Channeling Violence The Economic Market For Violent Television Programming

Channeling Violence-James T. Hamilton 2021-04-13 "If it bleeds, it leads." The phrase captures television news directors' famed preference for opening newscasts with the most violent stories they can find. And what is true for news is often true for entertainment programming, where violence is used as a product to attract both viewers and sponsors. In this book, James Hamilton presents the first major theoretical and empirical examination of the market for television violence. Hamilton approaches television violence in the same way that other economists approach the problem of pollution: that is, as an example of market failure. He argues that television violence, like pollution, generates negative externalities, defined as costs borne by others than those involved in the production activity. Broadcasters seeking to attract viewers may not fully bear the costs to society of these violent programs, if those costs include such factors as increased levels of aggression and crime in society. Hamilton goes on to say that the comparison to pollution remains relevant when considering how to deal with the problem. Approaches devised to control violent programming, such as restricting it to certain times and rating programs according to the violence they contain, have parallels in zoning and education policies designed to protect the environment. Hamilton examines in detail the microstructure of incentives that operate at every level of television broadcasting, from programming and advertising to viewer behavior, so that remedies can be devised to reduce violent programming without restricting broadcasters' right to compete.

Television Violence and Public Policy:James T. Hamilton 2000-08-16 Discusses why and how we should rate the content of television programs for violence

All the News That's Fit to Sell-James T. Hamilton 2011-11-23 That market forces drive the news is not news. Whether a story appears in print, on television, or on the Internet depends on who is interested, its value to advertisers, the costs of assembling the details, and competitors' products. But in All the News That's Fit to Sell, economist James Hamilton shows just how this happens. Furthermore, many complaints about journalism—media bias, soft news, and pundits as celebrities—arise from the impact of this economic logic on news judgments. This is the first book to develop an economic theory of news, analyze evidence across a wide range of media markets on how incentives affect news content, and offer policy conclusions. Media bias, for instance, was long a staple of the news. Hamilton's analysis of newspapers from 1870 to 1900 reveals how nonpartisan reporting became the norm. A hundred years later, some partisan elements reemerged as, for example, evening news broadcasts tried to retain young female viewers with stories aimed at their (Democratic) political interests. Examination of story selection on the network evening news programs from 1969 to 1998 shows how cable competition, deregulation, and ownership changes encourage a shift from hard news about politics toward more soft news about entertainers. Hamilton concludes by calling for lower costs of access to government information, a greater role for nonprofits in fund raising, the development of norms that stress hard news reporting, and the defining of digital and Internet property rights to encourage the flow of the news. Ultimately, this book shows that more fully understanding the economics behind the news, we will be better positioned to ensure that the news serves the public good.

Sports Marketing and the Psychology of Marketing Communication-Lynn R. Kahle 2004-04-12 Sports marketing is one of the fastest growing areas of marketing communication. This book advances understanding in this emerging area. It presents sports marketing in a scholarly and comprehensive way, covering major topics of discussion in sports marketing and the psychology of communication. The book's 12 chapters focus on how sports marketing has evolved and many topics that have been a focus of debate for the last 30 years. It is an up-to-date source book for the marketing professional, student, and academic. Using a psychological approach to understanding sports marketing, first-rate authors discuss the most important topics. The book covers all major topics of sports marketing, including: sponsorship from several different perspectives—the major force in sports marketing, ambush marketing—how non-sponsors seek to reap the benefits without paying the price; and licencing—selling the sale of items, such as T-shirts, to increase profit and marketing.

Media Industries: History, Theory and Method is among the first texts to explore the evolving field of media industry studies and offer an innovative approach to the new field. The book presents the fundamental principles for the study of the historical, theoretical, and methodological questions: * How are audiences manufactured, valued, and sold? * How do advertisers and media firms predict the behavior of audiences? * How has the process of measuring audiences evolved over time? * How and why do advertisers assign different values to segments of the media audience? * How does audience economics shape media content? * Examining the relationship between the two major actors in the audience marketplace—advertisers, media firms, consumers, and audience measurement firms—Napoléon explains the ways in which they interact with and mutually depend on each other. His analysis is based on a detailed look at audience measurement systems. The book covers the role of the audience measurement firms in the industry. The book includes chapters on the economics of the Internet, including developments in social media, user-generated content, and advertising, as well as the Internet's effects on newspapers, radio, and television

