

CONTENTS

<i>Foreword by Jennings Bryant</i>	xxi
<i>Introduction to the Second Edition</i>	xxiv

PART 1: INFLUENCES: THEORETICAL FRAMEWORKS AND GUIDING PRINCIPLES 1

CHAPTER 1 ENTERTAINMENT EVERYTHING 3

Entertainment and Society 3

What It Is and What It Isn't 4

Constructing Experiences 5

Entertainment Participants 6

The World at Play 7

Time On Our Hands: Forms of Leisure 7

Time On Our Hands: The Notion of Play 8

Play Theory 9

Performance-based Entertainment 10

Laughter and Drama 11

Playing with Rules 11

Mass Mediated Entertainment 13

The Role of Theory and Research 14

Experiencing Entertainment 15

Time Is Attention 16

The Entertainment Principle 16

Fade to Black 18

A Closer Look at the Media 20

Discussion and Review 21

Exercises 21

Books and Blogs 21

CHAPTER 2 OUR CONVERGENCE CULTURE 22

Principles of Convergence 22

Convergence Levels 23

Convergence Concepts 24

Participatory Culture 24

Experiential Marketing 25

Transmedia Entertainment 26

Futuretainment: New Media, Religion, and Education 28

New Media 28

Religion 28

Education 28

VIII ENTERTAINMENT AND SOCIETY

Convergence Trends and the Blender Effect	28
<i>Time Manipulation</i>	29
<i>Genre Blending</i>	29
Intended and Unintended Consequences of Convergence	30
Globalization	30
Cultural Imperialism	30
Postmodern Convergence	33
Our Postmodern Society	35
Hyperreality	37
Postmodern Lifestyles	38
Postmodern Architecture	39
<i>Shopping Architecture</i>	41
Museums as Postmodern Experiences	42
<i>Museum as Corporation and Ritual</i>	42
Impact of Postmodernism	43
Fade to Black	45
A Closer Look at Postmodernism	46
Discussion and Review	47
Exercises	47
Books and Blogs	48
CHAPTER 3 UNDERSTANDING ENTERTAINMENT AUDIENCES	49
Audiences as Participants	50
Actual Audiences	50
<i>Audience Autonomy</i>	51
<i>Demassification</i>	52
Look Who's Watching	52
Characterizing Audiences	53
Audiences of Live Action and Performances	54
Performance Consumption	55
Consumption Motives	56
<i>Audience Evolution</i>	56
Live Action Fandom	57
Shoppers as Audience Members	60
Mass Media Audiences	61
Audience Issues	61
Mass Media Audience Types	63
Active and Passive Media Audiences	64
Media Choice Factors	65
<i>Spectacle</i>	65
<i>Narcissism</i>	65
Diffused Audiences	67
Media Fans and Enthusiasts	67
Audience Theory and Research	69
Audience as Rating Point	69
Entertainment Audience Research	70
<i>Watching People Watch and Listen</i>	70
<i>Watching People Spend</i>	70
Audience Preferences	71

Audience Segments	72
Building Profiles 73	
Audience Aggregates 73	
Newest Audience Segment 75	
Fade to Black	77
A Closer Look at Groups	77
Discussion and Review	79
Exercises	79
Books and Blogs	79
CHAPTER 4 DRAMA AND STORYTELLING	80
Dramatic Formula	80
Elements of Story and Drama 82	
Drama's Appeal 85	
Genres	86
Tragedy 87	
Humor and Comedy 88	
<i>Disparagement Humor</i> 88	
<i>Incongruity Resolution</i> 89	
<i>Misattribution Theory</i> 89	
<i>Humorous Cues and Parody</i> 89	
<i>Situation Comedies: Fading Laughter</i> 90	
<i>A New Role for Comedy</i> 92	
Mystery 93	
Action and Horror 93	
<i>The Watchers</i> 94	
Reality Programming 95	
<i>The Appeal of Reality Programming</i> 96	
<i>The Reality Principle</i> 97	
<i>Reality Show Audiences</i> 98	
<i>Will Survivor Survive?</i> 99	
<i>Reality Program Sub-genres</i> 100	
Game Shows 100	
Documentary Style 101	
Self-improvement/Makeover 101	
Dating Shows 102	
Doctor Reality 102	
Genre Revisited 102	
Drama Is Everywhere	102
Sports as Drama 103	
Music and Emotion 106	
Fade to Black	107
A Closer Look at Archetypes	107
Discussion and Review	109
Exercises	109
Books and Blogs	109

