

American Mass Media: Newspapers, Magazines, and Television

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(Source: Compliments of I. Bork-Goldfield)



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INTRODUCTION

Have you ever followed breaking news on *CNN*? Do you watch *MTV*? Does your younger brother or sister like watching *Nickelodeon*? Do you read *Cosmopolitan* or *Men's Health*? Or maybe you prefer *National Geographic*? If you have answered “Yes” to some of these questions, it means that you are already acquainted with American mass media which has become a significant player in our everyday life.

Just a few facts to show that American mass media crosses national boundaries and enters our homes, turning the world into a global, cultural village:

- In the category of news TV channels the Atlanta-based *Cable News Network (CNN)* is undoubtedly the world's leader. *CNN* is the world's only global, 24-hour news network, which covers live international news events. Today *CNN* appears in more than 200 countries around the globe.
- Since its launch in 1981, as the world's first 24-hour video music network, *Music Television (MTV)* has emerged as the most visible symbol of the global popular music and youth culture. With its slogan of “Think globally, act locally” *MTV* addresses the musical tastes and lifestyles of 12-24 year-olds throughout the world.
- Many international media brands publish local editions of major U.S. newspapers and magazines. Such leisure magazines as *Esquire*, *Harper's Bazaar*, *Marie Claire*, *Vogue*, are available in 20-30 countries including Russia. A publication like *National Geographic*, which specializes in wildlife, the environment and travel adventure, has more than 20 million readers worldwide.
- The United States has been a leading exporter of children's programs – the series *Sesame Street* is broadcast in over 115 countries.
- The USA was the first country to have a specialized children's channel in 1979, when *Nickelodeon* was launched. Now it can be seen in over 100 countries.

(Source: Facts and figures picked out by Chicherina from pages 167-181, Thussu, D.K. (2000). *International Communication: Continuity and Change*, London: Arnold)

This list of examples could be extended, but by now the point is probably clear: American mass media has a great effect on both global and local societies. This, in turn, suggests that it is important to get an insight into the world of American mass media.

In this book we will examine three forms of American mass media: newspapers, magazines, and television. Of course, these three are not the only media that shape the American media world. Along with newspapers, magazines, and television - the three most popular media forms, - the Internet, radio, CDs, cinema, books, video, photography, advertising, and recorded music mark contemporary American media culture. However, the three types of media you will learn about while going through this book have had the greatest impact on the development of American society.

Interactive Notes

Use the *Interactive Notes* to help you develop and express your own ideas about American mass media. The *Interactive Notes* will guide you through this book. You may put questions, comments, connections, or favorite quotes in the three columns: before, during, and after you study the three units of this book. Use the prompts (or create your own) to help you write.

	Before <i>Prepare to learn</i>	During <i>Questions and Comments</i>	After <i>Summarize and Synthesize</i>
Prompts	<ul style="list-style-type: none"> • List objectives • Ask questions • Make predictions • Decide what matters most 	<ul style="list-style-type: none"> • I wonder why ... • I think ... • This is similar to ... • This is different from ... • This is important because... • I can relate to this because... • As I read, I keep wanting to ask ... 	<ul style="list-style-type: none"> • Three important points/ideas are ... • I still don't understand ... • What interested me most was ... • What surprised me most was ... • Compared to Russia ...
Newspapers			
Magazines			
Television			

UNIT 1

NEWSPAPERS

Newspapers play many roles in American culture. They inform, entertain, and help readers make choices about everything from the kind of leaders to elect to the kind of food to eat. In today's digital age, the newspaper industry is suffering from declining circulation and losing both papers and readers at an alarming rate. This has led to significant changes in newspaper ownership, newspaper writing and editing styles, and to the decline of newspaper competition.

This unit will provide some background about current trends in the American newspaper industry. It will look at the history, categories, and structure of newspapers. You will learn about the most influential American newspapers, investigate changes brought up by new technologies, and discuss the future of newspapers.

1.1. Thinking about the topic

1.1.1. Jonathan Katz, an American journalist and writer, once wrote:

“There’s almost no media experience sweeter ... than poring over a good newspaper. In the quiet morning, with a cup of coffee – so long as you haven’t turned on the TV, listened to the radio, or checked in online – it’s as comfortable and personal as information gets.”

Would you agree or disagree with this statement? Be prepared to give a 1-minute talk, explaining your opinion.

1.1.2. Newspaper reading habits

Complete the following questionnaire. Check the appropriate box.

<u>How often do you read newspapers?</u>	
daily <input type="checkbox"/>	less than once a week <input type="checkbox"/>
1-3 times a week <input type="checkbox"/>	never <input type="checkbox"/>
<u>The first newspaper section you read is ...</u>	
politics <input type="checkbox"/>	art and entertainment <input type="checkbox"/>
weather <input type="checkbox"/>	other <input type="checkbox"/>
sports <input type="checkbox"/>	

As a group, discuss your results and make some generalizations about your newspaper-reading behavior.

Do you think people are reading newspapers as frequently as they once did? In terms of the whole group, which sections are people most likely to read first? Why?

1.1.3. In the passage below, L. Mogel, the author of *Careers in communications and entertainment*, briefly describes his newspaper reading habits. Read the passage and answer the questions that follow.

On weekday mornings I open my front door to three newspapers, *The Wall Street Journal*, *The New York Times*, and the *Los Angeles Times*. On Sundays, when the *Journal* is not published, I receive only two. I live in southern California so my copy of the regional edition of *The New York Times* is rather light since it omits certain advertising and editorial sections, but it does contain the eagerly awaited Sunday Magazine section with its daunting crossword puzzle. At breakfast I scan the puzzle briefly, but don't actually put "pen to paper" until later in the day.

There now remains the job of separating the more than five pounds of the *Los Angeles Times*. In my separation process the slick paper inserts go into the regular garbage, the real estate and other classified advertising sections are for the recycling can, the redemption coupons go to my wife who promptly discards them, and the remaining sections are saved for reading later in the day.

Los Angeles is a company town for the entertainment business and the *Los Angeles Times* Calendar section, daily and Sunday, reflects its readers' consummate interest in this industry, offering outstanding coverage and commentary.

But, to me, a transplanted New Yorker and lifelong reader of *The New York Times*, there is only one "newspaper of record" and it's not the *Los Angeles Times*, the *Washington Post*, or the *Globe*, all fine papers indeed.

(Source: Mogel, L. (2000). *Careers in communications and entertainment*, New York: Simon & Schuster, p. 91)



(Source: Photo by Chicherina)

- What are the three newspapers the author receives daily?
- Do you know anything about these American newspapers?
- What kinds of newspapers do you think they are? What issues do they cover, what is their focus?
- What newspaper do you think the author likes most/least? What makes you think so?
- Does your family subscribe to any newspapers? Is there anybody in your family who likes to read newspapers? What newspapers does he/she like reading? Why?

1.2. The evolution of American newspapers

1.2.1. The American newspaper industry has a long history. The paragraphs below are about the evolution of American newspapers. Working with a partner, arrange them into a logical order and place on the timeline that follows. Think of a possible name for each of the stages or events in the history of newspapers in the United States, presented on your timeline.

(Answer key) (Source: Compiled by Chicherina from: Dominick, J.R. (1999). *The Dynamics of Mass Communication*. – 6th ed., Boston: McGraw-Hill, pp.86-98; Campbell, R. (2004). *Media and culture: an Introduction to mass communication*. 4th ed., New York: Bedford/St.Martin's, excerpted from pp.265-279)

A. Cheaper paper and higher literacy rates in the 1820-s ushered in the penny press era. In 1833 printer Benjamin Day founded *the New York Sun*, cut the price to one cent and eliminated subscriptions. *The Sun* whose slogan was “It shines for all” focused on local events, scandals, and police reports. *The Sun*’s success initiated a wave of penny papers, which favored human-interest stories, printed many ads, and were sold at newsstands.



(Source: Compliments of I. Bork-Goldfield)

B. The first newspaper in what would become the United States appeared in Boston in 1690. Benjamin Harris published *Public Occurrences, Both Foreign and Domestic*, which led with a story about Massachusetts Native Americans celebrating a day of thanksgiving for a successful harvest. Although Harris was a licensed printer, his newspaper only survived one issue.

C. The first Native American Newspaper – *Cherokee Phoenix* – appeared in Georgia in 1828, giving a voice to tribal concerns.

D. The era of yellow journalism is associated with the newspaper wars of the 1890s and the names of the two most famous representatives of American newspaper industry: Joseph Pulitzer, the owner of the *New York World*, and William Randolph Hearst, the owner of the *New York Journal*. The circulation war led to the extremes of sensationalism, based on investigations of scandal, later called "yellow journalism".

E. In the 1930s New York could boast of *The New York Times* and seven other dailies: the *Daily News* and *Mirror* tabloids, the *World*, the *Telegram*, the *Sun*, the *Journal*, and the *Herald-Tribune*. In those days New York also had four Jewish-language dailies, at least two Italian papers, and a host of other ethnic newspapers. It was the time of depression, but somehow newspapers, priced at 2 and 3 cents, survived.

F. In the 1940s the profusion of papers ended. The higher cost of labor and the penetration of television forced many of the papers out of business. By the second half of the 20th century, many major cities had only one newspaper, and smaller cities and towns reverted from daily to weekly frequency.

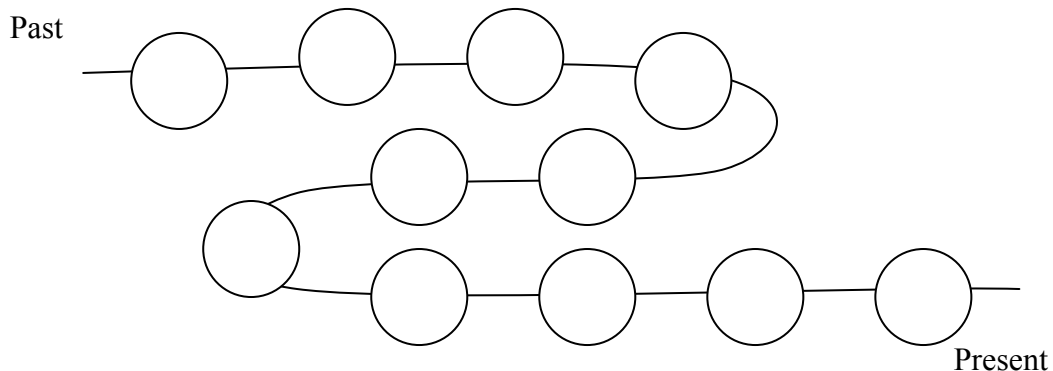
G. Consolidation of newspaper chains has been another major trend of the 1990s and early 21st century. The nation's largest chain is Gannett, which owns more than 90 daily papers, among them *USA Today*. Newspaper companies also aggressively expanded into television, radio, and the Internet. New critics fear that having only a few chain owners will make it more difficult for multiple viewpoints to be expressed in the news media.

H. The first African-American Newspaper – *Freedom's Journal* – was started in 1827, speaking out against racism, to oppose discrimination and help gain equal rights and opportunities.

