

Make sure you understand what these concepts mean, don't need to memorize definitions!

IMPORTANT: Gray-shaded concept are NOT required

Chapter 1 Mass Media – MM Importance of MM: Pervasiveness, Information Source, Entertainment Source, Persuasion Forum, Binding Influence; MM Models: Hot-Cool Model, Entertainment-Information Model, Content-Distribution Model, Elitist-Populist Model, Maturation Model; Economics of MM: Economic foundation (Sources of revenue: Advertising revenue, Circulation revenue, Audience donations, Private support, Government subsidies, Government advertising, Auxiliary enterprises); Media Demassification: Effects of demassification, Alternative media; Media Conglomeration: Media ownership consolidation, Mergers and acquisitions, Media ownership collaboration; Dubious effects of conglomeration (quality, sameness, corporate instability); Media Melding: Digitization, Intracorporate synergy; Mass media future.

Chapter 2 Books Scribists; Book categories: Trade books & Textbooks (Professional & reference books, College textbooks, El-Hi books); Book publishers: major houses, book industry consolidation, government printing office, small publishers (Small presses, University presses, Vanity presses), book production; Authoring process: Speculation, Publisher initiative, Author-publisher relations (Royalties, Agents, Books; earn out); Book issues: blockbusters; mass marketing (Selection criteria, promotion); Book censorship; Evaluating books: populist measures (book-seller lists, BookScan), quality measures; Book trends: paperback books, book retailing (book clubs, direct mail, mall stores, superstores, web shopping); electronic books; books and media melding (serialization, subsidiary rights, crossover products).

Chapter 3 Magazines Influence of magazines: Contributed to a sense of nationhood (postal Act of 1879), National Advertising Medium, Massive Magazine Audience; Magazines as Media Innovators: Investigative Reporting (muckracking), Personality Profiles (Q&A), Photojournalism; Consumer Magazines: Circulation Leaders, Newsmagazines, Newspaper Supplements, Women's Magazines, Men's Magazines, Intellectual magazines (high-brow slicks); Non-Newsrack Magazines: Sponsored Magazines, Trade Journals, Criticism Of Trade Magazines, Newsletters; Magazine Demassification: Heyday of Mass Magazines, Assault from Television (CPM), A Narrower Focus, Critics of demassification, New Competition, Web Magazines (Zines); Evaluating Magazines: Populist Measures, Quality Measures; Magazines future: Traditional distinctions are vaporizing, Shift in newspaper content, Conglomeration-driven convergence, Internet.

Chapter 4 Newspapers Importance: Newspaper Industry Dimensions, Content Diversity and Depth; Newspaper Chain Ownership: Assessing Chain Ownership (Local autonomy, Corporate focus on profits, Journalistic emphasis, Balanced emphasis, Profit emphasis, Absentee ownership, Transient management, Weak entry level salaries, High newsroom turnover); National Dailies; National editions; Hometown Newspapers: Metropolitan Dailies, Hometown Dailies; Challenges For Newspapers: Finances, Circulation (market penetration Advertising, Web Transition, Clustering); Weekly Newspapers: Community Weeklies, Shoppers; Alternative & Minority Newspapers (counterculture): Gay Newspapers, Black Newspapers, Foreign-Language Newspapers, Newsletters; Evaluating Newspapers: Circulation and Penetration, Quality Indicators (Pulitzer, News hole, Content, Staff, Management); Innovations (Sunday editions, Fragmentation), Cost-Cutting (Paper costs, Newsroom budgets, Clustering);

Chapter 5 Recordings Recorded Music as a Social Force: Rallying Power, Leading and Reflecting Change; Recording Industry: Scope, Big Five, Indies; Sound Recording Technology (Thomas Edison's Phonograph, Electrical Recording (magnetic tape), Microgrooves and Stereo (LP, analog & digital recording); Digital Technology: Compact Discs, Streaming (bandwidth, compression); Changes in Music Industry: Music Demassification, Streaming Crisis, The iPod; Evaluating Recording Companies: Commercial success, Populist Measures, Quality Measures (risk-taking, artistic courage); Heisting Music: Home-Dubbing (taping tax), Piracy, Music-Swapping; Marketing Records: Radio Airplay, free air time, Billboard, tip sheets, Payola, Tracking Sales); Censorship & Recorded Music: Objectionable Music, Record Labeling, Lyrics and Young People; Records Future: More conglomeration, web delivery, big pockets vs. niche music, piracy battle. Evolution of Music: American Folk Music (Black music, Hillbilly), Early Rock 'N' Rollers; Evaluating Music: originality, commercial appeal, lyrics, composition, sophistication, body of work.

Chapter 6 Movies Importance of Movies: Overwhelming Experience, Hollywood's Cultural Influence; Movie Industry: Production, Exhibition (blockbooking), Auxiliary Enterprises (merchandise tie-ins, toys, music, product placement); Artistic Versus Budget Issues; Movie Technology: Adaptation From Photography (persistence of vision), Adding Sound to Pictures; Challenge From Television & Hollywood Response to Television: Technical Innovation, Content Innovation, Digital, Melding Media (Fin-Syn rule; conglomeration, synergies, digitization); Movie Censorship: Morality as an Issue, Movies and Changing Mores, Current Movie Code; Three Crises that Shaped Hollywood: The Hollywood 10, Court Bans on Vertical Integration (blockbooking), Melding of movies and television: Reconciliation of competing industries, First runs and aftermarkets; Evaluating Movies: Box Office and Grosses, Movie Criticism; Movies Future; Movie Exhibitors: Early Exhibition Facilities, Multi-Screen Theaters, Inner-city Movie Houses; Movie Finances: The Lesson of "Intolerance", Financing Sources (major studios, independent producers, investor groups, Banks);