CHAPTER 5 ENTERTAINMENT EFFECTS	110
Effect Types	111
History of Media Effects Theories	111
Powerful Effects Theories	112
Limited Effects Theories	112
<i>Scientific Perspective</i>	113
<i>Two-step Flow Theory</i>	113
Cumulative and Cultural Effects	114
Research Methods	115
Quantitative Measures	115
Qualitative Measures	116
Entertainment Exposures	116
<i>Laboratory Research</i>	116
<i>Field Research</i>	118
<i>Self-reported Exposure</i>	119
<i>Content and Text Analysis</i>	119
A Final Note on Research Methods	120
Theories of Media Effects	121
Limited Effects	121
<i>Attitude Change Theory</i>	121
<i>Agenda-setting Theory</i>	123
<i>Social Cognitive Theory</i>	124
<i>Priming and Association Theories</i>	125
Physiological Effects	128
Cumulative and Cultural Effects	128
<i>Dependency Theory</i>	129
<i>Diffusion of Innovation</i>	129
<i>Symbolic Interaction(ism)</i>	131
<i>Social Construction of Reality</i>	131
<i>Cultivation Analysis</i>	133
<i>Narcotizing Effect</i>	134
<i>Critical Cultural Theory</i>	135
Fade to Black	136
A Closer Look at 9/11	137
Discussion and Review	138
Exercises	139
Books and Blogs	139
PART 2: IMPACTS: SOCIETAL CAUSES AND EFFECTS	141
CHAPTER 6 THE ATTENTION ECONOMY: BUSINESS AND TECHNOLOGY	143
Economic and Technological Forces	143
The Attention Economy	144
Commerce and Entertainment: A Symbiotic Relationship	145
<i>Integrated Marketing Communication</i>	145
Convergence and Consolidation	148
Mergers and Acquisitions	148
<i>More Choices</i>	149

<i>Synergy</i>	149	
<i>Diversification</i>	150	
<i>Deregulation</i>	150	
<i>Divestiture and Fragmentation</i>	151	
Technological Influences	152	
The Hospitality Industry: Strategic Alliances	152	
Live Performances: Ticket Wars	154	
The Filming Industry: Collapsing Windows	156	
<i>The DVD Market</i>	157	
<i>The International Market</i>	157	
<i>Combating Piracy</i>	158	
The Music Industry: 360 Deals	158	
Following the Rules: The Dynamics of Attention		161
Novelty and Reinvention	161	
Exit on Top	163	
People Power	164	
Time Won't Give Me Time	167	
Solitude and Shared Community	169	
Hits and Phenomena	169	
Alpha Consumers	171	
Barriers to Entry	172	
Fade to Black		172
A Closer Look at Ticketing Agencies		173
Discussion and Review		175
Exercises		175
Books and Blogs		175
CHAPTER 7 BRANDED ENTERTAINMENT AND THEMING		176
Branding, Marketing, and Entertainment		176
The 4Ps Marketing Mix	176	
<i>Product</i>	176	
Experiential Components of Products	177	
<i>Price</i>	177	
<i>Place</i>	178	
<i>Promotion</i>	178	
The 4Cs Marketing Mix	178	
Missing in Action: People	178	
Branding	179	
<i>Brand Extension</i>	180	
<i>Licensing</i>	181	
Brand Image	181	
<i>Celebrity Branding</i>	181	
Brand Fans	183	
Branded Entertainment	185	
Lifestyle and Social Advertising	186	
<i>Social Networking</i>	186	
Event Sponsorship	186	
Imbedded Advertising	188	
<i>Product Placement</i>	188	