I. *USA Today*, the first new national newspaper modeled on television, was launched in 1982. At first derided by the newspaper press, it survived and prospered, turning into one of the most widely circulated and influential paper.

J. One of the earliest best known papers published was undoubtedly Benjamin Franklin's *Pennsylvania Gazette* which was established in 1729. Franklin won great success with the *Gazette*.

K. The 1990s will be remembered most as the decade when newspapers moved into the digital age. Newspapers were quick to build Internet sites and invest in the new technology.



1.2.2. Identify a period in the history of American newspapers that interests you. Do some research using the Internet or other information sources, and find out more about that period. Give a short presentation to your class about your research.

1.3. Newspaper personalities

1.3.1. Look at the names below. These are the names of the Americans who contributed much to the development of American journalism and press. Do these names sound familiar to you? If they do, say a few words about these people.

- Benjamin Franklin
- Joseph Pulitzer
- Nellie Bly
- Dorothy Day

1.3.2. Read the entries on these newspaper personalities from cultural dictionaries and encyclopedias. In 2-3 sentences, describe the contribution of each person to the development of American journalism.



Source of the photo: <http://www.ieee-virtual-museum.org/media/2FWYplh2aYU6.jpg>

Franklin, Benjamin

Father of American journalism

Benjamin Franklin personifies the spirit of American independence and enterprise. The "father of American journalism," he had a career that progressed from an apprenticeship at the age of 12 in the print shop of his brother James in Boston to editor and publisher of the most successful and prosperous newspaper and publishing operation in the colonies...

... In 1729, he established his own widely circulated *Pennsylvania Gazette* and in 1732, the first foreign-language newspaper, the *Philadelphia Zeitung*; in 1741, he founded the *General Magazine*, one of the first magazines in the colonies.

(*History of the Mass Media in the United States: an Encyclopedia*, 1998, p.228)

Pulitzer, Joseph (1847-1911)

Пулитцер, Джозеф \ \ Издатель, журналист. Владелец и издатель ряда газет. В 1903 завещал свое состояние на создание Школы журналистики при Колумбийском университете <Columbia U.> (открыта в 1912), и учреждение премии за лучшие произведения в области журналистики, литературы и музыки.

(Американа: англо-русский страноведческий словарь, 1996, с.775)

Source of the photo: www.nndb.com/people/193/000085935/pulitzer-2-sized.jpg





Bly, Nellie

(Elizabeth Cochrane Seaman; 1867?-1922), journalist. Bly took her pen name from Stephen Foster's song of the same name. A women's rights activist, she began her newspaper writing career at age eighteen. Known for her boldness and desire for firsthand experience in her writing, she once intentionally got herself arrested so she could write about treatment of women prisoners. In 1889 her newspaper sent her around the world to beat Jules Verne's *Around the World in Eighty Days* record; she made it in seventy-two days.

(*The Great American History Fact-Finder*)

http://college.hmco.com/history/readerscomp/gahff/html/ff_022200_blynellie.htm

Source of the photo: www.rihs.us/images_2/nellie_bly.gif

Day, Dorothy (1897-1980)

Дей, Дороти \ Журналистка, реформатор. В 1914 вступила в Социалистическую партию <Socialist party>, позднее в организацию "ИРМ" <Industrial Workers of the World (IWW)>. Работала в газетах в гг. Нью-Йорке, Чикаго и Новом Орлеане. В 1933 совместно с католиком французского происхождения П. Мореном организовала журнал радикального направления "Католик уоркер" <Catholic Worker>. Позднее выступала за запрещение ядерного оружия. Неоднократно подвергалась судебным преследованиям.

(*Американа: англо-русский страноведческий словарь, 1996, с.236*)



Source of the photo: www.catholicworker.com/dd_yng.jpg

1.3.3. Choose a personality whose accomplishments impressed you most. Collect additional information about this person, using the Internet or other information sources. Add to the entry on the chosen personality in task 1.3.2 some more information which, in your opinion, might be of interest to Russian students. Write the entry in English.

1.3.4. Identify some current leaders in American journalism today and explain why you have selected them as leaders. Who do you think hold leading positions in Russian journalism? Why do you think so?

1.4. Categories of American newspapers

1.4.1. There are several kinds of papers in the American news industry. National newspapers, for example *The Wall Street Journal*, *The New York Times*, and *USA Today*, serve a broad readership across the country. Other papers primarily serve specific geographic regions or specific audiences. You will read a text about different categories of American newspapers.

- Before you read, write at least five questions you expect to be answered in this text. Skim the text and tell if all of your questions have been answered.
- Read the text again. As you read, make a list of categories of American newspapers.
- After you read, do the tasks which follow (1.4.2. and 1.4.3.).

(Source: *World Press Encyclopedia: a Survey of Press Systems Worldwide*. Second ed. The Gale Group, Inc., 2003, excerpted from pp.1020-1022)

The general trend of the United States press over most of the twentieth century was toward consolidation, chain or corporate ownership, and newspaper monopolies in most towns and cities. The number of newspapers in the United States has continued to shrink, even as the country has experienced the growth in population, and literacy.

The daily newspaper press is in the midst of a long-term conversion from publishing mostly in the evening to publishing mostly in the morning. Newspapers find it increasingly difficult to compete with television news channels on a daily basis, especially since the advent and massive proliferation of 24-hour cable news channels. While the afternoon or evening paper can at best summarize the events of the morning, a morning newspaper can summarize all the events of the previous day. Morning papers also are more influential in setting the tone of news discussions for the day.

Tabloid newspapers have never been particularly popular in the United States. However, some serious tabloids have gained some popularity in certain cities; New York commuters in particular seem to enjoy the tabloid-sized paper for its convenience in subway trains and on buses.

In the early 2000s, the one bright trend in circulation figures was the growth of the Sunday newspaper press. Sunday papers tend to be the largest editions of the week, with papers like *The New York Times* publishing easily 300 pages on a single day. Sunday editions are highly profitable for many papers, since they constitute a venue for classified advertising and many reprinted inserts. The Sunday paper has traditionally contained expanded sections on science, health, books, arts, TV listings, business, opinion, and the like.

The ten largest newspapers in the U.S. in terms of circulation are all daily papers and are published in large cities or their suburbs. Weekly newspapers tend to be concentrated almost exclusively in rural communities.

An entirely different and more recent phenomenon has been the growth of free "shopper" papers and zoned editions of large papers. Shoppers are generally papers that are distributed free within a given market, with their production costs paid for entirely through advertising. Zoned editions, on the other hand, are bundled with the regular newspaper and generally comprise special sections that are designed to allow advertising and news departments to produce area specific content.

The ethnic and religious press has been affected by the general decline of the mainstream newspaper press. The rise of the one- newspaper town, combined with the general trend towards corporate ownership, has made it difficult for any special-interest newspaper to successfully compete for advertising dollars and subscription revenues. Special-interest publishers have concentrated in the magazine sector. Surviving ethnic and foreign language papers tend to be concentrated in the large cities, where the populations they target live. Most

of them are written in German, Yiddish, Russian, Polish, and Chinese. The current group attracting most attention for newspaper publishers is the Hispanic market. African Americans have long been active newspaper publishers in the United States. Religious newspapers have long had a presence in the newspaper world, especially in large cities.

1.4.2. Use the “T-notes” graphic below to compare and contrast major categories of American and Russian newspapers. First arrange categories of American newspapers on the left side. Then pair them up with your ideas about Russian newspapers on the right side. Which categories of American newspapers are similar to the Russian ones? Are there any categories of American newspapers which don’t exist in Russia? How can you explain this? In the box at the bottom write your observations and conclusions.

Categories of Newspapers: U.S. vs. Russia

American newspapers	Russian newspapers
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1.4.3. Identify current trends which are characteristic of different categories of American newspapers. What current trends of the press in America do you find most promising / most threatening? What might they result in? Do you think Russian newspapers have the same tendencies as the American ones?

1.5. The three most influential newspapers

1.5.1. Work in groups of three and practice jigsaw reading.

- Each of you should read only one of the three texts below about one of the top three American newspapers.
- After reading the text, summarize the information from your text for the other students in your group.
- Then, working alone, complete the short *Jigsaw Reading Quiz* that follows the texts.
- Check the answers together.

(Source: *World Press Encyclopedia: a Survey of Press Systems Worldwide*. Second ed., The Gale Group, Inc., 2003, excerpted from pp.1023-1024)

Text A

By far the most influential newspaper continues to be *The New York Times*, which sets a standard for quality journalism unparalleled throughout the country. Although the *Times* is not the largest-circulation daily in the country, the influence it has on the intellectual and political world is considerable. Over the course of its history, the *Times* has been the newspaper of record for many Americans.

Text B

USA Today must make the top three list if for no other reason than its influence on other papers. *USA Today* has the distinction of being the country's only truly national newspaper; though some of its editions are zoned by regions of the country, the paper makes an effort to cover news of national importance and includes news from every state in every edition. Founded in 1982, *USA Today* introduced a style of news writing that emphasized short, easy-to-read stories. The paper also pioneered massive use of color photos and infographics, and it adopted a now-famous and widely copied color weather map. The focus of *USA Today* has never been *New York Times*-style investigative journalism or long series on local or national issues. The paper was, however, a success with readers, who enjoyed the use of color and its nature as a "quick read," and many of its design innovations have silently been adopted by competing papers. In fact, the last two major "gray" newspapers in the United States, the *Times* and *The Wall Street Journal*, have begun using color within the last 10 years, and many other papers have adopted some or all of the paper's innovations, such as a color weather map or daily infographic.

Text C

One of the top three papers is *The Wall Street Journal*. A financial newspaper with a generally conservative bent, the *Journal* is not necessarily representative of most American newspapers, but its influence on Wall Street, and thus the world, is immense. The *Journal* trades the title of largest-circulation newspaper in the United States with *USA Today* on a regular basis. The *Journal* focuses mainly on business news and approaches national news from a business angle. It has, however, won several Pulitzer Prizes for reporting on non-business news. The paper also has the distinction of owning one of the few Internet sites that actually makes money; the site's content is so unique and valuable that it can successfully charge for subscriptions. The *Journal* is owned by the Dow Jones corporation, the publisher

of the Dow Jones stock index that is used every day to track the performance of the American economy throughout the world. The *Journal's* published financial data is also used throughout the country for setting a variety of loan rates, foreign currency conversions, and the like.

Jigsaw reading quiz

Read the statements below about the three most influential American newspapers and determine if they are true or false. Correct factual errors, if a statement is false. **(Answer key)**

- ___ 1. Modern newspapers are using more color. Even the last two major “gray” newspapers *The New York Times* and *The Wall Street Journal* have introduced color to their pages.
- ___ 2. *The New York Times* is the most influential newspaper, which sets a standard for quality journalism.
- ___ 3. *The New York Times* trades the title of largest circulation newspaper in the United States with *the Wall Street Journal*.
- ___ 4. Massive use of color photos and infographics was pioneered by *The Wall Street Journal*.
- ___ 5. *The Wall Street Journal* is owned by the Dow Jones corporation.
- ___ 6. Founded in 1982, *USA Today* used the *New York Times* style investigative journalism and long series on local and national issues to attract readers.
- ___ 7. *The Wall Street Journal* is a financial newspaper with a generally conservative bent, therefore it never reports on non-business news.
- ___ 8. Throughout its history, the *Times* has been the newspaper of record for many Americans and its influence on the intellectual and political world is considerable.
- ___ 9. *The Wall Street Journal* publishes the Dow Jones Stock index that is used every day to trade the performance of the American economy throughout the world.
- ___ 10. *USA Today* introduced a style of news writing that emphasized short, easy-to-read stories.

