chapter 1, "Average Time People Spend Using Mass Media Each Day," *Media/Impact* offers students a realistic picture of the central role mass media play in their lives.
- **Margin Definitions.** Designed to help students build a media vocabulary while they read, key terms and definitions are highlighted separately at the bottom of the page, giving students concise definitions incorporated into the text.
- **Comprehensive End-of-Chapter Review.** Each chapter's concluding materials include these essential resources:
  - ▶ **Chapter Summaries.** Organized by headings that correspond to the chapter's major topics, the section **Review, Analyze, Investigate** uses bullet points to summarize major concepts.
  - ▶ **Key Terms.** A list of important terms with corresponding page numbers appears at the end of each chapter and in the comprehensive **Glossary** at the end of the book.
  - ▶ **Critical Questions.** Following the key terms, five questions focus students' analysis of each chapter to help deepen their understanding and engage their critical thinking skills.
  - ▶ **Working the Web.** Finishing each chapter, a list of 10 Web sites specific to the chapter includes a brief annotation to describe each site and encourage mass media students to pursue further research.

- **Media Information Resource Guide.** This invaluable student reference on page 379 provides hundreds more resources to help students explore media topics and assist them with media research, including an alphabetical listing of more than 200 Web site references from the text.


## FORMAL REVIEWERS KEEP MEDIA/IMPACT'S FOCUS ON STUDENTS

A special thank you to the many professors who contributed valuable ideas in their formal reviews of *Media/Impact*. I especially appreciate the extra time and dedicated effort the video reviewers gave, which greatly helped shape the new concept of Impact/Action Videos as an integral part of *Media/Impact* for students. The eleventh edition's reviewers are:

Ron Allman, Indiana University Southeast  
 Megan Burnett, Alice Lloyd College  
 Dan Close, Wichita State University  
 Adrienne Hacker Daniels, Illinois College  
 Allen Levy, Chapman University  
 John Marlow, Hawaii Community College  
 Judith Menezes, College of the Sequoias  
 James Mueller, University of North Texas

## CENGAGE TEACHING AND LEARNING TOOLS FOR TEACHERS AND STUDENTS

### Resources for Students

 **MindTap™** from Cengage Learning represents a new approach to a highly personalized, online learning platform. A fully online learning solution, MindTap combines all of a student's learning tools—readings, multimedia (including Impact/Action videos), activities, and assessments—into a singular Learning Path that guides the student through the curriculum. Educators personalize the experience by customizing the presentation of these learning tools to their students, even seamlessly introducing their own content into the Learning Path via "apps" that integrate into the MindTap platform. MindTap can also be integrated into an institution's Learning Management System (LMS) through a service called MindLinks.

**CourseMate** from Cengage Learning brings course concepts to life with interactive learning, study, and

exam preparation tools that support the printed textbook. MindTap™ Reader is included. Watch student comprehension soar as your class works with the printed textbook and the textbook-specific website. Communication CourseMate goes beyond the book to deliver what you need.

## Resources for Instructors

**Instructor's Edition (IE):** Examination and desk copies of the Instructor's Edition of *Media/Impact*, Eleventh Edition, are available upon request.

**Instructor's Web site:** This dedicated online resource for instructors provides access to the Instructor's Manual and Test Bank, Microsoft® PowerPoint® lecture slides covering key concepts from the text, and book-specific JoinIn™ content for response systems that allows you to transform your classroom and assess your students' progress with instant in-class quizzes and polls. There's also a Test Bank powered by **Cognero®**, a flexible, online system that allows you to author, edit, and

manage test bank content from multiple Cengage Learning solutions; create multiple test versions in an instant; and deliver tests from your Learning Management System, your classroom, or wherever you want.

**Instructor's Manual:** *Media/Impact's* Instructor's Manual provides a comprehensive teaching guide featuring the following tools for each chapter: chapter goals and an outline; suggestions for integrating print supplements and online resources; suggested discussion questions and activities and a comprehensive Test Bank with an answer key that includes multiple choice, true/false, short answer, essay, and fill-in-the-blank test questions. The Manual also includes discussion questions for each of the Impact/Action Videos. This Manual is available on the password-protected instructor's Web site.