<i>Advergames</i>	192	
<i>Webisodes</i>	193	
Theming and Themed Spaces		193
Symbolic Reality	194	
Realms of Experience	194	
Staging Reality	195	
Themed Buying: Shoppertainment	196	
Themed Restaurants: Eatertainment	198	
Branded Theming: Logotainment	199	
<i>Metreon Servicescape</i>	200	
<i>Flagship Stores</i>	200	
Themed Neighborhoods: Archetainment	200	
Themed Cities: Faketainment	201	
Themed Parks: Mousetainment	202	
<i>Fabrication</i>	203	
Fade to Black		205
A Closer Look at Theming		206
Discussion and Review		207
Exercises		208
Books and Blogs		208
CHAPTER 8 A QUESTION OF STANDARDS: LEGAL RIGHTS AND RESPONSIBILITIES		209
The First Amendment and the Freedom of Speech		210
Political Speech	210	
Limits on the First Amendment	210	
Defamation	211	
The Fairness Doctrine	212	
The Right to Privacy	215	
Indecency and Obscenity	216	
<i>Community Standards</i>	216	
<i>Limits on Broadcasting</i>	217	
<i>Indecency and the Internet</i>	218	
Censorship and Incitement	219	
<i>Inflammatory Music</i>	219	
<i>The Power of Film</i>	221	
<i>Industry Self-regulation</i>	221	
Intellectual Property and Copyright	224	
<i>New Media Concerns</i>	226	
<i>I Want My MP3: Dubbing and Piracy</i>	228	
<i>Fair Use</i>	230	
Ownership Issues and Business Disputes		232
Concentration of Ownership	232	
<i>Regulation of Vertical and Horizontal Integration</i>	233	
Disputes and Negotiations	234	
<i>Within Industries: Labor Disputes</i>	234	
<i>Between Industries: Rocky Marriages</i>	239	
<i>Between Governments: Regulating Indian Gaming</i>	240	
Fade to Black		242
A Closer Look at MPAA Ratings		243

Discussion and Review	244
Exercises	244
Books and Blogs	244
CHAPTER 9 ETHICS IN THE INFOTAINMENT AGE	245
Ethical Principles and Guidelines	246
Six Philosophical Principles 246	
<i>The Golden Rule</i> 246	
<i>Rawls and the Veil of Ignorance</i> 246	
<i>Kant and the Categorical Imperative</i> 247	
<i>Aristotle, Confucius, and the Golden Mean</i> 247	
<i>Mill and Utilitarianism</i> 248	
<i>Hedonism</i> 249	
Fact and Fiction: The Ethics of Storytelling	251
Ethical Considerations 252	
<i>Libertarianism</i> 252	
<i>Social Responsibility Theory</i> 252	
<i>Professional Codes</i> 253	
Consequentialism: Is All Fair in Love and War Stories? 253	
<i>Is Truth Boring?</i> 255	00
Product Placement 256	
<i>E-tizing News</i> 258	
Reality Programming 259	
<i>Amateur Night</i> 261	
<i>Ad Action</i> 261	
Media Effects	262
Sex and Violence 262	
Social Stereotypes 263	
Industry Ethics: Promotion and Consumption	266
Business Transactions 266	
Privacy and Intrusiveness 267	
Consumer Ethics 268	
<i>Internet Etiquette</i> 268	
<i>Piracy</i> 269	
The Big Payola 271	
Beyond Media: Exploitation, Deception, and Doping	272
Issues of Travel and Tourism Exploitation 272	
<i>Environmental Damage and Water Abuse</i> 272	
<i>Displacement and Cultural Conflict</i> 273	
<i>Working Conditions and the Exploitation of Women and Children</i> 273	
<i>Travel Advisories</i> 274	
Tourism Industry Actions 275	
Sports Issues 275	
<i>Doping and Gaming Theory</i> 276	
Ethical Principles in Sports 277	
<i>Health</i> 278	
<i>Medical and Sport Ethics</i> 279	
<i>Equal Competition</i> 279	
<i>In Defense of Rules</i> 280	

