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Radio—The Forgotten Medium
Edward Pease and Everette E. Dennis, editors
The contributors to this volume provide an intriguing study of the rich history of radio and its impact on many areas of society. It provides a wealth of information and explains how media intersect, change focus, but still manage to survive and grow in a commercial environment.

America’s Schools and the Mass Media
Everette E. Dennis and Craig L. LaMay, editors
This work collectively explores the contents of mass media and how it shapes educational programming and policymaking. The twelve essays that constitute the work deal with the interplay of educational and media institutions; what students learn and how they learn it, with a special emphasis on the long and questionable history of corporate, special interest and authority. It is usually acknowledged that democracy almost never flourishes without an effective, independent media. The contributors to Media and Democracy discuss these issues with the clear recognition that generalizing about the media is often perilous.

Creating Fear
News and the Construction of Crisis
David L. Altheide
Altheide uses a “tracking discourse” method to show how the nature and use of the word “fear” by mass media have changed over the years. His analysis examines how some of the topics associated with fear (e.g., AIDS, crime, immigrants, race, sexuality, schools, children) have shifted in emphasis, and how certain news organizations and social institutions benefit from the exploitation of fear. The book is focused on sorting out the ways that the mass media and popular culture help define social organizations, and helps readers understand the nature, process, and organization of mass media operations, including news procedures, perspectives, and formats. It attempts to break the circle of fear discourse.

Media and Democracy
Everette E. Dennis and Robert W. Snyder, editors
While there is nearly universal agreement that the media plays a vital and defining role in democracy everywhere it exists, ironically they are often unpopular. However, the media in a democratic system must be credible and reliable lest they lose their influence and authority. It is usually acknowledged that democracy almost never flourishes without an effective, independent media. The contributors to Media and Democracy discuss these issues with the clear recognition that generalizing about the media is often perilous.

Confidential to America
Newspaper Advice Columns and Sexual Education
David Gudelunas
In modern-day America, newspaper advice columns have become public forums for the discussion of human sexuality. Although questions posed to newspaper advice columnists range from matters of etiquette to intimacy, as they have for decades, increasingly most of the limited space in these newspaper features address issues that fall under a broader heading of sexuality. In Confidential to America, David Gudelunas shows how, since the 1950s, advice columns have been one of the few consistent, mainstream, and widely available public forums for the discussion of topics severely restricted in other places.
ISBN: 978-1-4128-0688-6 (cloth) 2007 234 pp. $34.95/£31.50/$C41.95
ISBN: 978-1-4128-0688-6 (eBook) 2008 234 pp. $34.95/£31.50/$C41.95
Lessons from Ground Zero

Media Response to Terror

Ralph Izard and Jay Perkins, editors

The contributors to Covering Disaster study human and professional coping mechanisms and lessons that may be learned from media disaster coverage. During Katrina and Rita, journalists responded largely by redefining traditional ideals of fairness, balance, and objectivity and by adopting an emotionally driven and somewhat more subjective reporting style. In this way, they rediscovered and emphasized journalistic purposes and techniques that have long been the hallmarks of greatness. Their work during those months of destruction and pain was applauded by those who were suffering, and took a position of public leadership.

ISBN: 978-1-4128-1333-4 (cloth) 2010
150 pp. $34.95/£31.50/$C41.95

The Age of Television

Martin Esslin

With a new introduction by the author

The Age of Television explores television’s impact on generations destined to grow up under its influence, with such questions as how TV turns reality into fiction, and fiction into reality. Esslin considers the long-term effects of television on our abilities to reason, to read, to create. He asks if current programming on American television constitutes what we want and deserve, and asks what we would change, if we could.

138 pp. $24.95/£22.50/$C29.95

God in the Movies

Albert J. Bergesen and Andrew M. Greeley

With a preface by Roger Ebert

This intelligent, insightful volume is a pioneering exercise in urban anthropology. Religious imagination is the subject and the movie house is its location. The authors show that the religious imagination is irrepressible, and shows up in our best-known example of popular cultures—movies. God in the Movies does not judge or approve, recommend or criticize; the authors simply alert the reader to the great variety of metaphors for God, angels, heaven, and hell.

