

MEDIA & CULTURE

Mass Communication
in a Digital Age

FOURTEENTH EDITION



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MEDIA & CULTURE

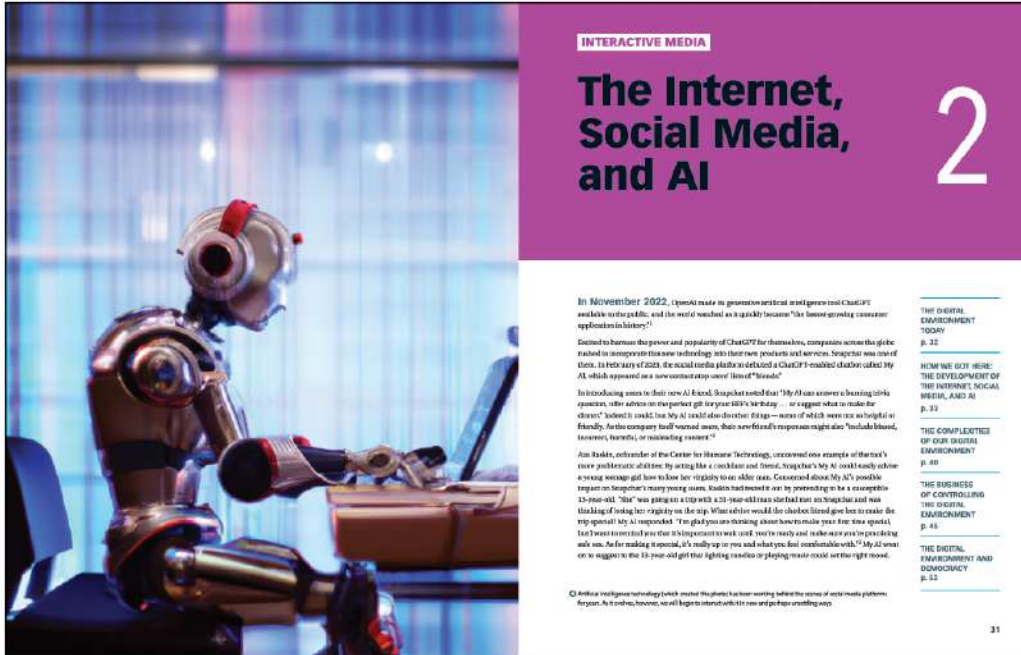
Mass Communication in a Digital Age

Join the Revolution

The media continue to change at a breakneck speed, and *Media & Culture* changes along with them, keeping pace with the latest developments in all of the media industries.

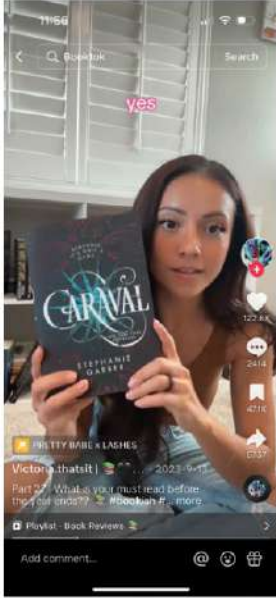
Coverage of AI's rapid growth and change. The AI revolution is here, and *Media & Culture* takes a balanced and thoughtful look at artificial intelligence's use and influence across our media environment. With coverage that spans the media industries, the fourteenth edition explores timely topics—including the debut of AI chatbots, deepfakes' influence on democracy, AI's impact on the creative community, and AI-prompted copyright dilemmas—and interrogates what these developments mean for media and for society as a whole.

- [Chapter 1](#) contextualizes AI within the much longer history of communication technologies and their affordances.
- [Chapter 2](#) digs in deeper by looking at the role AI plays in the Web 3.0 era, as well as the implications of AI use on remix culture, deepfakes, and verifiable media content.
- In later chapters, industry-specific examples illustrate how AI is impacting a wide range of media businesses, including digital games, music, radio, TV, movies, advertising, and public relations.



► Extended description for The Internet, Social Media, and AI 

In-depth exploration of social media topics. The fourteenth edition includes new and expanded coverage of social media’s role in our world today. Coverage spotlights a wide variety of issues and developments in the social media sphere, including AI “friends” on social media apps; the rising influence of BookTok in the publishing world; influencers as advertisers; ongoing issues of social media privacy, fraud, and disinformation; debates about the appropriateness of content moderation; and research on teen social media use and mental health.



Influences of Television, Film, and Social Media

There are two major facets in the relationship among books, television, and film: how these other media can help sell books, and how books can serve as ideas for TV shows and movies. On the promotion side, social media has also become an important way to publicize books and get readers excited for particular titles.