XIV	ENTERTAINMENT AND SOCIETY	
	Fade to Black	281
	A Closer Look at E-tizing Publlcity	281
	Discussion and Review	282
	Exercises	283
	Books and Blogs	283
	CHAPTER 10 RELIGION AND SOCIALIZATION	284
	Religious Origins of Performance Arts	284
	Religious Dance 285	
	Religious Drama 286	
	<i>Mystery Plays</i> 287	
	<i>Morality Plays</i> 287	
	<i>Rock Opera</i> 287	
	<i>Global Religious Theater</i> 288	
	<i>American Catholic Theater</i> 288	
	Religious Music 289	
	<i>Christian Music</i> 289	
	Religious Theme Parks 291	
	Religion of Performance: Scientology 291	
	Mediated Religious Entertainment	292
	Christian Comics and Novels 292	
	<i>Global Comic Projects</i> 293	
	Religious Films 293	
	Religious Video Games 294	
	<i>Global Religious Video Games</i> 295	
	Faith in the Box: Religious TV 296	
	<i>Religion-based Networks</i> 296	
	<i>Religious Television Audiences</i> 297	
	Internet and Religion 298	
	Marketing to Faith-based Audiences 298	
	Religion and Sports 300	
	Getting Together: Social Structures	301
	Social Network Theory 301	
	Social Networking on the Internet 302	
	<i>Gated Sites: For Members Only</i> 303	
	<i>Social Network Advertising</i> 303	
	Social Networking by Phone 304	
	Music and Socialization 304	
	<i>The Recording Industry</i> 305	
	Star-studded Society	306
	Role Models 308	
	Sports Heroes 308	
	Contemporary Sports Icons 310	
	Effects of Social Media	311
	Fade to Black	311
	A Closer Look at Social Networks	312
	Discussion and Review	313
	Exercises	313
	Books and Blogs	313

CHAPTER 11 ETHNICITY, CULTURE, AND GLOBALIZATION	315
Ethnicity and Culture	315
Media Portrayals	315
Stereotyping	318
Documenting Race	319
Ethnic News	319
Targeting Kids	320
Media Impacts	321
Ethnic Origins of Entertainment	322
Pickin' 'n' Strummin': Country Music	322
<i>Country Goes Global</i>	323
Hoppin' 'n' Rappin'	323
<i>The Business of Hip Hop</i>	324
It's What You See: Visually Communicated Ethnicity	325
Ethnic Miscommunication	327
Global Entertainment	328
Entertainment Everything?	329
The Global Movie Industry	330
Change and Consolidation	331
Global Communication as Superhero Icon and Digital Internet	333
Comic Heroes and Global Animation	333
Superheroes Abroad	334
Faith-based Superheroes	335
Mythical Superheroes	335
Iron Man as Global Superhero	335
Digital-speak	336
American Influences on the World	336
Entertainment Provider	337
<i>Global Proliferation</i>	338
Fashion and the Middle East	338
Turn Toward Tabloids	338
American Music Goes Global	339
Effects of U.S. Entertainment	340
Americanization or Globalization?	340
Fade to Black	341
A Closer Look at Global Values	342
Discussion and Review	343
Exercises	343
Books and Blogs	344
CHAPTER 12 SIN CITY: VIOLENCE, SEX, DRUGS, AND GAMBLING	345
Violence as Entertainment	345
Sports and Violence	346
Hands Up or I'll Shoot: Onscreen Violence	349
<i>Audience Enjoyment</i>	351
<i>Violent Impacts</i>	352
<i>Vulnerable Viewers</i>	353
<i>Virtual Violence</i>	354
Sex, Drugs, and (More) Violence	356