196 pp. $24.95/£22.50/$C29.95

Environment Reporters in the 21st Century

David B. Sachsman, James Simon, and JoAnn Myer Valenti

Environment reporters and their sources are eager to get news out, but not always in the same way, or at the same time. There is a constant struggle among the thousands of environmental activists, corporate public relations people, government officials, and scientists to frame the message in a way that is advantageous to their point of view. This has been called the great ecological communication war, the war between conflicting public relations forces to influence public policy. These competing interests need to understand how journalists think and function. This volume tells the story of environmental reporting imaginatively and innovatively.

ISBN: 978-1-4128-1415-7 (cloth) 2010
256 pp. $39.95/£35.95/$C47.95

Baring Our Souls

TV Talk Shows and the Religion of Recovery

Kathleen S. Lowney

Television talk shows are a recent phenomenon, but their roots go back to the itinerant circuses and religious revivals of the nineteenth century. Circuses made their money by displaying “freaks,” just as talk shows emphasize only the deviant aspects of their guests’ lives. And like the revivalists of old, talk show hosts such as Oprah Winfrey and Montel Williams attempt to convert their guests through healing powers. Lowney’s book raises the essential question, conversion to what? The faith preached on talk shows is based on the principles of the Recovery Movement, among whose tenets are that care for one’s self is the highest virtue and the psychological wounds that endure from childhood into adulthood create troublesome and addictive behaviors or “codependency.” Baring Our Souls probes the roots of the genre in the religion of recovery, and brings them up to the scrutiny of sociological inquiry.

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159 pp. $24.95/£22.50/$C29.95

Television and Politics

Kurt Lang and Gladys Engel Lang

With a new introduction by the authors

“The authors...have analyzed the television problem brilliantly. They have come up with a whole set of new insights, and their backup research always is fascinating to read.”

—Saturday Review

After more than forty years of studying its political implications, the Langs put the power of television into a unique perspective, revealing surprising truths about TV’s effect on American political life, and exposing some popular myths. Their theme throughout is that television gives the viewer the illusion of being a favored spectator at some event—he “sees for himself.” But, in fact, it conveys a reality different from that experienced by an eyewitness. The Langs tell in detail how television shapes events; how public figures and political institutions adjust their tactics to exploit the effects they—and millions of viewers—think television has.

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BOOKS BY ARTHUR ASA BERGER

Blind Men and Elephants: Perspectives on Humor

In *Blind Men and Elephants*, Arthur Asa Berger uses case histories to show how scholars from different disciplines and scholarly domains have tried to describe and understand humor. He reveals not only the many approaches that are available to study humor, but also the many perspectives toward humor that characterize each discipline.

ISBN: 978-1-4128-1105-7 (paper) 2010
204 pp. $24.95/£22.50/$C29.95

The Art of Comedy Writing

Just as distinctive literary voice or style is marked by the ease with which it can be parodied, so too can specific aspects of humor be unique. Playwrights, television writers, novelists, cartoonists, and film scriptwriters use many special technical devices to create humor. Just as dramatic writers and novelists use specific devices to craft their work, creators of humorous materials—from the ancient Greeks to today’s stand-up comics—have continued to use certain techniques in order to generate humor. This book is a unique analytical offering for those interested in humor and provides writers and critics with a sizeable repertoire of techniques for use in their own future comic creations.

140 pp. $24.95/£22.50/$C29.95

Video Games: A Popular Culture Phenomenon

From their inception, video games quickly became a major new arena of popular entertainment. In this important new work, Berger shows how video game use is a different form of entertainment from watching film or TV—games involve the player, moving from empathy to immersion, from being spectators to being actively involved in texts. Berger, a renowned scholar of popular culture, explores the cultural significance of the expanding popularity and sophistication of video games and considers the biological and psychoanalytic aspects of this phenomenon.

119 pp. $19.95/£17.95/$C23.95

Reading Matter: Multidisciplinary Perspectives on Material Culture

To be civilized involves, among other things, making, using, and buying objects. Although speculation on the significance of objects usually tends to be casual, there are professionals—anthropologists, historians, semioticians, Marxists, sociologists, psychologists—who analyze material culture in a systematic way and attempt to elicit from it reliable information about people, societies, and cultures. This comparative approach enables the reader to trace the evolution of objects from past to present or to see how American artifacts spread to different cultures, acquiring a whole new meaning in the process.