**Thank you for your continuing support for *Media/Impact*. Comments? Questions? Suggestions? Please contact your local Cengage sales representative or our Cengage Learning Academic Resource Center at 1-800-423-0563.**

# FOREWORD

**BECKY HAYDEN** is the reason *Media/Impact* is now being published in its eleventh edition. Becky was Mass Communications Editor in 1987 at Wadsworth Publishing when Wadsworth released the first edition of *Media/Impact*. She was already a legendary figure in book publishing because she had sponsored so many excellent texts in mass communications and journalism. Her support and enthusiasm for *Media/Impact* carried me through two years of writing and researching the first edition. Every edition since the first carries her indelible imprint. I feel privileged to be a part of Becky Hayden's publishing legacy.

Wadsworth is now part of Cengage Learning, and *Media/Impact* has evolved from a print-only U.S. product to a multimedia learning experience also produced as an e-book and published in Korean, Spanish, Greek, Chinese and Canadian editions. To be successful, this evolution demands committed leadership. For the eleventh edition I was very lucky to have the dedicated energy of Monica Eckman, who, along with Kelli Strieby, joined the project after it was underway. Laurie Dobson, who has shepherded several editions of *Media/Impact*, continued her superb, patient and persistent project stewardship. Marissa Falco oversaw the splendid new design, and Matt Orgovan of Lachina contributed his careful eye for detail, detail, detail. And Tom Biondi contributed important Web site research.

Special thanks also to Michael Lepera, Cengage Senior Content Project Manager, for overseeing the eleventh edition; Jillian Borden, Cengage Marketing Manager; Erin Bosco, Associate Content Developer; Jessica Badiner, Media Developer; Rachel Schowalter, Product Assistant; Jennifer Meyer Dare, Senior Rights Acquisition Specialist; Meg Shanahan, Permissions Project Manager, PreMediaGlobal; and Punitha Rajamohan, Associate Project Manager Text Permissions, PreMediaGlobal.

Most important with his help and support for this edition is my favorite photo editor and video producer, Vic Biondi. He believes, as I do, that the visuals in *Media/Impact* are as important as the text, and his imprint and contributions are on every page.

And, to all the students and teachers who continue to value *Media/Impact* as a way to explore the exciting field of mass media, thank you for your enduring support.

*Shirley Biagi*

## ABOUT THE AUTHOR



**SHIRLEY BIAGI** is a professor in the Department of Communication Studies at California State University, Sacramento. Her bestselling text, *Media/Impact*, is also published in Canadian, Greek, Spanish, Chinese and Korean editions. Biagi has authored several other Wadsworth/Cengage Learning communications texts, including *Media/Reader: Perspectives on Mass Media Industries, Effects and Issues* and *Interviews That Work: A Practical Guide for Journalists*. She is co-author, with Marilyn Kern-Foxworth, of *Facing Difference: Race, Gender and Mass Media*.

From 1998 to 2000, she was editor of *American Journalism*, the national media history quarterly published by the American Journalism Historians Association.

She has served as guest faculty for the University of Hawaii, the Center for Digital Government, the Poynter Institute, the American Press Institute, the National Writers Workshop and the Hearst Fellowship Program at the *Houston Chronicle*. She has also been an Internet and publications consultant to the California State Chamber of Commerce.

She also was one of eight project interviewers for the award-winning Washington (D.C.) Press Club Foundation's Women in Journalism Oral History Project, sponsored by the National Press Club. Interviewers completed 57 oral histories of female pioneers in journalism, available free on the Press Club's Web site at <http://www.wpcf.org>.

In 2007, Biagi was nominated and served as a delegate to the Oxford Round Table's conference on Ethical Sentiments in Government at Pembroke College in Oxford, England. Biagi's other international experience includes guest lectureships at Al Ahram Press Institute in Cairo, Egypt, and at Queensland University in Brisbane, Australia.

# MASS MEDIA AND EVERYDAY LIFE

# 1

AFP/Getty Images



Today mass media is an essential element of everyday life. On January 21, 2013, members of the crowd at President Barack Obama's Inaugural Ball use their mobile phones to capture and share the event.