XVI ENTERTAINMENT AND SOCIETY

Onscreen Portrayals	356	
<i>Impacts on Risky Behavior</i>	359	
Song Lyrics	363	
Music Videos	364	
Racy Reads and Video Games	366	
<i>Comic Books and Video Games</i>	367	
<i>Pornography</i>	368	
<i>Compulsion or Addiction?</i>	368	
<i>The Verdict Is Still Out</i>	369	
Gambling and Addiction		369
Gambling Phenomenon	370	
Gambling Segments	371	
Neon Castles: Casino Gambling	372	
Online Sports Betting	373	
Dreams for Sale: Playing the Lottery	374	
Gambling's Impact	376	
Gambling Addiction	377	
Fade to Black		380
A Closer Look at Chance		380
Discussion and Review		381
Exercises		381
Books and Blogs		382
PART 3: INNOVATIONS: CONTEMPORARY TRENDS AND PRACTICES		383
CHAPTER 13 ADVOCACY IN ENTERTAINMENT: POLITICS, ACTIVISM, AND EDUCATION		385
Politics and Entertainment		385
Political "Talk" and Satire	386	
Political Activism	389	
<i>Drama, Comedy, and Documentaries</i>	390	
<i>Music as Political Expression</i>	392	
<i>New Media</i>	395	
Social Activism		396
Television and Social Commentary	396	
Music and Social Change	397	
Internet Activism	398	
Sports and Change		399
Athletes as Advocates	399	
Using Sports to Promote Patriotism	400	
Impacts and Influences		402
Theoretical Considerations	402	
Prosocial Effects of Entertainment	402	
<i>Edutainment</i>	403	
Educational Games	405	
New Media Impacts on Children	407	
<i>The Value of "Old-fashioned" Play</i>	408	
<i>Change in Play, Change in Kids</i>	410	
Fade to Black		410

A Closer Look at Athletes and Advocacy	411
Discussion and Review	413
Exercises	413
Books and Blogs	414
CHAPTER 14 MEDIA ENTERTAINMENT	415
Books and Publishing	415
Early Beginnings	415
Publishing Issues	416
Portable Print: Soft and Hardbound Books	417
<i>Book Marketing</i>	418
<i>Book Trailers</i>	419
Best-sellers	420
Who Done It? Mystery Novels	422
Out for Show: Coffee Table Books	423
Comic Books	424
<i>Alternative Comic Books</i>	426
Social Print	426
Publishing Outlook	427
Impact of Books on Society	427
Black and White and Read All Over: Newspapers	428
Newspaper Readership	429
Newspaper Functions	429
Funny Pages	430
<i>Comic Strips</i>	430
Newspaper Trends	431
Magazine Mania	431
News Magazines	432
<i>News Magazine Readers</i>	432
<i>Implications for News Magazines</i>	433
Magazines and Celebrity	434
Radio: Pop Goes the Music	435
The Rise of Techno	436
Radio Programming	437
<i>Digital Radio</i>	439
<i>Satellite Radio</i>	439
<i>Digital Music Players and Podcasting</i>	440
Film Animation	441
Animation Trends	443
<i>Lost in the Shuffle</i>	444
Consuming TV Images	444
A Search for Plots	444
Reality Television	444
Gender Games: Men Working, Women Winning	446
Vanishing Nuclear Families	446
Online Video	447
Fade to Black	448
A Closer Look at the Movies	449
Discussion and Review	450