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Manufacturing Desire: Media, Popular Culture, and Everyday Life

The television shows we watch, the movies we see, the radio programs we listen to, and all the comic strips we read influence social behavior. They give us ideas about what is good and evil, about how to solve problems, and about how we should relate to others. If we understand this, says Berger, then the way we think about our media-influenced culture will be far different than if we see popular culture as mindless entertainment. *Manufacturing Desire* is a study of how the mass media broadcast and spread various popular arts; further, how the media and popular arts play a major role in shaping our everyday lives.

268 pp. $29.95/£26.95/$C35.95

The Genius of the Jewish Joke: With a new introduction by the author

The *Genius of the Jewish Joke* focuses on what is distinctive and unusual about Jewish jokes and Jewish humor. Berger discusses techniques of humor and how they can be used to analyze jokes. He also compares “Old World Jewish Humor”—the humor of the shetl, with its fabulous schlemiels, schlimazels, schnorers, and other characters—and “New World Humor”—the humor of Jewish doctors, lawyers, accountants, and other professional types living mostly in the suburbs nowadays.

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Political Culture and Public Opinion

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Living with Television

Ira Glick and Sidney J. Levy
Preface by W. Lloyd Warner
With a new introduction by Kurt Lang

This book is based on extensive field research conducted by the investigators of Social Research Inc., interpreting the result of over 13,000 individuals. Members of TV audiences were studied to analyze their reactions to what TV offered them, in relation to their age, sex, social class, and personal characteristics. On first publication in 1962, this book provided the first clear image of people in front of their TV sets, who they were, how they differed from each other, their views on sex and violence, boredom and enlightenment, taste and judgment. It tells us about the audiences and their stereotypes and their response to the new medium they could both see and hear. It destroys the myth of the “mass audience” and replaces it with a scientifically derived description of the many audiences for television, including its protesters, its embracers, and its accommodators.

288 pp. $29.95/$26.95/$C35.95

Inside MTV

“Denisoff presents his study from the perspectives of media economics, boardroom politics, and the recording industry’s dilemma: how to promote recorded products with video clips. This text focuses upon the processes involved in the development and growth of the product, MTV to date (and the medium, cablevision).”

—Choice

Inside MTV, by a leading authority on the American music business, examines the world of cablecasting, the evolution of WASEC, MTV, VH1, and some of their competitors. The strategies, personalities, and the contents that placed MTV on the road to a dominant position are described. The many controversies surrounding the channel are thoroughly detailed, and misinformation on the subject is corrected.

380 pp. $29.95/$26.95/$C35.95

Hoodwinking the Nation

Julian L. Simon

Most people in the United States believe that our environment is getting dirtier, we are running out of natural resources, and population growth in the world is a burden and a threat. These beliefs, according to Simon, are entirely wrong. Why do the media report so much false bad news about the environment, resources, and population? And why do we believe it? Those are the questions distinguished scholar Julian L. Simon sets out to answer in his book, Hoodwinking the Nation.

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Rumors, Race and Riots

Terry Ann Knopf

Are race-related rumors rooted in the personality traits of the individual? Are they a kind of “improvised news” for a community? Do they come and go at random or form definite, recognizable patterns? What role do the news media play in spreading rumors? These and other questions are treated in this classic study, now available in paperback, of how and why rumors emerge in connection with racial disorders. Hundreds of pertinent rumors are documented from local newspapers and investigative accounts.

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Media and Democracy in Africa

Goran Hyden, Michael Leslie, and Folu F. Ogundimu, editors

Recent discussion of democratization in Africa has focused primarily on the reform of formal state institutions: the public service, the judiciary, and the legislature. Similarly, both scholars and activists have shown interest in how associational life—and with it a civil society—might be enhanced in the countries of the African continent. Much less concern, however, has been directed to the communications media, although they form a vital part of this process. Media and Democracy in Africa provides the first comprehensive and up-to-date assessment of the role of the media in political change in sub-Saharan Africa.

260 pp. $24.95/$22.50/$C29.95
Media and Public Opinion

Personal Influence
The Part Played by People in the Flow of Mass Communications

Elihu Katz and Paul F. Lazarsfeld
With a new introduction by Elihu Katz and a foreword by Elmo Roper

“Personal Influence was perhaps the most influential book in mass communication research of the postwar era, and it remains a signal text with historic significance and ongoing reverberations—more than any other single work it solidified what came to be known as the dominant paradigm in the field, which later researchers were compelled either to cast off or build upon.”