## What's Ahead?

- ▶ Mass Media Are Everywhere You Are
- ▶ Mass Communication Becomes Wireless
- ▶ How the Communication Process Works
- ▶ What Are the Mass Media Industries?
- ▶ Three Key Concepts to Remember
- ▶ Mass Media Are Profit-Centered Businesses
- ▶ Convergence Dominates the Media Business
- ▶ Why Media Properties Converge
- ▶ Advertisers and Consumers Pay the Bills
- ▶ Technology Changes Mass Media Delivery and Consumption
- ▶ Media Take Advantage of Digital Delivery
- ▶ How Today's Communications Network Operates
- ▶ Mass Media Both Reflect and Affect Politics, Society and Culture
- ▶ Why You Should Understand Mass Media and Everyday Life

“Consumers need to have an internal compass where they're able to balance the capabilities that technology offers them for work, for search, with the qualities of the lives they live offline.”

—RICHARD HERNANDEZ, EXECUTIVE COACH, GOOGLE

## You are connected.

In today's world mass media are waiting to bombard you every waking hour. When was the last time you spent 24 hours without the media? From the moment you wake up until the time you go to sleep, mass media are available to help you share information, keep you updated and entertained and—most importantly—sell you products.

### MASS MEDIA ARE EVERYWHERE YOU ARE

Online news offers national and local news with constant updates and alerts for breaking stories. Radio news gives you traffic reports on the freeway. Magazines describe new video games, show you the latest fashion trends and help plan your next camping trip.

Should you do your homework now or power up your Kindle to read the latest romance novel or stream a video on your iPad from Netflix? Maybe you should grab your iPhone to check Facebook or schedule DirecTV to record the latest episode of your favorite sitcom tonight. Perhaps you should answer e-mail or text your friends to ask what they're doing, while downloading some new songs through iTunes. All those media choices certainly are more compelling than your homework.

According to industry estimates, adults spend an average of 11 hours of each day using mass media—more than half their waking hours. (See **Illustration 1.1**, p. 4.) Some form of mass media touches you every day—

economically, socially and culturally. Mass media can affect the way you vote and the way you spend your money. Sometimes mass media influence the way you eat, talk, work, study and relax. This is the impact of mass media on you individually and, collectively, on American society.

The media's wide-ranging global presence means today's mass media capture more time and attention than ever. The media affect almost all aspects of the way people live, and the media earn unprecedented amounts of money for delivering information and entertainment. (See **Illustration 1.2**, p. 5.)

Today's American society has inherited the wisdom, mistakes, creativity and vision of the people who work in the mass media industries and the society that regulates and consumes what the mass media produce. Consider these situations:

- You are shopping online at Amazon.com, trying to decide between James Patterson's latest e-book and a travel guide to Brazil. What are the economic consequences of your book-buying decision for the book publishing industry? (See **Chapter 2**.)
- You are an entrepreneur with a lot of ideas but very little money. You decide to start an online cooking magazine. What are the chances your new magazine will succeed? (See **Chapter 4**.)
- On the Internet, a friend shares a new song from your favorite recording artist, which you download and publish on your personal Web site. You get the

# TIMEFRAME

## 3500 B.C.–TODAY

### Three Information Communications Revolutions Form the Basis for Today's Digital Media

- 3500 B.C.** The first known pictographs are carved in stone.
- 2500 B.C.** The Egyptians invent papyrus.
- 1000 B.C.** The First Information Communications Revolution: Phonetic Writing
- 200 B.C.** The Greeks perfect parchment.
- A.D. 100** The Chinese invent paper.
- 1300** Europeans start to use paper.
- 1445** The Chinese invent the copper press.
- 1455** The Second Information Communications Revolution: Movable Type
- 1640** The first American book is published.
- 1690** The first American newspaper is published.
- 1741** The first American magazine is published.
- 1877** Thomas Edison first demonstrates the phonograph.
- 1899** Guglielmo Marconi first uses his wireless radio.
- 1927** *The Jazz Singer*, the first feature-length motion picture with sound, premieres in New York City.
- 1939** NBC debuts TV at the New York World's Fair. On display are 5-inch and 9-inch television sets priced from \$199.50 to \$600.
- 1951** The Third Information Communications Revolution: Digital Computers That Can Process, Store and Retrieve Information
- 1980** The Federal Communications Commission begins to deregulate the broadcast media.
- 1989** Tim Berners-Lee develops the first Internet Web browser.
- 2007** Amazon introduces the Kindle e-reader. Apple introduces the iPhone.
- 2008** Internet advertising income reaches \$23 billion annually, more than twice what it was in the year 2000.
- 2010** Apple introduces the iPad tablet.
- 2011** Apple introduces iCloud.
- 2013** Pebble introduces the Smart Watch.
- TODAY** Wireless digital technology is the standard for all mass media. Mass media is personalized and mobile.