Promoting Books through Media

TV exposure is one way that books by or about talk-show hosts, actors, athletes, and politicians, such as Megan Rapinoe, Viola Davis, Mindy Kaling, Trevor Noah, and Liz Cheney, sell millions of copies—enormous numbers in a business in which selling 100,000 copies constitutes remarkable success.

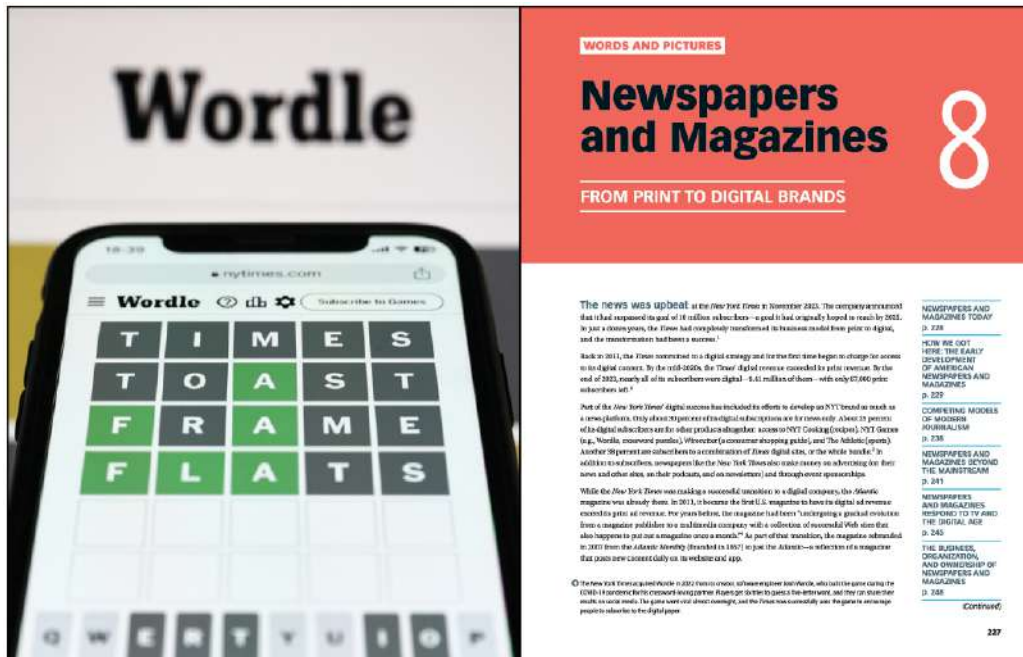
In the 1990s and early 2000s, one of the most influential forces in promoting books on TV was afternoon talk-show host Oprah Winfrey. Winfrey began Oprah's Book Club as a monthly segment on her show in 1996 and became a major power broker in terms of selling books. Her selections became immediate best-sellers, generating tremendous excitement within the book industry. *The Oprah Winfrey Show* ended in 2011, but the book club has continued in various ways since then, most recently through her branded website. Actor Reese Witherspoon also launched a book club—Reese's Book Club—for which she selects an adult and a young-adult book each month that features a woman as the central character, and Jenna Bush Hager, TV personality and daughter of former President George W. Bush, has a featured book club called "Read with Jenna Book Club Picks" on Today.com.

TikTok's book community—called BookTok—has also emerged as a powerful form of marketing for younger generations of readers. The BookTok community has been especially effective in generating interest from women readers of young-adult

Victoria.thatsit

► Extended description for In-Depth Exploration of Social Media Topics 

A unified newspapers and magazines chapter. The new [Chapter 8](#), “Newspapers and Magazines: From Print to Digital Brands,” joins together the material on newspapers and magazines to better reflect the synergies between these industries, emphasize their current state, and spotlight opportunities for future growth. (The stand-alone journalism chapter, which is now [Chapter 13](#), is unaffected by this merger.)



Jakub Porzycki/NurPhoto/Getty Images

► Extended description for Newspapers and Magazines 

An engaging digital learning experience with Achieve. Achieve courseware for *Media & Culture* sets the standard for driving student learning in your mass communication course with powerful learning content, engaging activities, and actionable insights and analytics.

- **Student goal-setting and reflection surveys** encourage students to set goals for themselves and reflect on their learning throughout the semester.
- Gamelike **LearningCurve quizzes** reinforce learning of chapter material.
- A rich library of **videos** offers easy access to clips from movies, interviews, and more.

- **Media Literacy Activities** for each chapter encourage students to apply and practice their media literacy skills.
- A new edition of the ***Media Career Guide Preparing for Jobs in the 1st Century*** is packed with practical information for students considering a major in the media industries.
- **Deep dive modules**, each paired with a related **Media Literacy Activity**, expand on the text's coverage of timely topics that include artificial intelligence, social media and mental health, and media guilty pleasures.