(Source: The quiz was made by Chicherina and is based on texts in task 1.5)



(Source: Compliments of I. Bork-Goldfield)

1.5.2. Read all three texts in task 1.5.1.

Is the information given in each text quite enough to make a more or less full impression about the newspaper? Which of the texts do you think contains insufficient

information? Write at least three questions about this newspaper which, in your opinion, haven't been answered in the text.

1. _____
2. _____
3. _____

Find some more information about the newspaper while visiting some web sites (see useful Internet addresses in task 1.5.3.) or using other sources. Share this information with your group.

1.5.3. Continue working in groups of three.

Each of you should visit one of the web sites: of *The New York Times*, *the Wall Street Journal*, or *USA Today*, to get an idea about the electronic edition of one of the three most influential American newspapers.

The New York Times – <http://www.nytimes.com>

The Wall Street Journal – <http://www.wsj.com>

USA Today – <http://usatoday.com>

While examining the web site, get ready to answer the following questions:

- Does the web site give readers/first visitors a clear idea of what kind of newspaper it is, what issues it covers?
- What is the range of topics/what are the rubrics that can be found in the electronic edition of the newspaper?
- Is all the information available free of charge, or are there any parts of the site which are accessible by paid subscription only?
- (Write your own question about the web site here!)

Join together and have a group discussion about your findings.

1.5.4. Visit the web site of one more newspaper (the one you didn't visit in task 1.5.3.) and write a paragraph comparing the electronic versions of two newspapers. Explain which web site you have found more appealing to the readers and you personally. Give your reasons.

The following expressions in the box might be helpful:

a web version of the daily newspaper; a colorful and elaborate site; to offer online counterparts to the main print sections; to be modeled after the paper-and-ink version; to update major stories throughout the day; to access current articles on a range of topics; to access by paid subscription only; to charge/pay a fee to use the full range of services at the site; to look like an electronic billboard; to display a few top stories/weather information/civic news; to contain the top stories of the day; to display special-interest sections, including ...; to contain a downloadable crossword puzzle; to search back issues of the paper for specific stories; to allow the reader to design a personalized paper that contains only the news of interest to him or her.

1.6. Print versus electronic newspapers

1.6.1. Study the statements below and decide whether they refer to traditional print or digital newspapers.

- The amount of news that can be printed is limited.
- Space is not an issue and newspapers can run long stories with more in-depth coverage, full texts of reports and speeches.
- It is possible to update breaking news throughout the day.
- It is easy to search back issues of the paper for specific articles.
- The newspaper is portable, doesn't require a power source, never crashes, and can't be infected with a virus.



(Source: Compliments of I. Bork-Goldfield)

1.6.2. Work in two groups. One group will discuss and make a list of advantages that traditional print newspapers have over their digital counterparts. The other group will list the advantages that the electronic newspaper has over the paper version. Choose a student from each group to report your findings to the class.

1.6.3. Do you think online newspapers will replace their ink-and-paper versions? Write a paragraph expressing your point of view. Give arguments.

1.7. Is there a future for newspapers?

Before you read the passage below, join with a partner to consider the following questions. Then share your ideas with the whole class.

- What is the first thing that helped newspapers survive after TV?
- What is the greatest advantage of newspapers over TV?
- What is the greatest advantage of TV over newspapers?
- Is there a future for newspapers?

Read the passage carefully and decide if your ideas are similar or different to/from the author's. With a partner, write three sentences to summarize the main ideas of the passage.

Summary:

In the late 1940s when television peered on the horizon, doomsayers tolled the death knell for radio, movies, and newspapers. Fifty years later, radio is thriving, \$100 million-grossing movies seem almost the norm, and newspapers, although suffering some circulation loss, are still a profitable business.

How have the newspapers survived after TV? For one, technology has made the gathering of news more efficient and economical. Reporters now use word stations and lightweight laptop computers with modems to rush their stories to the rewrite desk. What took dozens of people all day to type and then typeset classified ads can now be done with computers in a fraction of the time.

Finally, there is the issue of depth. TV gains the nod when it comes to immediacy. "We interrupt this program for a late-breaking story." Yet, when it comes to depth, newspapers invariably win out.

Clearly, each medium has its discrete purpose, and newspapers will be with us for a long time, or at least until each of us has our own artificial intelligence robot to serve as our eyes and ears on the interpretation of the nation's and the world's events.

(Source: Mogel, L. (2000). Careers in communications and entertainment, New York: Simon & Schuster p 94)

1.8. Project work: A College newspaper

Work in groups. You are going to launch a newspaper in your college.

Step 1.

As a group, develop and propose the concept of the newspaper.

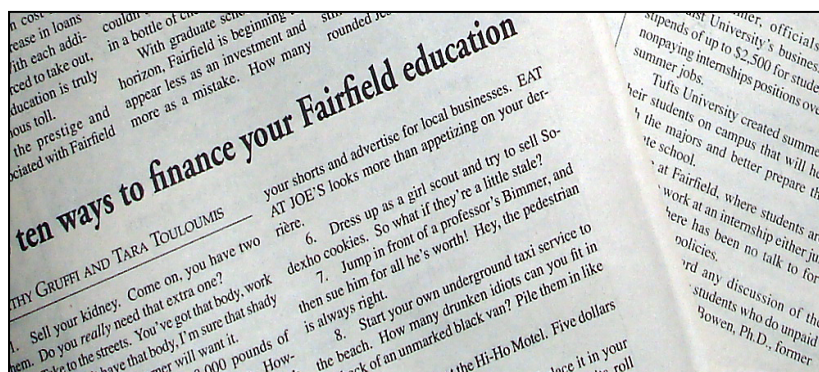
Keep in mind that:

College newspapers are big business in the United States; consequently more and more newspapers are hiring nonstudent professionals to manage their operation. College newspapers get high readership scores. One survey noted that about 96 percent of students read at least part of their campus paper.

Consider the following issues while developing your proposal:

- The name of the newspaper
- The size: broadsheet/tabloid
- The use of color: on the front page and in ads/ on each page
- The content of the paper: sections or rubrics, major focus and issues
- The place and content of ads
- Staff: student/nonstudent professionals
- Any other important issues

Suggest something that would make the newspaper appealing to college students.



(Source: Photo by Chicherina)

Step 2.

Present your ideas to the whole class. Compare the newspaper projects of different groups, and discuss what their pros and cons are. Choose the best one by voting.

UNIT 2

MAGAZINES

Magazine reading is an essential part of many Americans' leisure time. Magazines are permanent and convenient; they are often passed to other readers or saved for future references. Many magazines are printed in color on superior-grade paper, which makes them attractive for readers and advertisers. Modern American magazines cover all topics and interests from architecture to tennis, from boating and yachting to computers, from eating habits to literary criticism. This unit will look at the diversity of American magazines in the age of their specialization.

2.1. Thinking about the topic



(Source: Compliments of I. Bork-Goldfield)

2.1.1. What is a magazine?

(Source: The first 12 lines are from: Mogel, L. (2000). *Careers in communications and entertainment*, New York: Simon & Schuster, p.52)

Some call it a periodical; some call it a magazine. People in the newsstand distribution business always refer to a magazine as a “title”. When the advertising space salespeople meet in the Oyster Bar at Grand Central Station in New York, they use the term the “book”, and to them there is no confusion. They’ll say, “How are things at your book?” or “I hear that book is in trouble”. Everyone understands. The Merriam-Webster’s Collegiate Dictionary (2003) defines a magazine as a “periodical containing miscellaneous pieces (as articles, stories, poems) and often illustrated”. This definition is broad enough to include *TV Guide*,

with a circulation of more than 13 million; *Water Scooter*, a

magazine for boating enthusiasts; *Successful Farmer*, the magazine of farm management; *Pulp and Paper*, reporting on all segments of the paper mill industry; *Better Homes and Gardens*; *Sports Illustrated*; *Reader’s Digest*, and about 12,000 other magazines published in the United States.

What are magazines to you? Are they more like newspapers (you read and recycle them or throw them away each day) or more like books (you read and store them in a bookcase)?

In small groups, consider the way you and your families use magazines:

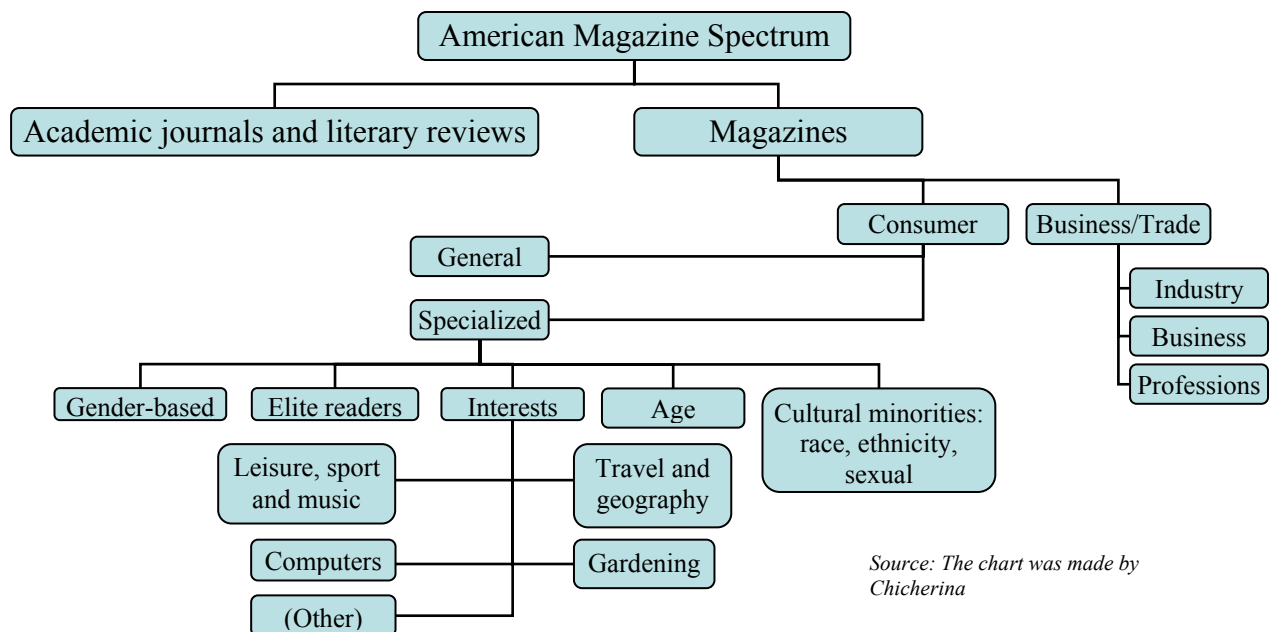
- How do the magazines get to your home?
- Do you usually purchase them at a newsstand, or receive them in the mail by paid subscription or for free?
- Which magazines are read by one person or many people in the home?
- Do you sometimes pass the magazines on to others outside the home? Why?/Why not?
- Do you ever keep the magazines? Do you store them, give away, or throw out?
- Do you rip some pages out, hang them up, or save for a specific reason?