DEA/De Agostini/Getty Images



Hulton Archive/Stringer/Getty Images



Rouf Bhat/AFP/Getty Images

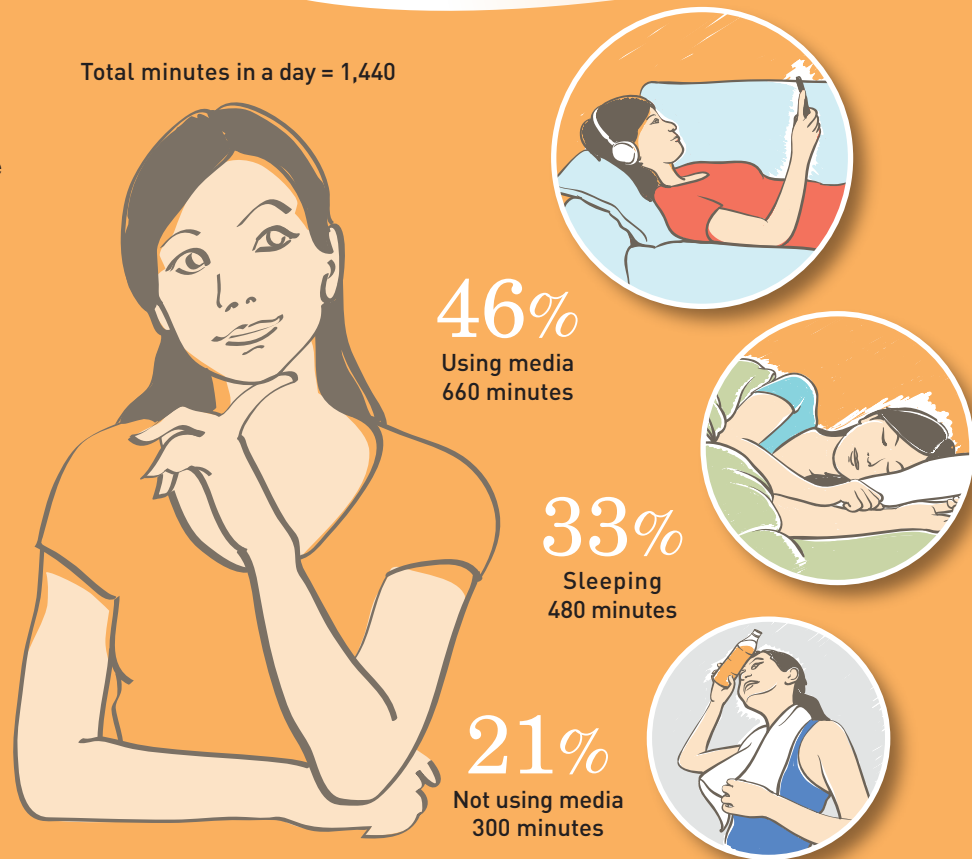
# IMPACT/Audience

## Illustration 1.1

### Average Time Americans Spend Using Mass Media Each Day

On average, Americans spend more waking time each day with the mass media than without them.

Source: emarketer.com/  
Article/Trends-Consumers-  
Time-Spent-with-  
Media/1008138



music you want, but the artist's licensing company sues you because you haven't paid for the song. Will you be prosecuted? (See **Chapter 5**.)

- You are a reporter for a major news organization. To try to scoop the competition, you hack into a celebrity's cell phone. How does your company respond when it learns what you've done? (See **Chapter 15**.)

People who work in the media industries, people who own media businesses, people who consume media and people who regulate what the media offer face decisions like these every day. The choices they make continue to shape the future of the American mass media.

**Wi-Fi** An abbreviation for *Wireless Fidelity*. The new mass media are as convenient as your cell phone, complete with graphics and sound, offering massive choices of information, entertainment and services whenever and wherever you want them.