LearningCurve for Chapter 2

Assign Item

Student Preview
✕

Back to Study Plan

Which term refers to the principle that every website and every user has the right to the same Internet network speed and access?

☐ net neutrality

☐ right of fair use

☐ digital divide

☐ social networking

▼ Extended description for LearningCurve 

The text of the question reads, "Which term refers to the principle that every website and every user has the

right to the same Internet network speed and access?"

The multiple choice options are:

- Net neutrality
- Right of fair use
- Digital divide
- Social networking

The menu bar at the top of the screen shows a Home button, a back button for **LearningCurve for Chapter 2**, and an **Assign Item** button.

Below the menu bar, text reads, Student Preview. A button to the right reads, Back to Study Plan.

Media & Culture's critical and cultural perspective and engaging **media stories** tie all of this material together, addressing the importance of history, the digital revolution, and media literacy.

MEDIA & CULTURE

Mass Communication in a Digital Age

Fourteenth Edition

Richard Campbell

Miami University

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University of Northern Iowa

Bettina Fabos

University of Northern Iowa

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Miami University



“WE ARE NOT ALONE.”

For my family—Reese, Chris, Gus, Sloane, Caitlin, AJ, and Dianna

“YOU MAY SAY I’M A DREAMER, BUT I’M NOT THE ONLY ONE.”

For our daughters—Olivia and Sabine

“ALONE WE CAN DO LITTLE, TOGETHER WE CAN DO MUCH.”

For my husband—Marc

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Photo credit: Dianna Campbell

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Mathematical Association of America. He is executive producer of the 2019 documentary, *Training for Freedom*, about the role that Oxford, Ohio, played in 1964's Freedom Summer, now available through PBS. He served for ten years on the board of directors of Cincinnati Public Radio and holds a PhD from Northwestern University. Campbell currently writes about the crisis in local news and is cofounder of the *Oxford Free Press*, a weekly nonprofit newspaper that launched in 2024.



Photo credit: Sabine Martin

CHRISTOPHER R. MARTIN is a professor of digital journalism and former department head of the Department of Communication and Media at the University of Northern Iowa. He is the author of two award-winning books on labor and the media: *No Longer Newsworthy* *How the Mainstream Media Abandoned the Working Class* and *Framed! Labor and the Corporate Media*, both with Cornell

University Press. He has written articles, book chapters, and reviews on journalism, televised sports, the Internet, and labor for several publications, including *Communication Research*; *Journal of Communication*; *Journalism Studies*; *Journal of Communication Inquiry*; *Labor Studies Journal*; *Culture, Sport, and Society*; *NiemanReports*; *Perspectives on Politics*; *Jacobin*; and *In These Times*. He is on the editorial board of the *Journal of Communication Inquiry* and the board of Iowa Public Radio. Martin holds a PhD from the University of Michigan and has also taught at Miami University.



Photo credit: Christopher Martin

BETTINA FABOS is professor emeritus of visual communication and interactive digital studies at the University of Northern Iowa. She is currently the cofounder and director of a unique public networked platform, Fortepan US (fortepan.us), that is built for the display and exploration of historical photos; the executive producer of the

interactive web photo history *Proud and Torn: A Visual Memoir of Hungarian History* (proudandtorn.org); and a champion of the Creative Commons. Fabos has also written extensively about critical media literacy, Internet commercialization, the role of the Internet in education, and media representations of popular culture. Her work has been published in *Visual Communication Quarterly*, *Library Trends*, *Review of Educational Research*, and *Harvard Educational Review*, and she has received numerous awards for her creative work. Fabos has also taught at Miami University and has a PhD from the University of Iowa.



Photo credit: Marc Loy

RON BECKER is a professor of media and communication and strategic communication at Miami University. He is the author of *Gay TV and Straight America* (Rutgers University Press) and coeditor of *Saturday Night Live and American TV* (Indiana University Press).

His work has also appeared in publications like *The Craft of Criticism*; *The Television Studies Reader*; *Television Studies in Queer Times*, *How to Watch TV*; *Reading the Bromance*; *Queer Studies in Media and Popular Culture*; and *Historical Journal of Film, Radio and Television*. Becker holds a PhD from the University of Wisconsin–Madison.

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Preface

This is a tumultuous time in our relationship with media—both exciting and unnerving. Becoming a critical consumer and producer of media is vitally important—especially now, as many media institutions are being upended by new technologies like AI, as our engagement with media sorts us into increasingly isolated niches, and as the lines between fact and fiction become increasingly blurred. *Media & Culture* reaches students where they are. It puts the media industries, products, and practices into perspective both historically and culturally in order to help students become more informed citizens who can apply critical thinking and media literacy skills to better navigate a complex media environment, even as they are being bombarded by information.