2.1.2. Look at the list of some **American magazine titles** below and check the ones you recognize. Share your knowledge about these magazines with your partner and then with the whole class.

_____	<i>Time</i>	_____	<i>Elle</i>
_____	<i>Cosmopolitan</i>	_____	<i>Reader's Digest</i>
_____	<i>Forbes</i>	_____	<i>Esquire</i>
_____	<i>Newsweek</i>	_____	<i>Rolling Stone</i>
_____	<i>Vogue</i>	_____	<i>Playboy</i>
_____	<i>National Geographic</i>	_____	<i>Maxim</i>
_____	<i>Teen</i>	_____	<i>People</i>

2.2. The American magazine spectrum

2.2.1. Study the chart representing different categories of the American magazine spectrum. Then read the text that follows and in small groups summarize the information about each category. State the differences between major categories: consumer and business, general and specialized magazines.



Groupings of American magazines

(Source: Mogel, L. (2000). *Careers in communications and entertainment*, New York: Simon & Schuster, excerpted from pp 53-54)

The two primary divisions of American magazine spectrum are **magazines** and **journals**.

Within the family of magazines, there are two major groupings: consumer and business (or trade). **Consumer magazines** are publications of general or specialized interest either sold or given free to the public. **Business magazines** are those that deal with the commercial and financial aspects of particular industries or businesses.

Consumer magazines are the largest division of magazines in terms of number of publications, circulation, and revenues. Magazines grew enormously in the post-World War II period. Every field of interest is represented. There are more than one hundred that deal with sports; more than one hundred computer magazines for consumers; thirty-five on horses, riding, and breeding; almost five hundred trade magazines on medicine and surgery; and about a hundred on engineering and construction.

Consumer magazines about business are big business. The three at the top are *Business Week*, *Forbes*, and *Fortune*.

Magazine publishing is a dynamic industry. In recent years we've witnessed the blooming of such important newcomers as *Entertainment Weekly*, *Martha Stewart Living*, *Parenting*, *Discover*, *Cooking Light*, and *Wired*. In the business or trade magazine area, some successes are *Information Week*, *Data Sources*, *Info World*, and *Computer Systems News*. Note that these last four are in the computer field.

Within the consumer area there are two divisions: specialized and general.

Specialized magazines deal with special, as opposed to general, interests. This seeming confusion is clarified when we examine some representative listings. The following classification groupings are examples of "specialized" magazines:

Boating and Yachting: *Boating*; *Motor Boating & Sailing Power and Motor Yacht Sail*

Computers: *Computer Shopper*; *PC Magazine*; *PC Week*; *PC World*

News Weeklies: *Newsweek*; *People*; *Sports Illustrated*; *TV Guide*; *U.S. News & World Report*

Specialized magazines aim at smaller communities of readers who share values, interests, or social identity – from Asian Americans to disabled veterans and politically conservative students. There are more than forty special categories listed by the Magazine Publishers of America trade organization. These include magazines organized around sports and leisure activities, travel and geography, lifestyle and age. There are also gender-based specialty magazines aimed at men and women; political and literary magazines for “elite” readers; magazines for cultural minorities, referred to distinctions regarding race, ethnicity, and sexual orientation.

Now we come to some examples of the "**general**" classification:

American Heritage; *Atlantic Monthly*; *Life*; *Money*; *Prevention*; *Reader's Digest*; *Smithsonian*

The mighty *Reader's Digest* has the largest circulation in the land, more than 15 million, of which all but a million are by subscription. When one considers total readership - that is, primary readers plus their pass-along audience - the *Digest* reaches almost 50 million people, or one in five Americans. It also has many international editions.

As noted, the other important category of magazines is **business**, or **trade**, as many refer to it. This grouping consists of publications dealing with industry, business, and the professions. For example, in the field of medical and surgical publications, there are almost 500 titles.

When dealing with business magazines, we need to define paid and controlled (or free) circulation. Most consumer magazines have paid circulation; this revenue is vital to a magazine's financial health.

Many business magazines operate on a controlled circulation basis, that is, their readers get the magazines free. This policy is the publisher's decision. Whether to go with paid or controlled circulation is obviously a critical decision for the business-magazine publisher. Many publishers start out with controlled circulation but are forced out of economic necessity to switch to paid. Business-magazine profits, however, come almost solely from advertising sales.

A look at some of the business or trade publications will illustrate their diversity. *Architectural Record; Data Communications; Popular Computing; Aviation Week & Space; International Management; Chemical Engineering; Electrical Construction & Maintenance; Electrical World; Electronics; American Machinist; Fleet Owner; Textile World.*

A secondary division of the magazine spectrum, **journals**, should not be overlooked. Eleven publishers, located in all parts of the country, issue about a hundred scientific, technical, medical, and literary journals. Examples of some typical titles are Academic Press's *Journal of Economic Theory*, the University of Chicago Press's *Journal of Women in Culture and Society*, and the well-known *JAMA*, the Journal of the American Medical Association. These publications - with the exception of *JAMA*, which has a circulation of about 340,000 - generally have small, specialized readerships.

2.2.2. The chart in Task 2.2.1. represents different categories of U.S. magazines. Assign each of the magazine titles in the box below to one of the categories.

PC Magazine Good Housekeeping Postgraduate Medicine Electronics Chemical Engineering Chemical Week Fleet Owner Oil and Gas Journal Reader's Digest Atlantic Monthly Entertainment Weekly American Heritage Emergency Medicine Cosmo Girl Rolling Stone National Geographic Playboy Better Homes and Gardens Modern Maturity Textile World Travel and Leisure Info World Tennis World Martha Stewart Living Cosmopolitan Motor Boating and Sailing Newsweek Graduating Engineer Vogue Glamour Teen Pulp and Paper PC Week Parenting Architectural Record Electrical World Aviation Week and Space Technology Maxim Sports Illustrated Soap Opera Digest Cooking Light Hispanic Business

Answer the questions:

- Was the task easy / difficult / confusing? Why?
- Which magazines have you found problematic in terms of defining their category? How would you explain this?

2.2.3. Match the description of a magazine with its title. Decide in which category you would list each magazine. Choose a magazine / magazines which you would like to read yourself, which you would recommend to your friend, your girlfriend / boyfriend, your family. Explain your choice. (Answer key)



(Source: Compliments of I. Bork-Goldfield)

(Source: Compiled by Chicherina from: Dominick, J.R. (1999). *The Dynamics of Mass Communication*. – 6th ed., Boston: McGraw-Hill, pp.122-135; Campbell, R. (2004). *Media and culture: an Introduction to mass communication*. 4th ed., New York: Bedford/St.Martin's, excerpted from pp.301-327)

<p>1. National Geographic</p>	<p>A. The magazine was begun in 1967 as a twelve-page newsletter addressing issues about homosexuality. It has published some of the best journalism on AIDS, antigay violence, and policy issues affecting homosexual communities.</p>
<p>2. Sports Illustrated</p>	<p>B. Launched in 1985, the magazine transformed American fashion photography style to a vibrant, multicultural approach.</p>
<p>3. Wired</p>	<p>C. Founded in 1888, the magazine is an undisputed champion in its category. The magazine relied for its content on a number of distinguished mapmakers, naturalists, explorers, geologists, and geographers. Promoted as “humanized geography”, it remains one of the few magazines that subscribers save from year to year.</p>

<p>4. <i>The Advocate</i></p>	<p>D. Targeting young men in their twenties, the magazine, launched in 1997, was one of the fastest-growing magazines of the late 1990s. Its covers boast the magazine's obsession with sex, sports, beer, gadgets, clothes, and fitness.</p>
<p>5. <i>Ebony</i></p>	<p>E. Launched in 1954 by Henry Luce's Time Inc, the magazine was initially aimed at well-educated, middle-class men. It has become the most successful general sports magazine in history, covering everything from major-league sports and mountain climbing to fox hunts and snorkeling.</p>
<p>6. <i>Modern Maturity</i></p>	<p>F. Launched in 1993, the magazine focuses on people, companies, and ideas within the high-tech industries. Its splashy art design has taken magazine art to daring new levels.</p>
<p>7. <i>Elle</i></p>	<p>G. The magazine was founded in 1958 by retired California teacher Ethel Percy Andrus. The publication meets the cultural interests of older Americans, keeping them current on politics, health, and culture. At present it is a top circulated magazine. The magazine carries few consumer ads, relying mostly on inexpensive subscriptions, the growth of its target age group, and its readers' continuing interest in the printed work.</p>
<p>8. <i>People</i></p>	<p>H. A U.S. rock music magazine, known especially for its interviews with famous singers and musicians. It began in 1967 in San Francisco. Its name came from the words of a Bob Dylan song.</p>
<p>9. <i>Rolling Stone</i></p>	<p>I. A picture-text magazine modeled on <i>Life</i>, but serving chiefly African-American readers, was launched in 1945. It was one of the first magazines where people could see black images on a weekly basis. Originally criticized for favoring light-skinned over dark-skinned black faces, the magazine has developed over the years into the leading popular magazine forum for black politics and social life in the United States.</p>
<p>10. <i>Maxim</i></p>	<p>J. Launched in 1974, it became the first successful mass-market magazine to appear in decades. With an abundance of celebrity profiles and human-interest stories, the magazine reached a circulation of more than two million within five years. It is not, in fact, a mass-market magazine but a specialized publication targeting people with particular cultural interests: fascination with music, TV, and movie stars.</p>

2.3. Reading *New Yorker* covers

2.3.1. Meet the *New Yorker*.

Activity 1: The *New Yorker* is one of the most widely circulated American magazines of the twentieth century. In a small group, examine a number of the *New Yorker* covers and discuss in what way the *New Yorker* covers are different from/similar to the covers of other magazines which you have read. From looking at the covers design say what you expect to find in the magazine, what audiences the *New Yorker* appeals to (sex, age, ethnicity, education, etc.), what category of magazines the *New Yorker* belongs to (leisure, entertainment, travel, arts, literary, etc.). From what you can determine, is there anything in the cover art that you would expect to be reflected in the content of the magazine?



Source: Photo by Chicherina

Activity 2: Read the text below about the *New Yorker*. Compare your guesses about the magazine with the information provided in the text.

The *New Yorker*

The most widely circulated "elite" magazine in the twentieth century was the *New Yorker*. Launched in 1925 by Harold Ross, the *New Yorker* became the first city magazine aimed at a national upscale audience. In some ways, the *New Yorker* was the magazine equivalent of the *New York Times*, cultivating an affluent and educated audience and excluding general readers. Over the years, the *New Yorker* featured many of the twentieth century's most prominent biographers, writers, reporters, and humorists. It introduced some of the finest literary journalism of the twentieth century.