## MASS COMMUNICATION BECOMES WIRELESS

In the 1930s, to listen to the radio, your house needed electricity. You plugged your radio into an electrical outlet, with the furniture positioned near the radio so the family could listen to the programs. In the 1950s, you had to add an antenna to your roof so you could watch your new TV set, which was connected at the wall to an electrical outlet and the antenna. To be wired was to be connected. In the 1990s, you still needed an electrical outlet at home and at work to be connected to your computer, and the furniture in your family room still was arranged to accommodate the cable, satellite and/or telephone connection for your television set.

Today's technology makes mass media wireless (**Wi-Fi**, an abbreviation for *Wireless Fidelity*). New technologies give you access to any mass media in almost any location without wires. You can sit on your front porch and watch movies on your laptop, listen to radio by satellite and



# IMPACT / Money

## Illustration 1.2

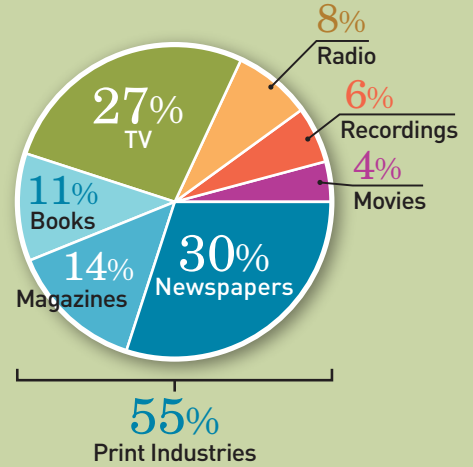
### U.S. Media Industries Annual Income 1987–Today

This historical graphic shows how the distribution of media industry income has shifted since 1987.

Sources: *U.S. Industrial Outlook 1987*, *McCann-Erickson Insider's Report 1987*, *The Veronis, Suhler & Associates Communications Industry Forecast, 1997–2001*, publishers.org, hoovers.com, naa.org, adage.com, forrester.com, emarketer.com, riaa.org.

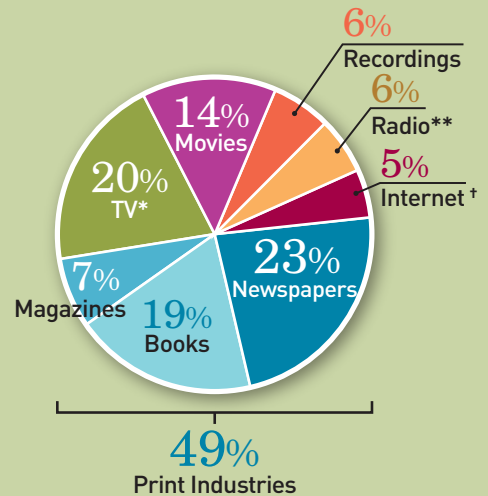
## 1987

The consumer Internet industry does not exist and print media industry revenue (newspapers, magazines and books combined) is 55% of all media industry income.



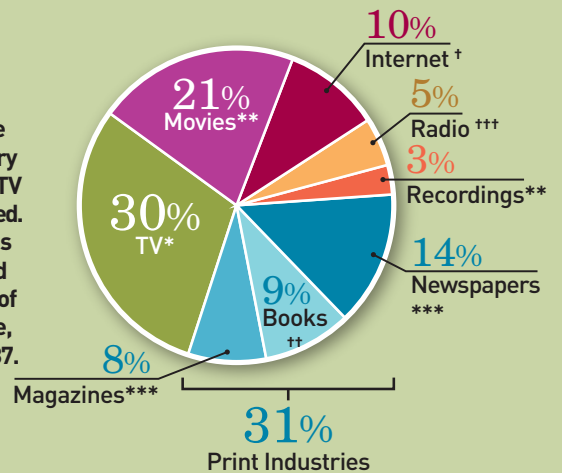
## 1999

The Internet first emerges as a viable media industry. Income for newspapers and magazines begins to drop dramatically, although book industry income increases. Overall, print media industry income drops to 49% of the total.



## Today

Internet advertising income totals 10% of all media industry income. Movie income is up. TV and radio revenue have stabilized. Recording industry income is half what it was in 1999, and print media collect only 31% of total media industry revenue, about half of what it was in 1987.