While today's students have integrated digital media into their daily lives (and may even be addicted to their mobile phones), they may not understand how the media evolved to this point; how technologies are transforming how communication takes place and the ways information is created, distributed, and consumed; and what all these developments mean to them, to the careers they may want to enter, and to the culture in which they live. This is why we believe that the critical and cultural perspectives at the core of *Media & Culture's* approach are more important than ever. *Media &*

Culture pulls back the curtain to show students how the media really work—from the roots and economics of each media industry to the implications of today’s consolidated media ownership to the ways these industries have changed in our digital world. By looking at the history of media through a critical lens, students will leave this course with a better understanding of the complex relationship between the media and our continually evolving culture.

These core principles remain in place in this fourteenth edition, accompanied by a number of exciting changes that help students understand the ever-evolving reality of what it means to live, work, and communicate in today’s connected world—a place where digital is the norm and media industries must be digital in order to survive.

The clearest example of our evolving digital environment is the increasing role of generative artificial intelligence tools, and nearly every chapter in this edition acknowledges the impacts AI is having on media industries and our relationship with media. In [Chapter 1](#), for example, we contextualize AI within the much longer history of communication technologies and their affordances. In [Chapter 2](#), newly retitled “The Internet, Social Media, and AI,” we go into more depth by explaining the role AI plays in the Web 3.0 era and the implications of AI for remix culture, deepfakes, and verifiable media content. In later chapters, industry-specific examples help students see the ways that AI has begun to impact a wide range of media businesses, including digital games, music, radio, TV, movies, advertising, and public relations.

The role of social media in today's world is also continuing to evolve, and this edition includes new and expanded coverage that addresses these ongoing changes. Introduced in [Chapter 1](#), examined in detail in [Chapter 2](#), and integrated throughout, coverage spotlights a wide variety of topics, from the addition of AI “friends” on social media apps, to research on teen social media use and mental health.

One of the constant challenges of revising *Media & Culture* is finding ways to keep the amount of information manageable for students, even as we add new and important content. With that goal in mind, in the fourteenth edition we have combined the newspaper and magazine chapters into a newly united chapter, “Newspapers and Magazines: From Print to Digital Brands.” This change has allowed us to trim information that needs less attention, while providing a compelling unifying framework—the concept of digital branding of news and information—that helps students understand the ways formerly print-based media companies are producing and delivering content today.

We have also revised the media research chapter with an eye toward making the material clearer and more student centered. The chapter has been renamed “Why and How to Do Media Research,” and we’ve restructured the introductory section to identify three different types of media research—foundational, applied, and critical—as a way to help students better understand the different goals that drive media research projects. Examples of each type of research are included to spotlight the application of concepts and

make these ideas concrete, and a definition of the term “research methods” (now a key term) has also been added for clarity.

Media & Culture shares stories about the history of media, the digital revolution, and technological convergence—and the book itself practices convergence, too. The fourteenth edition is available in Achieve, Macmillan’s digital platform, which includes an interactive e-book, video activities that complement text coverage, our acclaimed LearningCurve adaptive quizzing, interactive Media Literacy Activities, in-depth modules on key topics of interest, and a career guide for students interested in a future in media—along with quizzes, activities, and instructor resources.

Of course, *Media & Culture* retains its well-loved and teachable organization, which supports instructors in their quest to provide students with a clear understanding of the historical and cultural contexts for each media industry. Our signature five-step critical process for studying the media has struck a chord with hundreds of instructors and thousands of students across the United States and around the world. We continue to be enthusiastic about—and humbled by—the chance to work with the amazing community of teachers that has developed around *Media & Culture*. We hope the text enables students to become more knowledgeable media consumers and engaged, media-literate citizens who are ready to take a critical role in shaping our dynamic world.

New to the Fourteenth Edition

Media & Culture keeps pace with the technological, economic, and social effects of today's rapidly changing media landscape by incorporating key revisions into this edition.

Coverage of AI's Rapid Growth and Change

The AI revolution is here, and *Media & Culture* takes a balanced and thoughtful look at AI's use and influence across our media environment. With coverage that spans the media industries, the fourteenth edition explores timely topics such as the debut of AI chatbots, how deepfakes affect democracy, AI's impact on the creative community, AI-prompted copyright dilemmas, and more—and interrogates what these developments mean for media and for society as a whole.

In-Depth Exploration of Social Media Topics

The fourteenth edition includes new and expanded coverage of social media's role in our world today. Introduced in [Chapter 1](#), examined in detail in [Chapter 2](#), and integrated throughout, coverage spotlights a range of key issues and developments, from content moderation debates, AI “friends” on social media apps, and the rise of BookTok, to research on teen social media use and mental health.