—Peter Simonson

Personal Influence reports the results of a pioneering study conducted in Decatur, Illinois, validating Paul Lazarsfeld’s serendipitous discovery that messages from the media may be further mediated by informal “opinion leaders” who interpret, interpret, and diffuse what they see and hear to the personal networks in which they are embedded. In his introduction to this fiftieth-anniversary edition, Elihu Katz discusses the theory and methodology that underlie the Decatur study and evaluates the legacy of his coauthor and mentor, Paul F. Lazarsfeld.

ISBN: 978-1-4128-0507-0 (paper) 2005
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The Political Persuaders
The Techniques of Modern Election Campaigns

Dan Nimmo
With a new introduction by the author

For better or worse, political image is now more important to electoral victory than a spontaneous exchange of conflicting views over matters of substantive policies. In assessing changes in campaign technology, stable and shifting practices of candidate marketing, and the consequences for democratic governance inherent in professionally mediated campaigns at the close of the twentieth century, Nimmo identifies the principle source of deepening popular disappointment and general political apathy.

246 pp. $24.95/$22.50/$C29.95

Media Ethics and Accountability Systems

Claude-Jean Bertrand
The O.J. Simpson case, then the Lewinsky/Clinton affair, and scores of minor scandals have dominated the U.S. press, often taking precedence over important domestic and international issues. Tabloidization of the news media, both here and abroad, proves that “the market” cannot ensure media quality. For media to function well in a democracy, they must be free of both political and economic muzzling. Bertrand argues the only solution is to add self-regulation, or quality control, by professionals and public, to market and state regulation. In this controversial volume, he defines a set of accountability systems—democratic, efficient, and harmless—to assert true freedom and quality of media.

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BOOKS BY JOHN LEO

Incorrect Thoughts
Notes on Our Wayward Culture

In this volume of political essays and social commentary, Leo offers a lively alternative to the Washington-oriented slant of much political journalism. Rejecting the dry insider’s air of knowing punditry, Leo’s conversational style and acerbic wit engage the reader with his insightful and humorous views of what is going on in education, law, advertising, television, the news media, language, and the various liberation movements that are shaping—and sometimes convulsing—the country.

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The Uses of Digital Literacy

John Hartley

The Uses of Digital Literacy shows how today’s teenage fad may become tomorrow’s scientific method. Hartley claims the time has come for education to catch up with entertainment and for the professionals to learn from popular culture. This book will stimulate the imagination and stir further research.

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Creative Ecologies

Where Thinking is a Proper Job

John Howkins

The book’s starting point is the growing role that information has played in industrial economies since the 1800s and especially in the last thirty years. It is an attempt to identify ecology of thinking and learning. It is also based on the need to escape from old, industrial ways and become more attuned to how people actually borrow, develop, and share ideas. Throughout the book, Howkins gives questions and offers signposts. He shares ideas. Throughout the book, Howkins shares ideas.

ISBN: 978-1-4128-1428-7 (paper) 2010 167 pp. $24.95/$22.50/$C29.95

The Aesthetics of Net Literature

Writing, Reading and Playing in Programmable Media

Peter Gendolla and Jörgen Schäffer, editors

During recent years, literary texts in electronic and networked media have been a focal point of literary scholarship, using varying terminology. In this book, the contributions of internationally renowned scholars and authors from Germany, United States, France, Finland, Spain, and Switzerland review the ruptures and upheavals of literary communication within this context. The chapters focus on the following questions: In which literary projects can we discover a new quality of literariness? What are the terminological and methodological means to examine these literatures? How can we productively link the logics of the play of literary texts and their reception in the reading process? What is the relationship of literary writing and programming?

ISBN: 978-3-89942-493-5 (paper) 2007 267 pp. $34.95/$31.50/$C41.95

Other Voices

The New Journalism in America

Everette E. Dennis and William L. Rivers, editors

Conflicting journalistic voices that were raised in the past have become such a jumble that merely identifying them is difficult. Dennis and Rivers define, categorize, present, and examine the voices that contributed to what became known as “the new media” environment in the 1970s. This new journalism came about as a result of dissatisfaction with existing values and standards of the early 1960s style of journalism. This volume will help younger scholars understand the sources of quasi-journalistic practices extant today, including blogging and electronic-only publications.