Television Violence-P. T. Kelly 1999 If one culprit is suspected above all others for encouraging society to become more violent and unfeeling, it is television violence. This medium, which has become so pervasive in the last 50 years, seems to play an enormous role in the lives of the vast majority of people. But who controls the content which exerts such an enormous influence and to an extent controls the people? What are they doing now and what will they be doing tomorrow? Is violence essential to sell toothpaste and hamburgers? What are our children becoming and what will their children be like? Will every child carry a gun or other weapon just waiting for someone to trigger their violent nature and ignite their preprogrammed anger? This new and enlarged book gathers the literature in this hot-button field.

Media Bias in News Reporting: Investigative Journalism Holds Government and Individuals Accountable to the Public-Lynn R. Kahle 2003-01-01 Investigative journalism holds democracies and individuals accountable to the public. But important stories are going untold as news outlets shy away from the expense of watchdog reporting. Computational journalism, using digital records and data-mining algorithms, promises to lower the cost and increase demand among readers, James Hamilton shows.

Law and Economics: Alternative Economic Approaches to Legal and Regulatory Issues-Margaret Oppenheimer 2015-06-01 The economic analysis of legal and regulatory issues need not be limited to the neoclassical economic approach. The expert contributors to this work employ a variety of heterodox legal-economic theories to address a broad range of legal issues. They demonstrate how academic and non-academic economists understand recent rapid changes in theoretical and empirical advances, in structural empirical methods, and in the media industries' connection with the democratic process. They present the detailed analysis of themes that means it emphasizes political economy, merger policy, and competition policy. The book special attention to the economic influences of the Internet, including developments in social media, user-generated content, and advertising, as well as the Internet's effects on newspapers, radio, and television

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E BOOK: VIOLENCE AND THE MEDIA-Cynthia Carter 2003-01-16 Why is there so much violence portrayed in the media? What meanings are attached to representations of violence in the media? Can the media be responsible for violent behavior and desensitize audiences to real violence? Does the 'everydayness' of media violence lead to the 'normalization' of violence in society? Violence and the Media is a lively and indispensable introduction to current thinking about media violence and its potential influence on audiences. Adopting a fresh perspective on the 'media effects' debate, Carter and Weaver engage with a host of issues surrounding violence in different media contexts - including news, film, television, pornography, advertising and cyberspace. The book offers a compelling argument that the daily repetition of media violence helps to normalize and legitimize the acts being portrayed. Most crucially, the influence of media violence needs to be understood in relation to the structural inequalities of everyday life. Using a wide range of examples of media violence primarily drawn from the American and British media to illustrate these points, Violence and the Media is a distinctive and revealing exploration of one of the most important and controversial subjects in cultural and media studies today.

EBOOK: VIOLENCE AND THE MEDIA-Cynthia Carter 2003-01-16 Why is there so much violence portrayed in the media? What meanings are attached to representations of violence in the media? Can the media be responsible for violent behavior and desensitize audiences to real violence? Does the 'everydayness' of media violence lead to the 'normalization' of violence in society? Violence and the Media is a lively and indispensable introduction to current thinking about media violence and its potential influence on audiences. Adopting a fresh perspective on the 'media effects' debate, Carter and Weaver engage with a host of issues surrounding violence in different media contexts - including news, film, television, pornography, advertising and cyberspace. The book offers a compelling argument that the daily repetition of media violence helps to normalize and legitimize the acts being portrayed. Most crucially, the influence of media violence needs to be understood in relation to the structural inequalities of everyday life. Using a wide range of examples of media violence primarily drawn from the American and British media to illustrate these points, Violence and the Media is a distinctive and revealing exploration of one of the most important and controversial subjects in cultural and media studies today.
On Media Violence - W. James Potter 1999 This definitive examination of this important social topic asks questions such as: How much media violence is there? What are the meanings conveyed in the way violence is portrayed? What effect does it have on viewers? Divided into four parts, the book covers: a review of research on media violence; re-conceptualizations of existing theories of media violence; addresses the need to rethink the methodological tools used to assess media violence; and introduces the concept of Linearization, a perspective for thinking about media violence and a new theoretical approach explaining it.