\* Broadcast, cable & satellite  
 \*\* Includes Internet downloads  
 \*\*\* Includes Internet editions

† Internet advertising revenue  
 †† Includes e-book sales

download music, books, newspapers and video games to the cell phone you carry in your pocket. You also can:

- Check Twitter to see what your friends are saying.
- Stream a first-run movie or your favorite TV sitcom or download new and classic books—even your textbook—to a mobile device you carry with you.
- Play the newest video game on your cell phone with three people you’ve never met.
- Drink coffee in a Wi-Fi café while you check your family ancestry to create an online family tree, leading you to connect with overseas relatives you didn’t know existed.
- Stop on the street corner in a new town and use your cell phone to retrieve directions to the closest Italian restaurant; then order pizza ahead on the restaurant’s Web site so it’s ready when you arrive there.

You and your mass media are totally mobile. Today’s digital environment is an intricate, webbed network of many different types of communications systems that connects virtually every home, school, library and business in the United States. Most of the systems in this digital environment are invisible. Electronic signals have replaced wires, freeing up people to stay connected no matter where or when they want to communicate.



Gus Stewart/Redferns/Getty Images

**Nanna Bryndis Hilmarsdottir and Ragnar Thohallsson from the band Of Monsters and Men perform in London, England, on March 5, 2013. If a friend e-mails you a copy of the group’s latest song, and you use it on your Web site without permission, can you be prosecuted for violating their music copyright?**

**Mass Communication** Communication from one person or group of persons through a transmitting device (a medium) to large audiences or markets.

This global communications system uses broadcast, telephone, satellite, cable and computer technologies to connect everyone in the world to a variety of services. Eventually, this communications system will be accessible and affordable everywhere in the world. As futurist George Gilder phrased it: “Who will ride the next avalanche of bits on the information superhighway—and who will be buried under it?”

## HOW THE COMMUNICATION PROCESS WORKS

To understand mass media in the digital age, first it is important to understand the process of communication. Communication is the act of sending messages, ideas and opinions from one person to another. Writing and talking to each other are only two ways human beings communicate. We also communicate when we gesture, move our bodies or roll our eyes.

Three ways to describe how people communicate are

- *Intrapersonal communication*
- *Interpersonal communication*
- *Mass communication*

Each form of communication involves different numbers of people in specific ways. If you are in a grocery store and you silently debate with yourself whether to buy an apple or a package of double-chunk chocolate chip cookies, you are using what scholars call *intrapersonal communication*—communication within one person. To communicate with each other, people rely on their five senses—sight, hearing, touch, smell and taste. This direct sharing of experience between two people is called *interpersonal communication*. **Mass communication** is communication from one person or group of persons through a transmitting device (a medium) to large audiences or markets.

In *Media/Impact* you will study *mass communication*. To describe the process of mass communication, scholars use a communications model. This includes six key terms: *sender, message, receiver, channel, feedback* and *noise*. (See **Illustration 1.3**, p. 7.)

Pretend you’re standing directly in front of someone and say, “I like your Detroit Tigers hat.” In this simple communication, you are the sender, the message is “I like your Detroit Tigers hat,” and the person in front of you is the receiver (or audience). This example of interpersonal communication involves the sender, the message and the receiver.

In mass communication, the *sender* (or *source*) puts the *message* on what is called a *channel*. The sender (source) could be a local business, for example. The

