## **Contents**

Acknowledgements	х
Chapter 1: Introduction	1
Philosophy/rationale behind the book	1
Subject content	2
An introductory exercise	2
Chapter 2: Media Use	4
Media use at home	5
Television and its audience	5
Television viewing and age	8
• Newspapers and their readers	10
• Magazines	11
New technology	12
Gender and computer use	13
Young people and film	14
Chapter 3: Histories of the Media	16
Media processes	16
• The British newspaper industry	17
Broadcasting in Britain – BBC radio	25
Independent radio	26
Breakfast radio	28
• Television	29
• Television and the future (satellite television and	
digital television)	33
Chapter 4: Marxist and Pluralist Theories of the Media	36
• The instrumentalist-Marxist approach	36
• The hegemonic or structuralist-Marxist theory	42
Pluralism and the media	45
• The ownership and control debate – applying the theories	48
• Examination focus	59

Chapter 5: Feminism, Postmodernism and the	
Mass Culture Debate	64
• Feminist perspectives on the media	64
• Postmodernism	73
• Mass media, mass culture?	78
Pessimistic views: radicals and romantics	81
• Mass culture or popular culture? Optimism at last?	84
Examination focus	85
Chapter 6: Making the News: Selection and Presentation (Is the Truth Out There?)	87
,	
Newspapers and audiences	88
News production	89
News values	90
Bias and the media	91
• Television news	92
Inferential structures of news production	94
• Examination focus	101
Chapter 7: Representation	104
• Stereotypes	105
• Representation of gender	107
• Representation of ethnicity	121
• Representation of sexuality in the media	133
• Representation of age in the media	135
• Examination focus	138
Chapter 8: Deviancy Amplification and Moral Panic	142
Characteristics of a moral panic	143
Mass hysteria and collective delusion	146
Child sexual abuse	147
Satanic child abuse	147
• 'Back to basics': the single parent family	148
• The US drug panic of the late 1980s	152
• Theories of moral panics	153
• Examination focus	156
Chapter 9: Audiences and the Effects of the Media	157
• Media strong, audience weak: the hypodermic syringe model	158
• The two-step flow hypothesis	161
<ul> <li>Audience needs and satisfactions: the uses and gratifications</li> </ul>	
approach	162
• Reinforcement theory	163

• Structuring reality: towards the active audience – cultivation	
analysis	164
<ul> <li>Reception analysis: media weak, audience active</li> </ul>	167
Semiology	170
<ul><li>Media, violence and children: a special case?</li></ul>	172
Examination focus	186
Chapter 10: Politics and the Media	188
The role of the media in a democracy	189
<ul> <li>Elections, voting behaviour and the media</li> </ul>	191
Political bias in the media	202
<ul> <li>New media, new politics? Packaging politics</li> </ul>	207
The state and the media	212
• Examination focus	216
Chapter 11: Globalisation, New Technologies, New Futures	218
Chapter 11: Globalisation, New Technologies, New Futures  • What is globalisation?	<b>218</b> 219
What is globalisation?	219
<ul><li>What is globalisation?</li><li>The development of globalisation</li></ul>	219 220
<ul> <li>What is globalisation?</li> <li>The development of globalisation</li> <li>Cultural dimensions of globalisation</li> </ul>	219 220 221
<ul> <li>What is globalisation?</li> <li>The development of globalisation</li> <li>Cultural dimensions of globalisation</li> <li>Globalisation and cultural imperialism</li> </ul>	219 220 221 223
<ul> <li>What is globalisation?</li> <li>The development of globalisation</li> <li>Cultural dimensions of globalisation</li> <li>Globalisation and cultural imperialism</li> <li>Globalisation and local empowerment</li> </ul>	219 220 221 223 227
<ul> <li>What is globalisation?</li> <li>The development of globalisation</li> <li>Cultural dimensions of globalisation</li> <li>Globalisation and cultural imperialism</li> <li>Globalisation and local empowerment</li> <li>Case studies of globalisation</li> </ul>	219 220 221 223 227 228
<ul> <li>What is globalisation?</li> <li>The development of globalisation</li> <li>Cultural dimensions of globalisation</li> <li>Globalisation and cultural imperialism</li> <li>Globalisation and local empowerment</li> <li>Case studies of globalisation</li> <li>Conclusions: is there a global media culture?</li> </ul>	219 220 221 223 227 228 231
<ul> <li>What is globalisation?</li> <li>The development of globalisation</li> <li>Cultural dimensions of globalisation</li> <li>Globalisation and cultural imperialism</li> <li>Globalisation and local empowerment</li> <li>Case studies of globalisation</li> <li>Conclusions: is there a global media culture?</li> <li>New technologies: where do we go from here?</li> </ul>	219 220 221 223 227 228 231 233
<ul> <li>What is globalisation?</li> <li>The development of globalisation</li> <li>Cultural dimensions of globalisation</li> <li>Globalisation and cultural imperialism</li> <li>Globalisation and local empowerment</li> <li>Case studies of globalisation</li> <li>Conclusions: is there a global media culture?</li> <li>New technologies: where do we go from here?</li> <li>The social impact of new technology</li> </ul>	219 220 221 223 227 228 231 233 237

Subject Index

256