Violence in the Media - Nancy Signorelli 2005 From the popular video game Mortal Kombat to reality TV, this book offers a candid compilation of the history, problems, impacts, and solutions relating to media violence. * A chronology dating back to the Payne Fund Studies, published in 1930s, outlines congressional hearings and other pertinent events * Provides information about relevant organizations and websites that can be used by parents for more detailed information about television violence and how to deal with it in the home

Regulation through Litigation - W. Kip Viscusi 2004-05-13 Recent high-profile lawsuits involving cigarettes, guns, breast implants, and other products have created new frictions between litigation and regulation. Increasingly, litigation is being used as a financial lever to force companies to accept negotiated regulatory policies—polices that invariably involve less public input and accountability than those from government regulation. The process not only usurps the traditional governmental authority for regulation, but also shifts the locus of establishing tax policy from the legislature to the parties involved in the litigation. Citizen interests are not explicitly represented and there is no mechanism to ensure that these outcomes are in society's best interests. By focusing on case studies involving the tobacco industry, guns, lead paint, breast implants, and health maintenance organizations, the contributors to this volume collectively shed light on the likely consequences of regulation through litigation for insurance markets and society at large. They analyze the ramifications of large-scale lawsuits, mass torts, and class actions for the insurance market, and advocate increased public scrutiny of attorney reimbursement and a competitive bidding process for all lawsuits involving government entities as the plaintiffs.

Media Violence and Children: A Complete Guide for Parents and Professionals, 2nd Edition - Douglas A. Gentile 2014-09-30 Stripping away the hype, this book describes how, when, and why media violence can influence children of different ages, giving parents and teachers the power to maximize the media's benefits and minimize its harm. • Includes the newest research on topics of particular interest to parents and teachers, such as bullying, cyberbullying, video games, songs, music, movies, and brain development • Covers all major media, including television, movies, music, video games, and the Internet. Describes the psychological processes through which media violence influences attitudes, emotions, and behaviors • Provides the context necessary to understand why media violence does not affect everyone the same way • Discusses how media violence intersects with federal policy, and the problems with the existing rating systems, and suggests strategies to improve the situation and foster children's healthy development

The Oxford Handbook of Political Communication - Kate Kenski 2017-06-23 Since its development shaped by the turmoil of the World Wars and suspicion of new technologies such as film and radio, political communication has become a hybrid field largely devoted to connecting the dots among political rhetoric, politicians and leaders, voters' opinions, and media exposure to better understand how any one aspect can affect the other. In The Oxford Handbook of Political Communication Kate Kenski and Kathleen Hall Jamieson bring together leading scholars, including founders of the field of political communication Eliza Kate, Jay Blumler, Doris Grahe, Mao Combs, and Thomas Paterson, to review the major findings about subjects ranging from the effects of political advertising and debates and understandings and misunderstandings of agenda setting, framing, and cultivation to the changing contours of social media use in politics and the functions of the press in a democratic system. The essays in this volume reveal that political communication is a hybrid field with complex ancestry, permeable boundaries, and interests that overlap with those of related fields such as political sociology, public opinion, rhetoric, neuroscience, and the new hybrid on the quad, media psychology. This comprehensive review of the political communication literature is an indispensable reference for scholars and students interested in the study of how, why, when, and with what effect humans make sense of symbolic exchanges about sharing and shared power. The sixty-two chapters in The Oxford Handbook of Political Communication contain an overview of past scholarship while providing a critical reflection of its relevance in a changing media landscape and offering agendas for future research and innovation.

Violence on Television - Barrie Gunter 2003-03-30 Concern about violence on television has been publicly debated for the past 50 years. TV violence has repeatedly been identified as a significant causal agent in relation to the prevalence of crime and violence in society. Critics have accused the medium of presenting excessive quantities of violence, to the point where it is virtually impossible for viewers to avoid it. This book presents the findings of the largest British study of violence on TV ever undertaken, funded by the broadcasting industry. The study was carried out at the same time as similar industry-sponsored research was being conducted in the United States, and one chapter compares findings from Britain and the U.S.A. The book concludes that it is misleading to accuse all broadcasters of presenting excessive quantities of violence in their schedules. This does not deny that problematic portrayals were found. But the most gory, horrific and graphic scenes of violence were generally contained within broadcasts available on a subscription basis or in programs shown at times when few children were expected to be watching. This factual analysis proves that broadcasters were meeting their obligations under their national regulatory codes of practice.