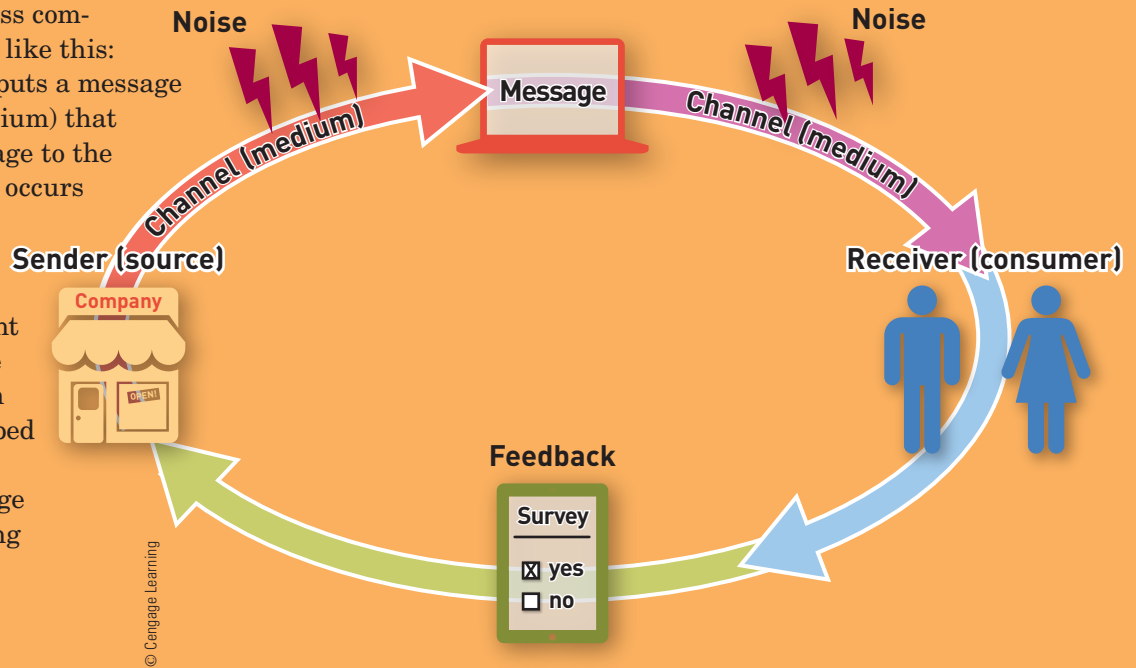
# IMPACT/Audience

Illustration 1.3

## Elements of Mass Communication

The process of mass communication works like this:

A *sender* (source) puts a message on a *channel* (medium) that delivers the message to the *receiver*. *Feedback* occurs when the receiver responds, and that response changes subsequent messages from the source. *Noise* (such as static or a dropped connection) can interrupt or change the message during transmission.



channel (or *medium*) delivers the message (electronic signal). The channel could be the cable, satellite or internet provider. A medium is the means by which a message reaches an audience. (The plural of the word *medium* is *media*; the term *media* refers to more than one medium.) Your television set or mobile device is the



Nicolas Asfour/AFP/Getty Images

Wireless technology means you can carry your media with you and send and receive messages anytime. In Queenstown, Singapore, people use their cell phones to try to get a picture of Britain's Prince William and his wife Catherine, the Duchess of Cambridge, during their visit to the country on September 12, 2012.

medium that delivers the message simultaneously to you and many other people.

The *receiver* is the place where the message arrives, such as you, the consumer. *Noise* is any distortion (such as static or a briefly interrupted signal) that interferes with clear communication. *Feedback* occurs when the receiver processes the message and sends a response (such as a survey) back to the sender (source).

As a very simple example, say your satellite company (sender/source) sends an advertisement for a movie-on-demand (the message) through the signal (channel) into your TV set (medium). If you (the receiver) use the controls on your TV remote to stream the movie, the order you place (feedback) ultimately will bring you a movie to watch. This entire loop between sender and receiver, and

**Medium** The means by which a message reaches the audience. Also, the singular form of the word *media*.

**Media** Plural of the word *medium*.

**Noise** Distortion (such as static) that interferes with clear communication.

**Feedback** A response sent back to the sender from the person who receives the communication.

the resulting response (feedback) of the receiver to the sender, describes the process of mass communication.

Using a general definition, mass communication today shares three characteristics:

1. A message is sent out on some form of mass communication system (such as the Internet, print or broadcast).
2. The message is delivered rapidly.
3. The message reaches large groups of different kinds of people simultaneously or within a short period of time.

Thus, a telephone conversation between two people does *not* qualify as mass communication, but a message from the president of the United States, broadcast simultaneously by all of the television networks and carried via the Internet, would qualify because mass media deliver messages to large numbers of people at once.