Exercises	450
Books and Blogs	450
CHAPTER 15 LIVE ON OUR STAGE: THE PERFORMING ARTS	451
Formal Attire Requested: Classical Performance	452
Curtain Rising: Drama, Opera, Musicals, and Orchestral Concerts	453
<i>Drama</i>	454
<i>Opera</i>	454
<i>Musical Theater</i>	455
<i>Orchestral Concerts</i>	455
On Your Toes: Dancing the Night Away	456
<i>Ballet</i>	456
<i>Modern and Postmodern Dance</i>	456
Using the Big Bucks: Corporate Sponsorship	457
Come as You Are: Popular Performance	458
Live and Performance Art	459
Festivals	460
Band Bashes	461
Yuks-“R”-Us: Comedy	463
Now You See It, Now You Don’t: Magic	464
The Greatest Show on Earth: Circus	465
Buckin’ Broncos: Rodeo	468
Fido Folly: Dog Shows	468
Bullfighting	469
Watching Sports	470
A Word from Our Sponsor	470
Venue Varieties	471
Fade to Black	472
A Closer Look at Concerts	472
Discussion and Review	474
Exercises	474
Books and Blogs	475
CHAPTER 16 TRAVEL, ATTRACTIONS, AND RECREATION	476
Travel and Tourism	476
Around the World in Eight: Modern Tourism	477
<i>Tourism Types</i>	478
<i>Flow and Go</i>	479
<i>Have Camera, Will Tour</i>	480
<i>Hosts and Hosting</i>	480
<i>In Transit and at Destinations</i>	481
<i>Roadside Attractions</i>	482
<i>Kodachrome and Kandy</i>	483
Tourism and Hospitality Industries	485
<i>Tourist Spaces</i>	485
New and Emerging Tourism Markets	486
<i>Packaging Paradise</i>	486
<i>Children’s Holidays</i>	488

<i>The International Wedding Market</i>	488	
<i>Pop Culture Travel</i>	488	
<i>No-frills Travel</i>	488	
<i>Couples-only Market</i>	488	
<i>Travel for Health</i>	488	
<i>Eco-tourism</i>	489	
<i>Religious Retreats</i>	489	
<i>Adventure Travel</i>	489	
<i>Business Travel</i>	489	
<i>Niche Cruises</i>	489	
<i>Wilderness: The New Luxury Tourism</i>	490	
Theoretical Approaches to Tourism	491	
<i>Marketing Principles</i>	491	
<i>Theory of Uses and Gratifications</i>	491	
<i>Tourism Segments</i>	492	
Tourism Effects	492	
<i>Social Effects of Tourism</i>	492	
<i>Environmental Effects of Tourism</i>	493	
Tourism Policy Development	494	
<i>Sustainable Tourism</i>	494	
<i>No-no Policies</i>	495	
Natural and Constructed Attractions		495
National Parks	496	
Museums	498	
<i>Replica Shopping</i>	499	
<i>Nonsense Museums?</i>	499	
<i>Special Venues</i>	500	
Urban Attractions	501	
<i>Functioning Establishments</i>	501	
<i>People as Attractions</i>	502	
Recreation as Play		502
Playing Sports	503	
<i>Extreme Danger</i>	504	
Fade to Black		505
A Closer Look at Destination Travel		506
Discussion and Review		508
Exercises		508
Books and Blogs		509
CHAPTER 17 NEW MEDIA AND FUTURE ENTERTAINMENT		510
New Media		510
What Are New Media?	510	
Types of New Media	511	
New Media Users	512	
New Media Entertainment		514
Social Media and Networking Web Sites	515	
<i>Blogging</i>	517	
<i>Virtual Worlds</i>	518	
Traditional Entertainment Goes Virtual	520	

XX	ENTERTAINMENT AND SOCIETY	
	Driving Forces in New Media	521
	Interactivity 521	
	<i>Levels of Interactivity</i> 523	
	<i>Interactivity in Practice</i> 524	
	<i>Do Audiences Want Interactivity?</i> 525	
	Driving Industries 526	
	<i>The Power of Porn</i> 526	
	<i>Shall We Play a Game?</i> 527	
	Playing to Win	528
	Video Games 528	
	Gaming as a Cultural Playground 530	
	<i>Gaming Communities</i> 530	
	Gaming Trends 532	
	The Future of Video Gaming 533	
	A New Media Model	535
	Production 535	
	Programming 536	
	Distribution and Marketing 536	
	Signs of the Times 537	
	Fade to Black—Cut and Wrap	537
	A Closer Look at New Media	538
	Discussion and Review	539
	Exercises	540
	Books and Blogs	540
	<i>Notes</i>	541
	<i>Illustration Credits</i>	561
	<i>Index</i>	563