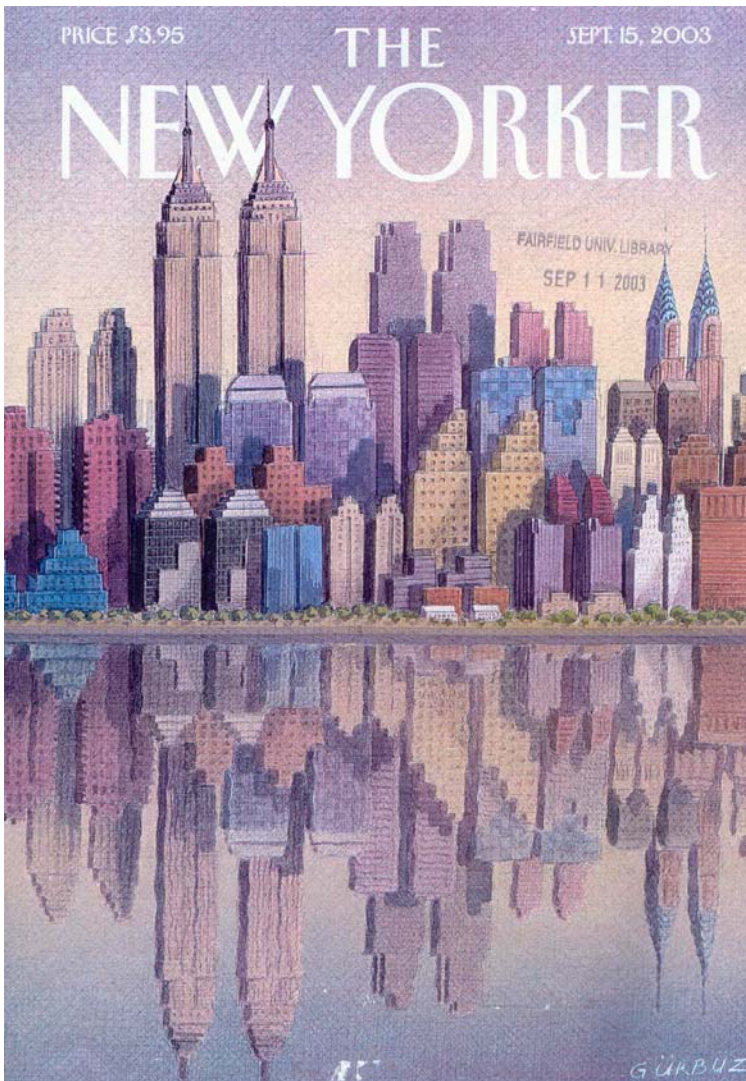
Just as the *New York Times* became known as the nation's best newspaper, the *New Yorker* made promotional claims as the country's best magazine. By 2003, the magazine's circulation had reached 925,000.

(Source: Campbell, R. (2004). *Media and culture: an Introduction to mass communication*. 4th ed., New York: Bedford/St. Martin's, excerpted from pp 323-324)

Activity 3: Search the "New Yorker" website www.newyorker.com for the information about the current issue. What topics / problems / issues does it cover? What is your impression of the magazine? What articles would you read/recommend to read in the current issue? Why?

2.3.2. Take a closer look at the cover.

Activity 1: Examine “*Twin Towers*” by *Gurbuz Dogan Eksioglu* on the cover of the *New Yorker*, September 15, 2003. It is a fantasy, which features downtown Manhattan buildings which have become magically, memorially twinned.



Source of the photo: *New Yorker*, September 15, 2003, cover

buildings which have become magically, memorially twinned.

In groups of three, discuss the following questions:

- What is your first response?
- What is the subject or content of the image?
- What strikes you as important, interesting or emotionally moving in the image?
- Are there any elements of the image that seem symbolic to you?
- Can you identify the genre of the cover: a poster, a cartoon, a public service ad, a commercial ad, a photograph, a billboard, other?
- What is the basic argument, the claim, the position, or the point of view proposed by the author?
- What seems to be the purpose of this argument?
- Is there anything in the image that surprises you, makes you think differently, seems controversial?

Activity 2: Examine the broader context of the image: its social/historical/cultural/economic background. From the list below select a topic, search the Internet to find the information, and prepare a brief presentation on your topic:

- Twin Towers – The World Trade Center: History
- The Terrorist Attacks of September 11, 2001
- Ground Zero Memorial in New York
- Famous Skyscrapers of Manhattan: the Empire State Building, and the Chrysler Building

Activity 3: Write a one-page essay on *Gurbuz Dogan Eksioglu's "Twin Towers"* describing your reaction to the cover design.

2.4. Ms. magazine: editorial content



Source of the photo: Ms, spring, 2004, cover

2.4.1. *Ms.*, one of many American women's magazines, stands apart in the magazine world dominated by *Vogue*, *Glamour*, *Cosmopolitan*, *Oprah* and *Martha Stewart Living*.

Read the information in sources A and B about **Gloria Steinem**, the magazine co-founder and editor in chief for almost two decades since it was launched in 1972.

Judging by the magazine title and Gloria Steinem's views and interests, predict the specialization and editorial content of *Ms.* magazine. List the issues which might be covered in the magazine.

Source A

Gloria Steinem (1934 -) a U.S. journalist and author who has been a leading figure in the campaign for women's rights since the 1960s. She helped to establish the Women's Action Alliance (1971), the national Women's Political Caucus (1971) and *Ms.* magazine (1972), which she edited until 1987. Her own articles were collected in *Outrageous Acts and Everyday Rebellions* (1983).

From: Oxford Guide to British and American Culture.
Oxford University Press, 1999.



Source of the photo:
<http://www.freerepublic.com/focus/news/933608/posts>

Source B

Interview 5 questions for Gloria Steinem

Like the women's-rights movement she has helped lead since the 1970s, Gloria Steinem has come a long way. Time's Sonja Steptoe talked with Steinem, who turned 70 last week, and found her just as engaged as ever.

What do you say to people who cite the advances made by women as proof that society is now comfortable with women in power?

I suggest they get a pair of glasses. You can see the absence of women in governing bodies from Congress to state legislators, on corporate boards, in tenured positions in academia and as forepeople in factories.

What do you mean when you say it's time to get men to do what women traditionally do?

As long as working women also have to do the work of child and family care at home, they will have two jobs instead of one. Perhaps more important, children will grow up thinking that only women can be loving and nurturing and men cannot. Achieving a society in

which men raise children as much as women do is crucial.

Was Diane Keaton's character in *Something's Gotta Give*¹ good for women?

Diane Keaton is good for women in and of herself. She's smart and funny and real. The character was also helpful because she was sexual well past the usual age boundary. I thought it was a little unrealistic that she would choose Jack Nicholson over Keanu Reeves, but I suppose you have to give some tribute to the older male egos in Hollywood.

What about the images in *Sex and the City*²?

The show is a net plus because the women on the show are able to be sexual without punishment. The minus part is the money they spend on relationships instead of their inner selves and talents.

Some younger women seem to run from the feminist label. How can you inspire them to be passionate about women's rights?

If younger women have a problem (with the label), it's only that they don't know yet that there's a problem. The kind of radicalization that happened to my generation when we tried to get a job happens to them 10 or 15 years into the job, when they fail to get promoted. Women tend to be conservative in youth and get more radical as they get older because they lose power with age. So if a young woman is not a feminist, I say just wait.

From: *10 Questions for Gloria Steinem*. In: *Time*, April 5, 2004.

¹ *Something's Gotta Give*, a romantic comedy, in which an aging bachelor who's always dated younger women (Jack Nicholson, more or less playing himself) falls for a successful middle-aged playwright (Diane Keaton) who has a younger lover (Keanu Reeves).

² *Sex and the City*, winner of Golden Globes for Best TV Series and Best Actress, *Sex and the City* is based on Candace Bushnell's provocative bestselling book. It provides a hilarious look at dating, mating and relating in New York.

2.4.2. Visit the web site of *Ms.* magazine <http://www.msmagazine.com>.

Study the table of contents of the current issue. Note whether your suppositions about the editorial content of the magazine are true. Comment on the range of topics covered in the current issue of *Ms.* magazine. Focus on: *Letter from the Editor*, *National and Global News*, and *Cover Story*.

How would you judge the overall quality of the magazine? Would you call it a typical women's magazine? Why / Why not?

2.4.3. The following statement belongs to Gloria Steinem who doesn't think much of American women's magazines.

Most women's magazines started out as catalogs. They put a few articles in to get the readers to purchase the catalog... You buy them as consumers looking for products, but not as a magazine reader.

Do you agree or disagree with this statement? What is your idea of a women's magazine?

2.5. Project work

Work individually or in groups of three to do one of the following projects.

Project 1: Newsmagazines profiles

A newsmagazine is usually a weekly magazine featuring articles on current events. News magazines generally go a little more in-depth into stories than newspapers, trying to give the reader an understanding of the context surrounding important events, rather than just the facts.

The three most influential newsmagazines in the United States are: *Time*, *Newsweek*, *U.S. News and World Report*

Step 1.

In the American Center or American Corner of your local library, examine a selection of news magazines: *Time*, *Newsweek*, and *U.S. News and World Report*. Analyze the form and content of the magazines, including the following criteria:

- rubrics
- size of pages
- number of pages
- type of advertising
- price

Step 2.

Using issues of the three magazines from the same week, compare and contrast

- cover story
- editorial
- international stories
- national stories
- coverage of business
- coverage of education
- coverage of sports
- coverage of entertainment

Step 3.

In groups, discuss which magazines provide a better and more informative view of the week, and why. Based on the type of advertisements appearing in each magazine, develop a profile of the primary readers of each magazine (male/female; working class/middle class/upper middle class; college educated/with no college education, etc.)

Project 2: Preparing for an interview

As a journalist, you work for a magazine. Imagine that you have been asked to interview a personality famous in / relevant to the field of your magazine specialization. You are to prepare an article for the magazine in which you want to describe the person, his or her accomplishments, and what makes this person well known. You must also bring out aspects of his / her personality in order to present him / her as a “person” and not just the subject of a magazine article.

Step 1.

Choose a magazine you work for: *National Geographic*, *People*, *Rolling Stone*, *Cosmopolitan*.

Step 2.

Select a personality you would like to interview for the magazine you have chosen.

Step 3.

Research information on this personality, using *Google*, *Yahoo*, or other search engines.

Step 4.

Prepare a biographical sketch on the personality of your choice.

Step 5.