## WHAT ARE THE MASS MEDIA INDUSTRIES?

The term *mass media industries* describes eight types of mass media businesses. The word *industries*, when used to describe the media business, emphasizes the primary goal of mass media in America—to generate money. The eight media industries are

- Books
- Newspapers
- Magazines
- Recordings
- Radio
- Movies
- Television
- The Internet

Books, newspapers and magazines were America's only mass media for 250 years after the first American book was published in 1640. The first half of the 20th century brought four new types of media—recordings, radio, movies and TV—in fewer than 50 years. The late-20th-century addition to the media mix, of course, is the Internet. To understand where each medium fits in



Movies such as *Iron Man 3*, which are available to large groups of different types of people simultaneously, represent one form of mass communication.

the mass media industries today, you can start by examining the individual characteristics of each media business.

### Books

Publishers issue about 150,000 titles a year in the United States, although many of these are reprints and new editions of old titles. Retail bookstores in the United States account for one-third of all money earned from book sales. The rest of book publishing income comes from books that are sold online, in college stores, through book clubs, to libraries and to school districts for use in elementary and high schools. Book publishing, the oldest media industry, is a static industry. Publishers see expanded revenue potential in the sale of e-books (downloaded copies of books), but the transition from print-only sales to print-and-digital sales is expensive.

### Newspapers

Newspapers today are struggling to make a profit. Advertising revenues in the last five years have plummeted, partly because of difficult economic conditions in the United States but also because newspaper readers have migrated to other sources for their news. Between 2008

**Mass Media Industries** Eight types of media businesses: books, newspapers, magazines, recordings, radio, movies, television and the Internet.

and 2010, eight major newspaper chains declared bankruptcy, and many laid off reporters and cut salaries.

Advertising makes up more than two-thirds of the printed space in daily newspapers. Most newspapers have launched Internet editions to try to expand their reach, and some newspapers have converted to online-only publication, but increased Internet ad revenue has not compensated for advertising declines in the printed product.

## Magazines

According to the Association of Magazine Media, about 25,000 magazines are published in the United States. To maintain and increase profits, magazines are raising their subscription and single-copy prices and fighting to sustain their advertising income. Many magazines have launched Internet editions, and a few magazines (such as *Slate*) are published exclusively online. Magazine subscriptions and newsstand sales are down. Magazine income is expected to decline over the next decade, primarily because advertising revenue is down substantially.

## Recordings

People older than age 25 are the most common buyers of recordings today because people younger than 25 download or stream music from the Internet, both legally and illegally, and buy very few CDs. CDs and Internet downloads account for almost all recording industry income, with a small amount of money coming from music videos. Industry income has been declining sharply because new technologies allow consumers to share music over the Internet rather than pay for their music. The only growing revenue source for the recording companies among people younger than 25 is individual music downloads, sold through Internet sites such as iTunes. In 2010, Apple announced that iTunes had sold its 10 billionth download, becoming the nation's largest music retailer.

## Radio

About 14,000 radio stations broadcast programming in the United States, evenly divided between AM and FM stations. About 2,900 radio stations are public stations, most of them FM. Satellite radio, such as Sirius XM, generates revenue through subscriptions, offering an almost unlimited variety of music and program choices without commercials. As a result, over-the-air broadcast radio revenue from commercials is declining because the price of a commercial is based on the size of the audience, which is getting smaller. To expand their audience, more than 6,000 traditional radio stations also distribute their programs online. Pandora, Rhapsody and Spotify are radio services, available only on the Internet. In 2013, Apple announced plans to launch its own radio service, iRadio.



## Movies

About 40,000 theater screens exist in the United States. The major and independent studios combined make about 600 pictures a year. The industry is collecting more money because of higher ticket prices, but more people watch movies at home and online than in theaters, so the number of movie theaters is declining. Fewer people are buying DVDs and instead are getting movies through Redbox and streaming through Netflix. The increases in income to the U.S. movie industry have been from overseas movie sales, movie downloads and the introduction of 3-D movies. Overall movie industry income began declining in 2005, and that trend continued until 2012, when industry income stabilized.

## Television

About 1,700 television stations operate in the United States. One out of four stations is a public station. Many stations are affiliated with a major network—NBC, CBS, ABC or Fox—although a few stations, called *independents*, are not affiliated with any network. More than 90 percent of the homes in the United States are wired for cable or satellite delivery. To differentiate cable and satellite TV from over-the-air television, cable and satellite television services are now lumped together in one category, called **subscription television**.

TV network income is declining while income to cable operators and satellite companies for subscription

**Subscription Television** A new term used to describe consumer services delivered by cable and satellite program delivery.