Predicting Movie Success at the Box Office - Barrie Gunter 2018-02-20 This book explores the different factors that can influence a new movie's prospects at the box office. Looking at factors such as the production budget, distribution model, genre, stars and audience reactions of films, Gunter asks how such aspects may reduce the uncertainties of success so common in the movie industry. The reader is taken on a journey through filmmaking factors that, research suggests, impact box office performance. While box office revenues represent only part of a movie's earning potential, Gunter highlights how Hollywood studio executives remain central to what the movie business is about. The chapters illustrate how ticket sales are largely influenced by the production budget but also cultural differences and new movie platforms.

Classical Film Violence - Stephen Prince 2003 Examines the interplay between the aesthetics and the censorship of violence in classic Hollywood films from 1930 to 1968, the era of the Production Code, when filmmakers were required to have their scripts approved before they could start production. A historic study of American screen violence that is grounded in industry documentation.

Advertising and Violence - Nora J. Rifon 2014-07-31 Advertising and Violence identifies and analyzes the important issues related to violence in advertising and its overall effects on society. The book is based on a widely cited special issue of the Journal of Advertising and includes eight new chapters that expand the book's coverage.

Handbook of Children, Culture, and Violence - Nancy E. Dowd 2006 This handbook provides a comprehensive, interdisciplinary examination of childhood violence that considers children as both consumers and perpetrators of violence, as well as victims of it.


Creating Marketing Magic and Innovative Future Marketing Trends - Maximilian Stieeler 2017-01-06 This volume includes the full proceedings from the 2016 Academy of Marketing Science Annual Conference held in Orlando, Florida, formerly Creating Marketing Magic and Innovative Future Marketing Trends. The marketing environment continues to be dynamic. As a result, researchers need to adapt to the ever-changing scene. Several macro-level factors continue to play influential roles in changing consumer lifestyles and business practices. Key factors among these include increased information technology and automation, while juxtaposed by nostalgia and "back to the roots" marketing trends. At the same time, though, as marketing scholars, we are able to access emerging technology with greater ease, to undertake more rigorous research practices. The papers presented in this volume aim to address these issues by providing the most current research from various areas of marketing research, such as consumer behavior; marketing strategy, marketing theory, marketing services, marketing advertising, branding, and many more. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Public Service Broadcasting - Oleny Khabuky 2011

Adolescent Gun Violence Prevention - Nancy A. Dobson 2021-10-29 Each year, gun violence kills approximately 2,700 and injures approximately 14,500 children in the U.S.; the overwhelming majority of child gun deaths are among teenagers who die by homicide or suicide. Gun violence is the leading cause of death for Black teens. A recent spate of high-profile tragedies involving children, such as the Newtown mass shooting in 2012 and the Parkland mass shooting in 2018, have reinvigorated a national debate about the role of guns in our private and public spaces. Physicians, and in particular pediatricians, have become increasingly vocal about the need to address the epidemic of gun violence in the U.S. This book serves as an in-depth, comprehensive guide to adolescent gun violence prevention. It describes the epidemiology of teen gun violence in the U.S. by focusing on the parallel epidemics that claim the most lives: gun suicide among rural white males, and gun homicide among urban Black males. It offers in-depth reviews of key concepts that are crucial to reaching a meaningful understanding of gun violence. The text also addresses specific methods of intervention at various levels of society, from the individual, to the local community; and finally to the entire nation. This first of its kind book is a valuable reference for physicians, public health scientists, policy-makers, gun reform advocates, and anyone interested in working towards a safer future for young people.

Cherishing Violence: The Economic Market For Violent Television Programming
Violence in the Media and its Influence on Criminal Defense—Cynthia A. Cooper 2007-07-02 How much are today's youth actually influenced by violence in the media? People who never dispute the positive influence of programs like Sesame Street are reluctant to acknowledge that other programming may do harm. As early as the 1950s, however, parents were expressing concerns about the content of various media, including radio and television shows. Today, almost every violent crime perpetrated by a young person is probed for evidence of media influence, often while other contributing factors are ignored. Without an in-depth look at media violence and its possible influence on young viewers, this book examines how the "media made me do it" defense has affected today's courtrooms. High-profile cases such as those of Lyle Leon and Joshua Cooke, both of whom used media influence (television wrestling and The Matrix, respectively) as part of their defense, are discussed in detail. Other topics include the creation and maintenance of rating systems, parental involvement and ultimate responsibility.