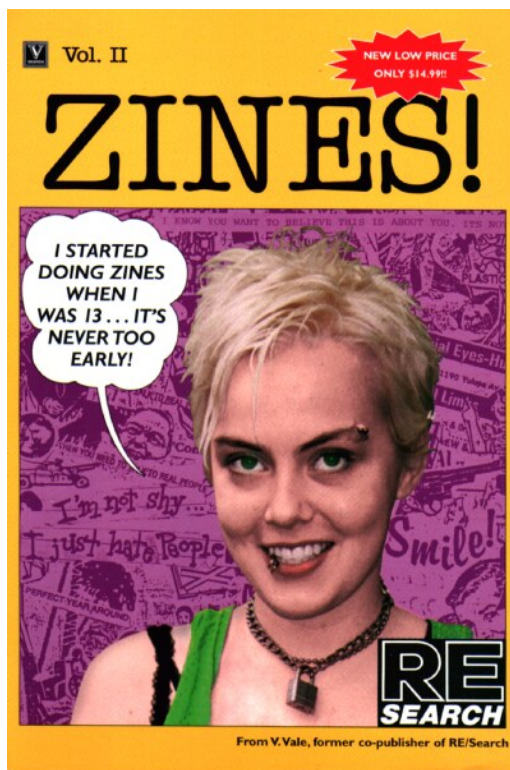
Make a list of questions that you intend to ask the interviewee.

Step 6 (optional).

Work together with a partner. Read the biographical sketches and questions each of you have prepared. Try to answer the questions your partner has written as if you were the interviewee. Dramatize the interview. Give reins to your imagination.

Project 3: Zany 'Zines

Given the great diversity in magazine content, it is not so easy to launch a new magazine. But why not have a go at it? You could start with a very small (even tiny) circulation magazine, which can begin cheaply via the computer-driven technology of desktop publishing. You will write, design, lay out, and even print your publication if you have a powerful will to see your creative vision come alive. Such self-published publications which are called 'zines (pronounced "zeens"), are usually highly specialized and focus on alternative culture and other offbeat topics. Here are just a few examples:



Source of the photo: www.users.globalnet.co.uk/~jimthing/zines.jpg

- *Guinea Pig Zero*: The magazine for human pharmaceutical research subjects. Read by people who make a living by participating in paid drug experiments.
- *Dreaded Broccoli*: Remember all that stuff your parents said you should eat because it was good for you? This 'zine contains recipes for making carrots, cauliflower, broccoli, and other healthy stuff tasty and appealing.
- *Green*: Subtitled "Personal Finance for the Unashamed", this 'zine tries to help young people just out of college who are heavily into debt and clueless about investing.

Step 1.

Study the information about other existing 'zines in the website of the Wikipedia encyclopedia <http://en.wikipedia.org/wiki/Zine>.

Step 2.

Choose an offbeat topic to start your own 'zine up.

Step 3.

Describe the target audience and the content of the 'zine.

Step 4.

In a group, share your ideas of the new 'zines. While listening to your groupmates choose one 'zine you would definitely like to read and the one you would never open. Comment on what you have found most / least attractive in the zines' conceptions.

UNIT 3

TELEVISION

In the early 21st century television, which was developed in the 1930s, is by far the most dominant communications medium that delivers content to millions of viewers simultaneously. Since replacing radio in the 1950s as the most popular medium, television has been repeatedly criticized as the biggest factor underlying violence, teenage sex, gender and race stereotyping. But there is another side to this story. Television is the only medium which can offer special moments – inaugurations, space disasters and conquests, the Olympics, impeachment hearings. Television brings multicultural groups of American society together for shared information, triumphs and mourning – for common experiences.

This unit will provide some background for the understanding of the role television plays in American society. It will look at the structure of television, programming strategies, and the range of new television services, brought up by new technologies. You will learn about some high-voltage personalities in television industry, and discuss the problem of TV advertising.

3.1. Seven ways to think about TV

3.1.1. Television plays multiple roles in American society. It can be a preacher or an evening companion, a parent in the living room or a teacher in the classroom.

Why do you watch TV? What roles does television play in your life? Name at least five reasons that make your television-viewing experience an important part of your life.

1. _____
2. _____
3. _____
4. _____
5. _____

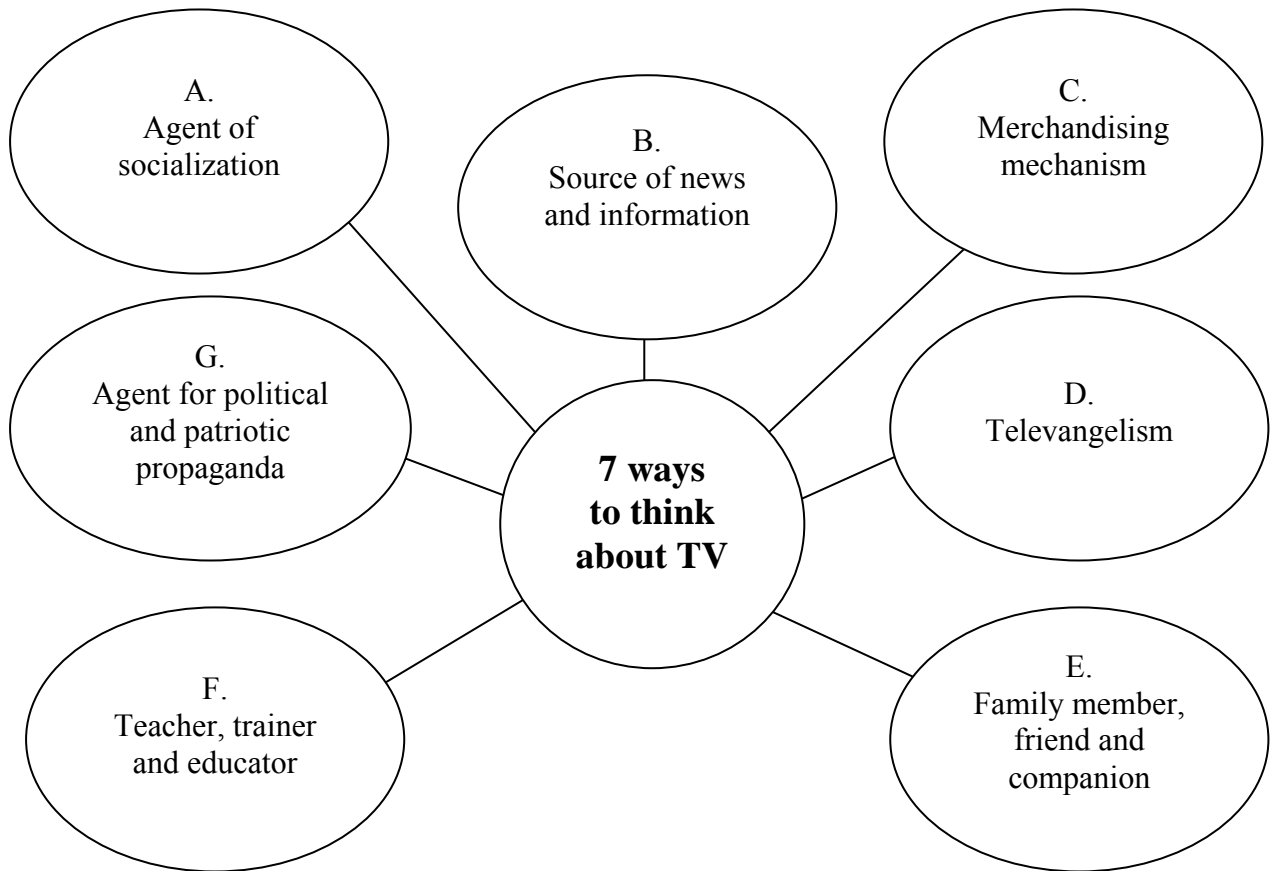
Compare your answers to some actual responses given by American college students. Are there any similarities or differences in the ways you interact with television?

- I like to watch TV when there's nothing else to do.
- I like to vegetate sometimes.
- I don't like eating alone.
- It's easier to do than jog.
- Television keeps me informed and entertained and it beats the hell out of studying.
- It makes up for the newspaper I fail to read.
- I watch TV to be entertained...also if the TV is on my girlfriend's mother thinks we are watching it.

(Source: Responses of students are taken from: Dominick, J.R. (1999). The Dynamics of Mass Communication. – 6th ed., Boston: McGraw-Hill, p.31)

3.1.2. David Considine, a well-known American media educator, suggests several ways to think about TV and its roles in American society. Look at the chart and read the passages that follow. Match the passages (1-7) illustrating different roles of TV in American society to the “Seven Ways to Think about TV” in the chart (A-G). (**Answer key**)

(Source: Graph made by Chicherina)



(Source: Considine, D. (1999). *Visual messages: integrating imagery into instruction.* - 2nd ed. Englewood, Colorado: Teacher Ideas Press. excerpted from pp.199-203)

1. For many Americans television is and has been for some time, like a member of their family. It provides a constant background presence in their homes and is often highly visible in their living rooms, kitchens, and bedrooms. Television has become almost a constant companion. Meal times are often planned around the evening’s programs. Studies suggest that television has contributed to a decline in family communication. (E)

2. Television has replaced the newspaper as the main source of information in American culture. That information comes in many forms, including news programs, newsmagazines, current affairs broadcasts, news specials, talk shows, etc. (B)

3. Television has long been regarded as a window on the world that socializes young viewers into the views and values of the dominant culture. In a multicultural society it is crucial that the media models provide fair, accurate, and representative images of all groups in the culture. How television depicts gender roles, occupations, religious groups, races, nationalities, the elderly, the impaired, and the disadvantaged, among other groups, can in large part determine society’s response to these groups. (A)

4. The growth of television technology has brought religion and church services into the homes of thousands of Americans. For the infirm, shut-ins, and other groups who cannot get about easily, these broadcasts provide a potentially important service. (D)

5. Commercial television exists because of commercials which address vast television audiences. Various technological and programming developments have led to the creation of shop-at-home services. (C)

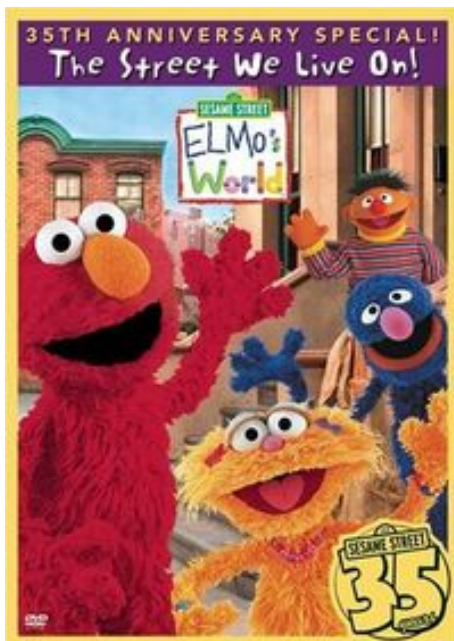
6. The video revolution has brought major growth in the home education market and in the application of video in teaching and training in all areas of society. Airline emergency procedures have become much more meaningful now that video is frequently used to demonstrate them, replacing the previous instructions from flight attendants. Cybervision represents a new approach to training for a range of sports including tennis, golf, and skiing. Cable and satellite technologies have brought the growth of educational instructional programming, including the Arts and Entertainment Network, the Learning Channel, and the Discovery Channel. (F)

7. Television technology has increasingly become an agent for political and patriotic propaganda. The concept is hardly new. Many observers believe the United States lost the Vietnam War because it was the first “video”, or “living room” war, and people were convinced by pictures that undermined official government statements. Television is an integral part of the democratic process. It allows the nation to watch congressional deliberations and special hearings, provides access at the local level for diverse individuals and groups to express their own ideas, and generally makes the process of government more visible to the electorate. (G)

3.1.3. Compare your vision of TV to the ideas in the chart. How do your ideas relate to the “Seven Ways to Think about the TV”, suggested by David Considine?