A Unified Newspapers and Magazines Chapter

The new [Chapter 8](#), “Newspapers and Magazines: From Print to Digital Brands,” joins together the material on newspapers and magazines to better reflect the synergies between these industries and emphasize their current state and future opportunities for growth. (The stand-alone journalism chapter, which is now [Chapter 13](#), is unaffected by this merger.)

A Reframed Research Chapter That Speaks to Students

The media research chapter, newly renamed “Why and How to Do Media Research,” has been carefully revised to connect better with current students. The chapter now introduces and defines foundational, applied, and critical research to clarify how media research can differ in terms of goals and methodology. We drive home these concepts by offering application examples for each research category.

New and Revised Online Resources in Achieve

Achieve courseware for *Media & Culture* sets the standard for driving student learning in your mass communication course with powerful learning content, engaging activities, and actionable insights and analytics. Achieve brings together an interactive e-textbook, adaptive quizzing, media literacy activities, engaging videos, and extensive instructor resources—all within an enhanced technology

platform. A variety of new and updated resources are available in Achieve.

- **A library of video activities**—a number of which are new to the fourteenth edition—complements text coverage and gets students thinking critically about media texts.
- The newly updated ***Media Career Guide Preparing for Jobs in the 1st Century*** helps students on the path toward exploring and realizing their future career goals.
- **Deep dive modules**, each paired with a related **Media Literacy Activity**, expand on the text’s coverage of high-interest topics. Instructors wanting students to engage with these topics in more depth can assign the readings and activities, which pair perfectly with complementary discussions included in fourteenth edition.
- **The full suite of instructor resources and assessments** has been revised to reflect the changes in the fourteenth edition.

For a comprehensive look at these and other features in Achieve for *Media & Culture*, please see the “Digital Options for *Media & Culture*” section that follows later in this preface.

Hallmark Features of *Media & Culture*

- **A critical approach to media literacy.** *Media & Culture* introduces students to five stages of the critical-thinking and writing process—description, analysis, interpretation,

evaluation, and engagement. The text uses these stages as a lens for examining the historical context and current processes that shape mass media as part of our culture. This framework informs the writing throughout, including the Media Literacy and the Critical Process feature in every chapter. Online interactive Media Literacy Activities give students even more practice in developing their media literacy and critical-thinking skills.

- **A cultural perspective.** The text focuses on the vital relationship between the mass media and our shared culture—how cultural trends influence the mass media, and how specific historical developments, technical innovations, and key decision makers in the history of the media have affected the ways our democracy and society have evolved.
- **Comprehensive coverage.** The text supports the instructor in providing students with the nuts-and-bolts content they need to understand each media industry’s history, organizational structure, economic models, and market statistics.
- **An exploration of media economics and democracy.** *Media & Culture* spotlights the significance and impact of multinational media systems throughout the text. It also invites students to explore the implications of the Telecommunications Act of 1996, net neutrality, Section 230 of the Communications Decency Act, the European Union’s landmark data privacy law, and other media regulations (or lack thereof, with regard to AI).

Additionally, each chapter ends with a discussion of the effects of particular mass media on the nature of democratic life.

- **Compelling storytelling.** Most mass media make use of storytelling to tap into our shared beliefs and values, and so does *Media & Culture*. Each chapter presents the events and issues surrounding media culture as intriguing and informative narratives rather than a series of unconnected facts and feats, mapping the accompanying—and often uneasy—changes in consumer culture and democratic society.
- **The most accessible book available.** Learning tools in every chapter help students find and remember the information they need to know. Bulleted lists at the beginning of every chapter give students a road map to key concepts, Media Literacy and the Critical Process boxes model the five-step critical process, Examining Ethics and Global Village boxes spotlight key ethical and global issues, and Chapter Reviews help students study for quizzes and exams and set them up for success.

Digital Options for *Media & Culture*

Whether it's Achieve, an e-book, inclusive access, or a printed version, choose the format that works best for your course. For more information on these resources, please visit the online catalog at macmillanlearning.com, or visit the Macmillan Learning Student Store at store.macmillanlearning.com.

Achieve for *Media & Culture*, Fourteenth Edition

Achieve sets the standard for driving student learning in your mass communication course with powerful learning content, engaging activities, and actionable insights and analytics—all within an enhanced technology platform.

