

BRIEF CONTENTS

Preface	xv
Acknowledgments	xxi
PART I • INTRODUCTION	1
Chapter 1 • Media/Society in a Digital World	2
PART II • TECHNOLOGY	23
Chapter 2 • The Evolution of Media Technology	24
PART III • INDUSTRY	61
Chapter 3 • The Economics of the Media Industry	62
Chapter 4 • Political Influence on Media	107
Chapter 5 • Media Organizations and Professionals	151
PART IV • CONTENT	189
Chapter 6 • Media and Ideology	190
Chapter 7 • Social Inequality and Media Representation	225
PART V • USERS	267
Chapter 8 • Audiences and Creators	268
Chapter 9 • Media Influence	300
PART VI • AFTERWORD	341
Chapter 10 • Globalization and the Future of Media	342
References	373
Index	415
About the Authors	465