Judging by your personal experience, rank the “Seven Ways to Think about TV” in the order of importance. Get ready to speak about the top three roles that television plays in your life, providing examples from your personal television-viewing experience. Engage in a group discussion.

3.2. American television today



The Street We Live On DVD cover

Source of photo: http://en.wikipedia.org/wiki/Sesame_Street

Watching TV is one of America’s favorite pastimes. More than 98 percent of the homes in America – more than 100 million homes – have at least one TV set. American viewers have a lot of choices. About 70 percent of all homes subscribe to cable and the typical TV household today receives 82 different channels of programming. To find your way in American television you need to know how it is structured and organized.

(Source: Statistics from: Dominick, J.R. (2004). Broadcasting, Cable, the Internet, and Beyond: an Introduction to Modern Electronic Media. – 5th ed., Boston: McGraw-Hill, p.104)

3.2.1. Before you read the text about American television, look at the title of the text, and guess which of the following is closest to the central idea of the text. Then skim the text and check your answer.

- American television is very diverse and provides many viewing alternatives.
- Americans watch so much TV that it has become a national problem.
- In most American families there is more than one TV set.

3.2.2. In the text there are some numbered gaps. Choose from the paragraphs A-H (on the next page) the one which fits each gap (1-7) in the text. There is one paragraph you do not need to use. **(Answer key)**

(Source: Compiled by Chcicherina from: Stevenson D.K. (1998) American Life and Institutions. Revised ed., Stuttgart: Ernst Klett Verlag, pp.102-109; Mogel, L. (2000). Careers in communications and entertainment, New York: Simon & Schuster, pp.122,124)

The problem with American television is that there's so much of it!

The problem of describing American television is simply this: there's so much of it, so many different types, and so much variety. There are over 1,700 TV stations in operation today. The stations can be divided into two categories: commercial and noncommercial.

1.

The majority of Americans watch commercial television. These stations receive most of their programming from commercial networks, the oldest and biggest of which are: ABC (the American Broadcasting Company), CBS (the Columbia Broadcasting System), NBC (the National Broadcasting Company) and Fox, or FBS (the Fox Broadcasting Company). Each of the networks may own as many as 12 TV stations and have contracts with privately owned stations – called affiliated stations – that carry the network's programming under various financial arrangements.

2.

The local television business relies on sales to local and regional advertisers. Local television stations also have their own news teams, reporters, and film crews. Usually, local television stations will offer between half an hour to two hours of local, city, and state news, weather and business information in addition to the national network news programs. The most-successful local TV stations are those owned and operated by a major network.

3.

Cable television has grown in recent years to become an important component of the television landscape. Cable is in more than two-thirds of America's TV homes. Cable consumers usually choose programming from basic cable services, which are part of one monthly fee, and premium cable services which are available individually to customers at an extra monthly or per-use fee.

4.

Two basic cable channels – CNN and MTV – have made their mark both on American society and on global culture. The Cable News Network (CNN), the brain child of Ted Turner, was the first channel in the world to provide a twenty-four-hour news service. This format enables CNN to provide more timely news in greater detail, often offering live, unedited coverage. CNN mastered continuous coverage of breaking news events such as

natural disasters, terrorist attacks. Today CNN appears in more than 200 countries around the globe, more than one billion people have access to its service.

5.

Besides basic programming, cable offers a wide range of special channels, known as premium channels, and other services. These include movie channels such as HBO (Home Box Office) and Showtime; pay-per-view (PPV) programs and interactive (two-way) services that enable consumers to use their televisions to bank, shop, play games, and access the Internet.

Not all TV stations are in it for the money (at least not overtly). Nearly 400 TV stations are considered noncommercial operations. These stations, owned primarily by governmental organizations, universities and school boards, and religious organizations, form the backbone of the Public Broadcasting System (PBS).

6.

PBS is especially well-known for the quality of its many education TV programs, *National Geographic* specials, and *Scientific American Frontiers* form the bases for some. Programs for children such as *Barney & Friends* continue PBS's tradition of quality TV for preschoolers, and established series such as *Live from Lincoln Center* broadcast the best in music and opera, live and free. The highest-rated PBS series of all time was Ken Burn's *The Civil War*.

In the late 1990s the ability of television to be delivered via communication satellites changed the television industry dramatically. In less than a decade, direct broadcast satellite television service (DBS) has grown to become an important competitor to cable television.

7.

Television in the U.S. is by far the most powerful communications medium. With new technologies in systems still being developed, TV's influence and scope are limitless. What's in store for television? Considering the dramatic rise in cable and satellite television coverage, and the increased use of pay-per-view TV, television looks likely to remain the dominant medium in the fields of information and entertainment.

A	Satellite television has been a leader at using innovative technology. Currently DBS transmission standards are already digital, meaning that satellite pictures are pristinely clear. Some of the other innovative services that DBS has introduced include digital recorders like TiVo that allow users to record programming directly to a computer hard disk and innovative satellite-to-home broadband Internet service.
B	PBS is an ongoing alternative to commercial TV. Although public television stations must often survive on very limited budgets, their level of quality, whether in national and international news, entertainment, or education, is excellent. Almost a whole generation of children throughout the world are familiar, for example, with <i>Sesame Street</i> and the characters of <i>The Muppet Show</i> .
C	A typical basic cable system today includes a thirty-six to seventy-two channel lineup. Topping the list of basic cable services are such cable channels as CNN, MTV, the USA Network, Bravo, Nickelodeon, Lifetime, ABC Family, Comedy Central, Black Entertainment Television (BET), the Weather Channel, Turner Network Television (TNT).

D	<p>Commercial stations – 77 percent of the total number of TV stations – make their money by selling time on their stations to advertisers. Noncommercial stations are not allowed to sell advertising; they were set for educational, civic, and religious groups. They survive strictly through donations from individuals, businesses, and the government.</p>
E	<p>The organizational structure of a TV station varies according to the size of the organization, but there are some general areas common to most TV stations. TV stations are generally divided into five divisions, each division having its own head who reports directly to the station manager. The five areas are sales, engineering, business, programming, and news. Each of these areas is vital for the efficient operation of a TV station.</p>
F	<p>The Music Television Network (MTV) is the second basic cable service to dramatically change the world’s cultural landscape. MTV and its global offsprings, including MTV Russia, reach about 400 million homes worldwide, creating a global village, and giving the world a common language. Besides music, MTV runs a variety of special programs on issues ranging from drug addictions to racism and social activism.</p>
G	<p>Weaker local TV stations include independents (independent stations), which are neither owned, nor affiliated with the networks. These stations are free to run any programming they choose, but normally they rely on their libraries of movies and local broadcasts of local professional sports. Independent stations appear to be a vanishing breed; there are less than 50 stations which don’t affiliate with the networks.</p>
H	<p>The networks with their financial and professional resources have several advantages. They are able to purchase the distribution rights, for example, to the most recent films and series. They can attract the best artists and performers. Above all, they are able to maintain large news-gathering organizations throughout the nation and throughout the world. All of the networks have nationwide news programs. Among the most popular are CBS’s <i>60 Minutes</i>.</p>

3.2.3. Now read the text again and answer the questions that follow:

1. What are the advantages of network television compared to independent stations?
2. What are the differences between basic cable service and premium services?
3. How have CNN and MTV influenced culture worldwide?
4. Why has nonprofit, non-commercial public broadcasting system been so successful in the past two decades? What should be the goal of public television? Should the government support it?
5. What is DBS? What accounts for its growing popularity?
6. In terms of the idea of diversity and multiculturalism, what are cable’s main advantages over traditional broadcasting?

3.3. Personality profiles

3.3.1. Media Titans: Ted Turner and Rupert Murdoch

You will read the passages about two media moguls: Rupert Murdoch and Ted Turner.

A. Before you read, share what you already know about these personalities in a group. Guess to which of the two texts the titles below refer:

- Builder of media empire
- Major player in cable television world

Then skim the passages to check your guesses. Highlight the parts of the passages that helped you to find the correct title. **(Answer key)**

B. Read the passages to find at least five similarities and five differences in Rupert Murdoch's and Ted Turner's life and career histories.

Similarities

1. *Both Turner and Murdoch began their careers by inheriting a modest media company.*

2. _____
3. _____
4. _____
5. _____

Differences

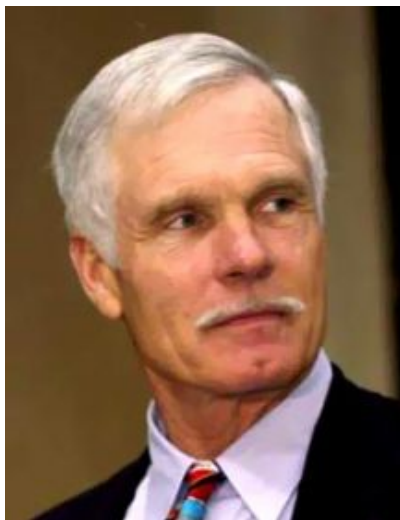
1. *Unlike Turner, who was born in Cincinnati, Ohio, Rupert Murdoch is a native of Australia and became a U.S. citizen in 1974.*

2. _____
3. _____
4. _____
5. _____

Turner, Ted

(_____)

(Source: Compiled by Chicherina from: Blanchard, M.A. (Ed.). (1998). History of the Mass Media in the United States: an Encyclopedia. Chicago: Fitzroy Dearborn Publishers, - p.665, and Mogel, L. (2000). Careers in communications and entertainment, New York: Simon & Schuster, - p.171)



Source of the photo:
http://www.nonsolobiografie.it/perso_naggi/primopiano_ted_turner.jpg

Robert Edward Turner III, best known as Ted Turner, is one of the world's most powerful players in the broadcasting, cable, and film industries.

Born in Cincinnati, Ohio, Turner was a 1950s Brown University dropout. After his father's suicide in 1963, he took his father's outdoor billboard advertising business and used it as the base for building a personal fortune of more than \$ 3 billion. His successful rise in the broadcasting industry began in 1970, when he purchased a single independent station, Channel 17, in Atlanta, Georgia.

To help provide programming for the new station, Turner bought baseball's Atlanta Braves and a controlling interest in the National Basketball Association's Atlanta Hawks.

Ted filled the airtime on this station with sports, wrestling, and cheap reruns of old TV shows. In the mid-1970s, he partnered with the new business of cable TV to make Atlanta's Channel 17 available to thousands of cable viewers throughout North America. In 1976, the station was beamed via satellite to cable home nationwide, becoming cable's first "superstation".

In 1980 Ted Turner made news-broadcasting history when he launched CNN as the world's first 24-hour all-news network. His stated goal was to bring journalism into the space age by relying on satellites to gather and disseminate news and to "deliver the most objective news to be found, live around the clock". Today CNN appears in more than 200 countries around the globe.