- **A fully interactive e-book.** Achieve includes the full *Media & Culture* e-book, which features highlighting, note-taking, offline access, and read-aloud functionality, and is also searchable, accessible, and downloadable.
- **LearningCurve adaptive quizzing.** LearningCurve helps students review important concepts from each chapter. LearningCurve includes multiple-choice questions at different levels of difficulty, hints, feedback, and links to e-book material for easy reference.
- **Instructor resources and assessment.** Achieve for *Media & Culture* features pedagogically aligned chapter quizzes and test bank questions tagged to book-specific learning objectives, as well as a full collection of iClicker slides. Also look for Instructor Activity Guides on commonly taught topics like advertising, media economics, television, and identifying fake news. Each pre-built lesson plan includes resources for before, during, and after class that you can assign to your students.
- **Media literacy skill building and career insights.** Achieve features additional resources that empower students to better understand our digital world, including Media Literacy

Activities that introduce students to the five stages of the critical-thinking and writing process, and access to the complete *Media Career Guide Preparing for Jobs in the 1st Century*, Fourteenth Edition, which is packed with practical information for students considering a major in the media industries.

- **Videos that extend and complement text content.** We know that having a robust video program is an important resource for instructors. *Media & Culture's* rich library of Achieve videos offers easy access to clips from movies, interviews, and more.
- **Deep dive modules, each paired with a related Media Literacy Activity.** These modules expand on the text's coverage of timely topics, including artificial intelligence, social media and mental health, and media guilty pleasures. Instructors wanting their students to engage with these topics in more depth can assign the readings and activities, which pair perfectly with complementary discussions included in the fourteenth edition.
- **Insights and Reporting.** The “special sauce” of Achieve is the abundance of detailed, useful, just-when-you-need-them reports and insights so you can tell where students are struggling on a topic or which particular students need help—and even where students are doing the most work.
- **Integration with LMS.** Achieve offers a deep integration with your LMS, and we are continuously enhancing the experience to offer fewer clicks and more seamless ways to integrate.

- **Student goal-setting and reflection surveys.** Quick, actionable pre-built surveys get students to set goals for themselves and reflect on their learning throughout the semester. For each survey assigned, you will gain insights into the strategies students are using so you can focus interventions and support where students need them most.
- **Learning objectives.** Assessment content in Achieve is tied to a Learning Objectives framework that was developed in conjunction with communication scholars and is reflective of best practices in learning science. As a result, you can view student performance against particular learning objectives, including where students might be struggling.
- **iClicker integration.** With Achieve's seamless integration with iClicker, included at **no additional cost** in communication Achieve courses, you can bring any classroom—in person or virtual—to life with attendance, polling, and quizzing options. Additionally, you can use iClicker slides to ask questions about key topics and enrich Instructor Activity Guides.

To order Achieve for *Media & Culture* on its own, use **ISBN 978-1-319-56061-4**. To order Achieve packaged with the print version of *Media & Culture*, use **ISBN 978-1-319-60204-8**.

E-books

Media & Culture is available in a range of e-book formats. See macmillanlearning.com to learn more.

Inclusive Access

Enable every student to receive their course materials through your LMS on the first day of class. Macmillan Learning's Inclusive Access program is the easiest, most affordable way to ensure that all students have access to quality educational resources. Find out more at [macmillanlearning.com/inclusiveaccess](https://www.macmillanlearning.com/inclusiveaccess).

Instructor Resources

You have a lot to do in your course. We want to make it easy for you to find the support you need—and to get it quickly. To download the instructor resources that accompany *Media & Culture*, please visit the online catalog at [macmillanlearning.com/communication](https://www.macmillanlearning.com/communication) or access these resources directly on Achieve.

Instructor's Resource Manual

The best and most comprehensive instructor teaching tool available for introduction to mass communication courses provides a range of teaching approaches, tips for facilitating in-class discussions, writing assignments, lecture topics, critical-process exercises that help students develop their media literacy skills, suggested media resources, and more.

Test Bank

The *Media & Culture* test bank includes more than fifteen hundred questions, with multiple choice, true/false, and essay questions for every chapter.

Lecture Slides

Lecture slide presentations help guide your lecture and are available for each chapter in the text.

iClicker Questions

iClicker question slides help keep your students engaged and help you make your class even more interactive. These questions prompt engagement by encouraging students to participate, think critically, have fun, and get to know their instructors and peers. Questions can be used in class or asynchronously.

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Media & Culture, Fourteenth Edition, Connects to the Learning Outcomes of the National Communication Association

The National Communication Association has published learning outcomes for courses within the discipline. The following table shows how these learning outcomes are reflected in *Media & Culture, Fourteenth Edition*.

Learning Outcome	Campbell, <i>Media & Culture</i> , 14th Edition
Employ communication theories,	Chapter 1 : Media, Culture, and Communication: A Critical Approach gives students a solid overview of media communication.

**perspectives,
principles, and
concepts**

- **“How We Got Here: Culture, Technology, and the Evolution of Media Communication”** explores the relationship among culture, technology, and media and provides an introduction to media communication through the years, moving from the oral and written eras to the print revolution, through the electronic era, and into the digital era.
- **“Media in Our Digital Era”** plants the seeds of convergence and its effects on business and culture; discusses the power and ubiquity of the media environment that surrounds us; and explores the viewing practices, participation, and fragmentation that characterize media culture in our digital era.
- **“Thinking Differently about Media and Culture”** introduces accessible models that students can employ to reflect on the meaning, impact, and importance of media use—in their own lives and in our society as a whole.