ISBN: 978-1-4128-1455-3 (paper) 2010 246 pp. $29.95/$26.95/$C35.95

Crime in the Digital Age

Controlling Telecommunications and Cyberspace Illegalities

Peter N. Grabosky and Russell G. Smith

With the assistance of Paul Wright “The enormous benefits of telecommunications are not without cost.” It could be argued that this quotation from Crime in the Digital Age is a dramatic understatement. Grabosky and Smith advise us that the criminal opportunities that accompany these newest technological changes include: illegal interception of telecommunications; electronic vandalism and terrorism; theft of telecommunications services; telecommunications piracy; transmission of pornographic and other offensive material; telemarketing fraud; electronic funds transfer crime; electronic money laundering; and finally, telecommunications in furtherance of other criminal conspiracies.


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### Books by James E. Katz

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—Gerard Goggin, Department of Media and Communications, The University of Sydney

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—Robert K. Merton, University Professor Emeritus, Columbia University

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asks two main questions. First, what kinds of methods of expression, such as visuals or sound, do people use when they design multimedia messages? Second, how do people interact with and respond to each other through mobile multimedia devices? This volume presents the first detailed study of the use of these devices using ethnomethodology, a variant of social science research.

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—Ray C. Rist, (Knowledge and Evaluation) The World Bank

Publishing as a Vocation places publishing in America in its political and commercial setting. It addresses the political implications of scholarly communication in the era of new computerized technology. Horowitz examines problems of political theory in the context of property rights versus the presumed right to know, and the special strains involved in publishing as commerce versus information as a public trust. Offering a knowledgeable and insightful view of publishing in America and abroad, this book makes an important contribution to the study of mass culture in advanced societies.

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"Ithiel de Sola Pool was the guru as to the impact of the rapidly developing information technology on the quality of life and democratic processes. The essays in this book illumine the field of communications and society with great clarity and brilliant insights. They constitute an essential base for understanding the telecommunications and information revolution.”

—Henry Geller, The Markle Foundation
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Encounters with American Culture
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Volume 2 (1973-1985)
In this book Prescott considers Hemingway Henry Miller; John Cheever and Thornton Wilder. He offers new insights regarding those who are still work: Mailer, John Irving, Dates, Updike, Ozick, and Al-Walker. Prescott explains why the reputations of Kurt Vonnegut and Barbara Tuchman, the Encyclopedia Britannica, and John Gardner, urgently need deflation. He includes essays on writers and books not generally noticed in collections of criticism: Stephen King, The Joy of Sex, fairy tales, science fiction, thrillers, books on survival and etiquette. Here is a critic with a personal voice and a sense of style. For essays published in this collection, Prescott received the most highly regarded prize in journalism: the rarely presented George Polk Award for Criticism.

ISBN: 978-1-4128-0589-6 (paper) 2006 320 pp. $29.95/£26.95/$C35.95

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This collection of essays discusses some of the important books, authors, and literary trends of a volatile era in American and world literature whose cultural repercussions are still being felt. Prescott writes about the new journalism in its early days and about fragmentary autobiography as a literary form—genres whose importance he was among the first to recognize. The criticism in this volume are examples of the literary essay in its truest sense—an attempt to explore, in however brief space allowed, what the author sees around him, and connections between books and other aspects of the way people live. Always personal and urbane, these essays are often hilarious, generally moving, and exemplify the essay as an art form.


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Everette E. Dennis, Craig L. LaMay and Edward C. Pease, editors

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With a postscript by Gordon Graham

Based on a special issue of Logos that grew out of a meeting of an international group of book trade hands, this is the first broad-scale account and assessment of the commercial aspects of the U.S. book trade from publisher to library by way of book dealers and wholesalers. Two major phenomena, concentration into larger units and concern about the electronic future, are recurring themes in this collection.

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ISBN: 978-0-7658-0231-6 (cloth) 2004
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*With a foreword and appendix by Dell Hymes*

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Jan Vansina

Translated from the French by H.M. Wright

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