The 11 Myths of Media Violence—W. James Potter 2003 The 11 Myths of Media Violence challenge many of our commonly held beliefs and assumptions about the relationship between media and violence. Illustrated with examples such as common opinions about the amount of violence on television and the effects on children, the author provides an in-depth review of how journalists, governments and researchers are part of the problem and raises important questions that place the reader at the heart of the conflict.

The Moral Center—David Callahan 2007-02-01 A "new liberal with old values" argues nothing is the matter with Kansas—and that the Democratic party needs to lead America out of its moral crisis. In this insightful book, the author of The Cheating Culture addresses the anxieties that many Americans share, pointing out that the problems most people care about are not hot-button partisan issues like abortion and gay marriage, but rather deeper subjects that neither party is addressing—the selfishness that is corroding our control, the effect of our violent and consumerist culture on children, and our lack of a greater purpose. As Republicans veer into zealotry, liberals can find common ground with the moderate majority. But to achieve electoral victories, they need a powerful new vision. In The Moral Center, David Callahan articulates that vision—and offers an escape from the dead-end culture war. With insights garnered from in-depth research and interviews, he examines some of our most polarized conflicts and presents unexpected solutions that lay out a new road map to the American center. "Brilliant, challenging, practical and hopeful." —J. Dionne Jr., author of Why Americans Hate Politics "Callahan shows why progressives often see not to have such a moral center, ceding values to the Right, and why they need to get one to win the political battle." —Benjamin R. Barber, author of Consumed and Jihad vs. McWorld "Callahan wants . . . to create a new public morality that is concerned about both poverty and video game violence, both wages and rap lyrics. He wants to soften the jagged edges of the culture wars." —Michael Tomasky, The New York Review of Books

Switching Channels—Richard E. CAVE 2009-06-30 Media critics invariably disparage the quality of programming produced by the television industry. But why the industry produces what it does is a question largely unasked. It is this question, at the crux of American popular culture, that Switching Channels explores.

Public Intellectuals—Richard A. POSNER 2008-06-30 In this timely book, the first comprehensive study of the modern American public intellectual— that individual who speaks to the public on issues of political or ideological moment—Richard Posner charts the decline of a venerable institution that included worthies from Socrates to John Dewey. Leveling a balanced attack on liberal and conservative pundits alike, he describes the styles, genres, constraints, and incentives of the activity of public intellectuals and offers modest proposals for improving the quality of public debate in America today. This paperback edition contains a new preface and a new epilogue.

The V-chip Debate—Monroe E. Price 2013-11-26 The V-chip is a highly significant part of the discussion about whether television (or broadcasting in general) deserves some special attention in terms of its content. The V-chip is also of considerable importance in the debate about whether parents should be given the right to control their children's program viewing and labeling. It has raised extraordinary questions about the role of government in our society. This book provides a comprehensive analysis of the debate surrounding the development of the V-chip. It reviews the history of the V-chip, its evolution, and its impact on television programming. It also examines the legal, political, and ethical questions raised by the V-chip and its implications for American democracy.

The Routledge Companion to Philosophy and Film—Paley Livingston 2008-10-27 The Routledge Companion to Philosophy and Film is the first comprehensive volume to explore the main themes, topics, thinkers and issues in philosophy and film. The Companion features sixty specially commissioned chapters from international scholars and is divided into four clear parts: • issues and concepts • authors and trends • genres • film as philosophy. Part one is a comprehensive section examining key concepts, including chapters on acting, censorship, character, depiction, ethics, genre, interpretation, narrative, reception and spectatorship and style. Part two covers authors and scholars of film and significant themes Part three examines genres such as documentary, experimental cinema, animation, and the avant-garde. Part four includes chapters on key directors such as Tarkovsky, Bergman and Terrence Malick and on particular films including Memento. Each chapter includes a section of annotated further reading and is cross-referenced to related entries. The Routledge Companion to Philosophy and Film is essential reading for anyone interested in philosophy of film, aesthetics and film studies.