Chapter 14: Why and How to Do Media Research is directly focused on these learning outcomes and examines specific mass communication theories and both social scientific and cultural studies research perspectives.

Industry-specific chapters throughout the book provide in-depth study and exploration of the types of mass communication:

- [Chapter 2](#): The Internet, Social Media, and AI
- [Chapter 3](#): Digital Gaming and the Media Playground
- [Chapter 4](#): Sound Recording and Popular Music
- [Chapter 5](#): Popular Radio and the Origins of Broadcasting
- [Chapter 6](#): Television: From Broadcasting to Streaming
- [Chapter 7](#): Movies and Visual Storytelling
- [Chapter 8](#): Newspapers and Magazines: From Print to Digital Brands
- [Chapter 9](#): Books and the Power of Print

The **history of mass media** is threaded throughout the book. Book sections that specifically explore history include the following:

- “How We Got Here: Culture, Technology, and the Evolution of Media Communication” and “Historical Perspective: Connecting the Past to the Present” in [Chapter 1](#)
- “How We Got Here: The Development of the Internet, Social Media, and AI” in [Chapter 2](#)
- “How We Got Here: The Development of Digital Gaming” in [Chapter 3](#)
- “How We Got Here: The Development of Sound Recording” in [Chapter 4](#)
- “How We Got Here: The Early Development of Radio,” “The Evolution of U.S. Radio,” and “Radio Reinvents Itself” in [Chapter 5](#)
- “How We Got Here: The Birth of Broadcast TV,” “The Network Era: The Big Three Dominate TV,” and “The Post-Network Era: Competition Heats Up” in [Chapter 6](#)
- “How We Got Here: The Early Development of Movies,” “The Rise and Decline of Hollywood’s Studio System Era,” and “Hollywood and Movies after the Studio System Era” in [Chapter 7](#)
- “How We Got Here: The Early Development of American Newspapers and Magazines” and “Competing Models of Modern Journalism” in [Chapter 8](#)
- “How We Got Here: The Early History of Books” and “Mass Publishing and the Book Industry” in [Chapter 9](#)
- “How We Got Here: The Development of American Advertising” in [Chapter 10](#)
- “How We Got Here: Early Developments in Public Relations” in [Chapter 11](#)
- “How We Got Here: The Rise of Global Conglomerates” in [Chapter 12](#)
- “How We Got Here: The Evolution of American Journalism” in [Chapter 13](#)
- “How We Got Here: Early Steps in Media Research” in [Chapter 14](#)
- “How We Got Here: The Origins of Free Expression and a Free Press” in [Chapter 15](#)

Achieve video activities in each chapter give students the opportunity to hear from industry professionals, make connections

	with film clips, and explore current issues in media.
Engage in communication inquiry	Media Literacy and the Critical Process boxes in each chapter provide real-life examples of how we interact with the media, and a step-by-step breakdown of the critical process helps students practice the art of critical thinking. Achieve provides an additional interactive and assignable Media Literacy Activity for each chapter, which allows students to practice their skills as critical consumers of the media. Even more Media Literacy Activities in the Instructor's Resource Manual provide instructors with ideas for additional practice that they can use as classroom activities or as inspiration for assignments.
Critically analyze messages	<i>Media & Culture's</i> critical and cultural approach to the media, particularly the five-step Media Literacy and the Critical Process boxes, gets students describing, examining, analyzing, interpreting, evaluating, and engaging in topics in the media to actively build media literacy. Assignable Media Literacy Activities in Achieve allow students to practice their skills as critical consumers of the media. Even more Media Literacy Activities in the Instructor's Resource Manual provide instructors with ideas for additional practice that they can use as classroom activities or as inspiration for assignments. The fourteenth edition's Case Study: A Guide to Identifying Fake News—an extension of the critical process activities that students have done throughout the term—prompts students to further develop their media literacy and critical-thinking skills by learning more about disinformation and by analyzing the credibility of contemporary media stories.
Demonstrate the ability to	The latest edition of the Media Career Guide , included in Achieve, is full of tips and information that students can use to help define and