Chapter 7 Radio Significance: Radio - motivator, Ubiquity, Scope; Technical development: Electromagnetic spectrum, Transmitting voices; Characteristics of US radio: Private, not public, Entertainment thrust, Sell time to advertisers; Noncommercial radio; Potted-palm music; Radio-entertainment: Early Mass programming, For specific audiences; Radio news: Pioneer Radio news (Edward Murrow), McLendon, Decline (On-site coverage, Stealth newscasts providers, NPR), Talk radio (shick jock, talkers, talk listenership, effect of news); Radio networks: four traditionals (NBC, ABC, CBS, Mutual); Radio Networks today; Affiliate-Network relations (affiliate, o-and-o); Radio regulation: trusteeship rationale (Engineering regulations, Ownership regulation, Content regulation, Regulating networks, Broadcast regulation); Criteria for awarding broadcast licenses (public interest, convenience, & necessity); Regulating networks: affiliate pressure, Antitrust, network licensees; Broadcast deregulation; Emergency alerts; Quality: Marketplace values, Measuring quality; Radio Future: Risk free programming, Digital radio, Web radio, National radio.

Chapter 8 TV Impact: on Culture, Mass media shake-up; Technology of TV: Electronic Scanning, Integrated Standardization&HDTV, Streaming; Structure of U.S. Television: Affiliate-network relations, Campaign advertising; Delivery system (Over-air stations, Cable systems, Satellite direct, DirectTV, Northpoint, Interactive television); Over-Air Networks: traditional networks, Other Networks, Late-Comers; Cable Television: Roots of cable, HBO, Turner; Growth of cable (Network start-ups, Urban cable construction, Cable systems buyouts), Advertising; Television entertainment: Early programming, Producing entertainment programs (pilots, syndicators), Changing program standards, New rating system, V-chip; News Shows on TV; Television news: Talking heads and newsreels, Shift in network news, 24 hour television news; Public Television: Corporation for Public Broadcasting, Debate over public funding; Evaluating TV: populist & quality measures; TV future.

Chapter 9 The Web WWW: New Mass Medium, The Web in Context, Bandwidth limitations (Fiber-optic cable, Multiplexing, Compression, Streaming); Internet: Information highway, Internet 2, Online Services; Commerce on the Web: Advertising-Free Origins, Web Commerce (Point of Purchase, Business-to-business – B2B, Advertising Forms), Web Advertising, B-2-B; Measuring Web Audience: Inconsistent Data, Web's advertising reach; Web Technology: Transistors (Digitization, Compression, Miniaturization, Efficiencies), Fiber Optics; Nonlinear Communication: Vannevar Bush's Memex; Hypertext: shovelware: Pre-hypertext innovations, Hypertext News, Hyperfiction; Evaluating the Web: Accuracy of the Web, Strength of Sites (Webby, Content, Navigability, External links, Intuitive to use, Loading times); Media Melding: Technological Convergence, Transition Ahead, Government deregulation; Public Policy & the Web: Universal Access, Global Inequities, Privacy & the Web, Cyberpornography; Web Future: Bandwidth improvements, Portability, Redundancy.

Chapter 10 News Journalism traditions: Colonial period (Traditions: Independence from government, Try to impact public opinion, Committed to truth, Public favors independent news, News media are economic entities), Partisan period (Traditions: Government should keep hands off press, Forum for debate & discussion, News media & public issues, Government transgressions), Penny Press period (Traditions: Inverted pyramid, General audience, Coverage of events, Commitment to social improvement, Providing info quickly, Detached, neutral perspective); Yellow Press period (Sensationalism, Jazz journalism, Contribution to feeling of nationhood); Personal values in news: Role of the journalist, Journalist's personal values (Ehtnocentrism, capitalism and democracy, Small-town pastoralism, Individualism tempered by moderation, Social order), Journalistic bias; Variables affecting news: News hole, News Flow and News Staffing, Perceptions about audience, Availability of material, Competition; Influences on news: Advertiser influence, Corporate pressure, Source pressure; Gatekeeping in news: Gatekeeper responsibilities, Gatekeepers at work; Journalism trends: Exploratory reporting (investigative journalism), Soft News; Journalism and war: embeds; Identifying good journalism: Audience dimensions, Evaluative criteria (Accuracy, balance, fairness; Interpretation; Original content); News future: Insulation from corporate agendas, Editorial independence, Art or science?.

Chapter 11 Public relations Definition; Identifying existing relationships, Evaluate the relationships, Design policies to improve relationships, Implement the policies; Enlightened self-interest; Social Darwinism; Origins of PR: Moguls in Trouble, Social Darwinism, The ideas of Ivy Lee (Converting industry toward openness, Turning negative terms into positive news, Putting corporate executives on display, Avoiding puffery and fluff); PR on a New Scale (WW I, WW II); Lobbyist-Journalist balance; Structure of Public relations: Policy Role of PR, How PR is organized (External relations, Internal relations, Media relations), PR agencies; Public relations Services: Publicity, Promotion, Lobbying, Political comm., Image consulting, Financial PR, Fund-raising, Contingency planning (Crisis management), Polling, Events coordinating); PR & Advertising (Management function, Measuring success, Control of messages); Integrated Marketing Comm (IMC), institutional advertising; Media Relations: Open media relations (media kit), Proactive media relations (Proactive crisis responses, Ongoing media relationships, Sound operating principles), Ambivalence in Media Relations; Adversarial PR: Advertorials, Attacking critics openly, Information boycott; Professionalization: Whitewashing, Flackers, Public information/public affairs, Standards and certification-PRSSA.