The Gun Debate—Philip J. Cook 2014-04-01 On topic is more polarizing than guns and gun control. From a gun culture that took root early in American history to the mass shootings that repeatedly bring the public discussion of gun control to a fever pitch, the topic has preoccupied citizens, public officials, and special interest groups for decades. The Gun Debate: What Everyone Needs to Know® delves into the latest discussions that Americans debate when they talk about guns. With a balanced and broad-ranging approach, noted economist Philip J. Cook and political scientist Kristin A. Goss thoroughly cover the latest research, data, and developments on gun ownership, gun violence, the firearms industry, and the regulation of firearms. The authors also tackle sensitive issues such as the effectiveness of gun control, the connection between mental illness and violent crime, the question of whether more guns make us safer, and ways that video games and the media might contribute to gun violence. The Gun Debate also explores the question of gun control, the role of gun control in society, and the implications for public policy. The Gun Debate provides a comprehensive analysis of the debate surrounding gun control in the United States and provides a framework for understanding the complex issues surrounding gun ownership and gun control.

The Will To Kill: Understanding Violent Crime—Victor C. Strasburger, Barbara J. Wilson, and Amy B. Jordan 2009-11-30 The Will To Kill: Understanding Violent Crime is a comprehensive examination of the complex and controversial subject of violent behavior and its causes. The authors provide a thorough analysis of the field for students and scholars. This revision examines the social and cognitive effects of new media, such as Facebook, Twitter, YouTube, Skype, iPads, and cell phones, and how they impact the development of violent behavior. The book also explores the role of the media in shaping public opinion about violent crime and the implications for public policy.

Violence in the Media and Its Influence on Criminal Defense—Cynthia A. Cooper 2007-07-02 How much are today's youth actually influenced by violence in the media? People who never dispute the positive influence of programs like Sesame Street are reluctant to acknowledge that other programming may do harm. As early as the 1950s, however, parents were expressing concerns about the content of various media, including radio and television shows. Today, almost every violent crime perpetrated by a young person is probed for evidence of media influence, often while other contributing factors are ignored. Without an in-depth look at media violence and its possible influence on young viewers, this book examines how the "media made me do it" defense has affected today's courtrooms. High-profile cases such as those of Lyle Leon and Joshua Cooke, both of whom used media influence (television wrestling and The Matrix, respectively) as part of their defense, are discussed in detail. Other topics include the creation and maintenance of rating systems, parental involvement and ultimate responsibility.

The People's News—Joseph E. Uscinski 2014-02-03 In an ideal world, journalists act selflessly and in the public interest regardless of the financial consequences. However, in reality, news outlets no longer provide the most important and penetrating stories to audiences; instead, news producers adjust news content in response to ratings, audience demographics, and opinion polls. While such criticisms of the news media are widely shared, few can agree on the causes of poor news quality. The People's News argues that the incentives in the American free market drive news outlets to report news that meets audience demands, rather than democratic ideals. In short, audiences' opinions drive the content that so often passes off as "the news." The People's News looks at news not as long as it longer provide the most important and consequential stories to audiences; instead, news producers adjust news content in response to ratings, audience demographics, and opinion polls. While such criticisms of the news media are widely shared, few can agree on the causes of poor news quality. The People's News argues that the incentives in the American free market drive news outlets to report news that meets audience demands, rather than democratic ideals. In short, audiences' opinions drive the content that so often passes off as "the news."
Ultimately, the results of this book indicate profit-motives often trump journalistic and democratic values. The findings also suggest that the media actively responds to audiences, thus giving the public control over their own information environment. Uniting the study of media effects and media content, The People’s News presents a powerful challenge to our ideas of how free market media outlets meet our standards for impartiality and public service.

A Revenue-based Methodology for the Classification and Comparison of Broadcasting Systems - Manfred Kops 2007 This book offers a methodology for the classification and comparison of broadcasting systems, both for positive and normative analyses. It is based on the assumption that the revenue structures of broadcasters determine the incentives for the broadcasters’ staff, and that these incentives in turn determine the broadcasters’ program outputs (content, journalistic and artistic style, target audiences etc.) and its private and public effects.
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