accomplish communicative goals (self-efficacy)	accomplish their career goals in the communication fields of their choice. Additionally, the Media Literacy and the Critical Process boxes and activities allow students the space to practice and develop their skills as critical consumers of the media.
Apply ethical communication principles and practices	<i>Media & Culture</i> strives to help students understand contemporary issues and controversies. The Examining Ethics boxes in particular dig deep into exploring such issues and controversies. These boxes discuss ethics issues across the media industries: • “The News Media’s ‘Missing White Woman Syndrome’” in Chapter 1 • “Algorithmic Bias” in Chapter 2 • “The Gender Harassment Problem in Digital Games” in Chapter 3 • “How the Streaming Business Model Shortchanges Artists” in Chapter 4 • “How Did Talk Radio Become So One-Sided?” in Chapter 5 • “Is This Entertainment? Reality TV Police Shows” in Chapter 6 • “Breaking through Hollywood’s Race Barrier” in Chapter 7 • “The 1619 Project—Journalism Takes the Long View to Rethink History” in Chapter 8 • “Banned Books: Controversial Because They Are Real” in Chapter 9 • “Do Alcohol Ads Encourage Binge Drinking?” in Chapter 10 • “Gemini AI Struggles with the Ethics of Image Generation” in Chapter 11 • “Are the Big Digital Companies Too Big?” in Chapter 12 • “Black Journalists Lead an ‘Overdue Reckoning’ on Objectivity” in Chapter 13 • “Our Masculinity Problem” in Chapter 14 • “Is ‘Sexting’ Pornography?” in Chapter 15 Case Study: A Guide to Identifying Fake News examines the history, definition, and typology of misinformation in our current media environment. Carefully crafted to spotlight useful source standards, the guide incorporates the critical process and includes a

	survey activity that students can use to assess the credibility of a story for themselves. Chapter 13: The Culture of Journalism: Values, Ethics, and Democracy digs into the ethics issues and judgment calls that journalists face every day. The chapter also explores the values that journalists promise to uphold. Chapter 14: Why and How to Do Media Research provides an in-depth study of media’s impact on society, taking students through early types of media research, research on media effects, cultural approaches to media research, and media research and democracy. Media Literacy and the Critical Process boxes and interactive online activities help students hone their critical media skills.
Utilize communication to embrace difference	Content throughout the book explores the connection between communication and culture and incorporates a range of diverse perspectives and discussions. In particular, the Global Village boxes connect students with issues from all over the world: • “Social Media Fraud and Elections” in Chapter 2 • “How China Does Gaming—or Not” in Chapter 3 • “Latin Music Breaks Through Everywhere” in Chapter 4 • “Radio Stories from around the World” in Chapter 5 • “Telling and Selling Stories around the World” in Chapter 6 • “Beyond Hollywood: Asian Cinema” in Chapter 7 • “The World’s Biggest Newspapers” in Chapter 8 • “Buenos Aires, the World’s Bookstore Capital” in Chapter 9 • “The Unfairness of Fairness Creams” in Chapter 10 • “Public Relations and Bananas” in Chapter 11 • “China’s Dominant Media Corporations Rival America’s” in Chapter 12 • “Authoritarians Use ‘Fake News’ Allegations as a Weapon” in Chapter 13 • “International Media Research” in Chapter 14

	• “The Challenges of Film Censorship in China” in Chapter 15 “The Politics of Media Representations” section in Chapter 1 also prompts students to consider how media representations reflect and contribute to the distribution of power, status, resources, and visibility in a culture, and emphasizes the importance of interrogating these media representations in terms of fairness and equity. These issues are further explored in later chapters, with discussions that include representation of diverse people in digital gaming (Chapter 3), gay and lesbian material and the quality audience during television’s post-network era (Chapter 6), and how journalistic objectivity and newsroom diversity are being reconsidered in light of the racial justice movement (Chapters 8 and 13).
Influence public discourse	The relationship among politics, democracy, and the media is a recurring theme in <i>Media & Culture</i>. Examples can be found throughout, including: • “Three Roles: Media Consumer, Media Producer, and Media Citizen” in Chapter 1 • “The Digital Environment and Democracy” in Chapter 2 • “Digital Gaming, Free Speech, and Democracy” in Chapter 3 • “Sound Recording, Breaking Barriers, and Democracy” in Chapter 4 • “Radio and the Democracy of the Airwaves” in Chapter 5 • “Television and Democracy” in Chapter 6 • “Popular Movies and Democracy” in Chapter 7 • “Newspapers and Magazines in a Democratic Society” in Chapter 8 • “Books and the Future of Democracy” in Chapter 9 • “Advertising, Politics, and Democracy” in Chapter 10 • “Public Relations and Democracy” in Chapter 11 • “The Media Marketplace and Democracy” in Chapter 12 • “Journalism’s Role in Democracy” in Chapter 13 • “Media Research and Democracy” in Chapter 14 • “The First Amendment and Democracy” in Chapter 15 Chapter 15: Legal Controls and Freedom of Expression takes a close look at the First Amendment and how it relates to mass media.

Finally, the last step of the critical process discussed throughout the text is **engagement**, which urges students to become involved in the public discourse surrounding media questions of the day.