By the 1990s, Turner's global empire had grown into one of the most profitable, diversified entertainment conglomerates in the world, including the Turner Broadcasting System superstation (TBS), Cable News Network (CNN), Headline News, Turner Network Television (TNT), Cartoon Network, the Turner Classic Movies network, Castle Rock Entertainment, New Line Cinema, Hanna-Barbera Cartoons, the Atlanta Braves and Atlanta Hawks sports teams, Cable News Network Center, and World Championship Wrestling.

In 1996, Turner merged his holdings with Time Warner, taking the position of vice chairman of the new conglomerate.

Murdoch, Rupert

(
(Source: Blanchard, M.A. (Ed.). (1998). *History of the Mass Media in the United States: an Encyclopedia*. Chicago: Fitzroy Dearborn Publishers, excerpted from p.413)

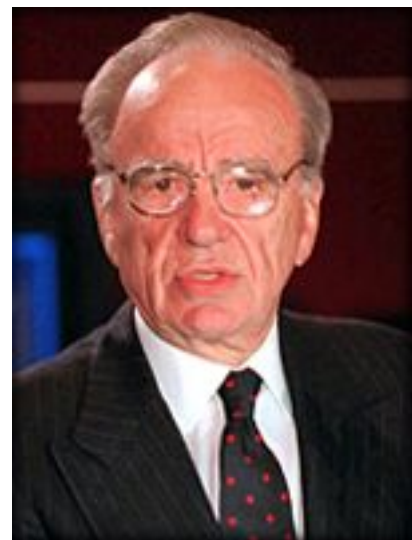
Beginning in the 1950s, Australian native Rupert Murdoch built a newspaper, magazine, television, satellite, movie, and book publishing empire on four continents, with a foundation of lively, sensationalistic, and sometimes lurid newspapers. The New International Group Ltd. of London and the News Corporation Ltd. of Sydney, Australia, were the two principal companies that controlled Murdoch's media, including U.S. newspaper and broadcasting outlets, the *Times* of London, HarperCollins books, and Hong Kong's *South China Morning Post*.

Rupert Murdoch's father, Sir Keith Murdoch, was a Melbourne editor with newspaper holdings in Adelaide and Brisbane. A graduate of Oxford University, Rupert Murdoch spent a short internship at Lord Beaverbrook's London *Daily Express* after his father died in 1952 and took over his family's small-circulation Adelaide *News and Sunday Mail*. He added newspapers in Perth and Sydney, with the Perth paper becoming Murdoch's first opportunity to launch sensationalistic mass appeal.

Through business acumen and aggressive acquisition strategies, by the late 1990s Murdoch had built a media empire worth more than \$ 25 billion.

A U.S. citizen since 1974, Murdoch acknowledged that his worldwide media, especially television, help to homogenize the globe with U.S. culture. He argued, however, that a unified world would be more peaceful.

Murdoch ventured into U.S. journalism in 1973 with the purchase of the *San Antonio (Texas) News and Express*, followed by the *New York Post* (1976), *New York Magazine*



Source of the photo:
(http://en.wikipedia.org/wiki/Rupert_Murdoch)

(1977), and the *Boston Herald* (1982). He formed the Fox television network in 1987 from his Twentieth Century-Fox movie company and his Metromedia broadcasting properties. In 1988, he purchased Triangle Publications, including the high-circulation magazines *TV Guide*, *Seventeen*, and the *Daily Racing Form*. He also launched the tabloid *National Star* to compete with the *National Enquirer*.

One key to Murdoch’s success has been his unmatched ability to create media products with appeal to popular tastes. His tabloid newspapers, famous in Britain for photos of seminude women and the latest gossip about the public figures, have been very successful and much imitated. On the television side, Murdoch’s Fox Network successfully challenged ABC, NBC, and CBS with a similar formula. Many successful Fox-produced shows, including *Beverly Hills 90210*, *the Simpsons*, *American Idol*, attracted audiences, the way Murdoch’s newspapers gained readers.

C. If you had a chance to interview both Ted Turner and Rupert Murdoch, what three questions would you ask each of them?

My questions to Ted Turner		My questions to Rupert Murdoch	
1		1	
2		2	
3		3	

3.3.2. Tracing Russian Roots in the History of American Television

Modern television technology and the development of American broadcasting can trace some of its roots to Russia. Work in pairs. Each of you should read one of the two texts from the encyclopedia “History of the Mass Media in the United States” (1998) about people who did pioneering work on television. After reading the texts, summarize and tell each other the information about these people, focusing on:

- Basic facts from their career history
- Major accomplishments and contributions to the development of television
- Russian roots in their life or career history

Then, working alone, complete the *Jigsaw Reading Quiz* that follows. Check your answers together.

Zworykin, Vladimir
(Did pioneering work on television)



Dr. Zworykin, December, 1951
Source of the photo:
<http://chem.ch.huji.ac.il/~eugeniik/history/zworykin.htm>

(Source: Blanchard, M.A. (Ed.). (1998). History of the Mass Media in the United States: an Encyclopedia. Chicago: Fitzroy Dearborn Publishers, excerpted from p.712)

Modern television technology can trace some of its roots to Russia, where Vladimir Zworykin gained his inspiration to convert television from a mechanical to an electronic medium. Zworykin studied under physicist Boris Rosing, who developed a crude electronic picture tube in 1907. Zworykin was swept up in Rosing's enthusiasm and, after serving in the Russian Army Signal Corps during World War I, emigrated to the United

States and became one of broadcasting's great pioneers.

Zworykin researched for Westinghouse and the Radio Corporation of America (RCA), two of the leaders in broadcasting's development in the United States. He started in 1920 with Westinghouse, where he invented an all-electronic camera, the iconoscope, in 1923. Six years later, Zworykin came up with the kinescope, an electronic picture tube that improved on Rosing's 1907 invention. Zworykin had built a fully electronic television system, yet Westinghouse, wanting to capitalize on radio's boom, showed little interest.

The following year, Zworykin was transferred to RCA when that firm took over Westinghouse's research program. RCA's new president, David Sarnoff, promised to back Zworykin. The kinescope was soon demonstrated.

With RCA's support, Zworykin spent the 1930s on his crowning achievement, the image orthicon camera tube, which was much more light-sensitive than the iconoscope and could be used in normal daylight. RCA introduced it in June 1939, and television was ready at last to take its place in U.S. life. Zworykin worked independently of the era's other great television inventor, Philo Farnsworth, who found private financial support and formed his own company.

Text B
Sarnoff, David
(Radio, television pioneer)



Source of the photo:
<http://www.museum.tv/archives/etv/S/htmlS/sarnoffdavi/sarnoffdaviIMA/GE/sarnoffdavi.jpg>

(Source: Blanchard, M.A. (Ed.). (1998). History of the Mass Media in the United States: an Encyclopedia. Chicago: Fitzroy Dearborn Publishers, excerpted from p.599)

As the driving force behind the Radio Corporation of America (RCA) for its first 50 years, David Sarnoff was a pioneer in both radio and television. An immigrant from the village of Uzlian in Minsk, Russia, he worked as a messenger for a telegraph firm while still a teenager, became a competent Morse code radio operator, and eventually was employed by the Marconi Wireless Telegraph Company. When American Marconi became RCA in 1919, Sarnoff was its commercial manager, and as RCA general manager (1921), president (1930), and board chairman (1947), he

oversaw the formation of the National Broadcasting Company and was instrumental in the launch of U.S. television. Sarnoff served as a communications consultant at the rank of Brigadier general in World War II and retired from RCA in 1970.

Although Sarnoff was clearly a visionary, his legend was bolstered by two apocryphal tales: that in 1912 he was the lone wireless telegraph operator who worked for 72 hours picking up distress signals from the sinking *Titanic*, and that he wrote a prescient “radio music box” memo in 1915 proposing radio as a “household utility”. Later historians discounted both of these stories. Sarnoff’s apparent contribution after the *Titanic* disaster simply was to copy the names of survivors transmitted from the rescue liner *Carpathia*, and the “radio music box” memo actually was written five years later than Sarnoff claimed, in 1920, when radio broadcasting was just around the corner. These exaggerations aside, Sarnoff is remembered as a broadcast pioneer of great genius and accomplishment.

Jigsaw reading quiz

Read the statements below about Vladimir Zworykin and David Sarnoff, pioneers of American television, and determine if they are true or false. Correct factual errors, if a statement is false.

(Source: The quiz was made by Chicherina)

	1. David Sarnoff is one of the dominant figures in the development of American network broadcasting.
	2. Vladimir Zworykin started his work on an electronic television system under the guidance of the Russian physicist Boris Rosing.
	3. Sarnoff’s first job was a wireless operator for the Marconi Company.
	4. Boris Rosing developed a crude electronic picture tube in 1907, but it was his pupil Vladimir Zworykin who invented the kinescope.
	5. After Zworykin emigrated to the United States, he worked together with Philo Farnsworth, another pioneer of television technology.
	6. David Sarnoff, who started his career as a wireless operator for the Marconi Company, eventually became chief executive officer at RCA (Radio Corporation of America) and managed the company until 1970.
	7. Sarnoff was a firm believer in the potential of television and supported the development of television technology.
	8. Zworykin’s crowning achievement was the development of the electronic camera tube which could be used in normal daylight.
	9. Sarnoff was a competent Morse code radio operator and he gained national attention when he was one of telegraph operators who relayed messages about the sinking of the <i>Titanic</i> .
	10. Both Sarnoff and Zworykin worked for the Radio Corporation of America.

C. In the text about Vladimir Zworykin, you encountered the names of two other great television inventors of the era: Boris Rosing (Russia) and Philo Farnsworth (USA). Search the Internet or other sources available to find the information about their career history. Were their lives as successful as the lives of Sarnoff and Zworykin? Give a brief presentation to your class about the results of your research.

3.4. TV Programming: Prime-Time TV is Big-Time Dollars

3.4.1. Today television is by far the most powerful force in entertainment. TV production and programming is a major industry. Billions of dollars are spent by advertisers to tap TV's vast audiences.

TV broadcasters divide the day into nine "day-parts" or segments.

Early Morning:	6:00 am to 9:00 am
Morning:	9:00 am to Noon
Afternoon:	Noon to 4:00 pm
Early Fringe:	4:00 pm to 6:00 pm
Early Evening:	6:00 pm to 7:30 pm
Access Time:	7:00 pm or 7:30 to 8:00 pm
Prime Time:	8:00 pm to 11:00 pm
Late Fringe:	11:00 pm to 11:30 pm
Late Night:	11:30 pm to 6:00 am

Television viewing increases throughout the day, reaching a peak between 8:00 p.m. and 10:00 p.m., then declining as people go to sleep.

The most important day-part is prime time, from 8:00pm to 11:00pm. During prime time, TV draws its largest audience, and the networks and other stations trot out their most expensive programming to compete for the largest number of viewers.

When do you usually watch TV? During which part of the day is television usually on in your family?

3.4.2. TV programming is the selection and scheduling of programs for a particular part of the day at a station or network. Act as a program director of a television station and find the best programming strategy for each day-part by matching them in the table below. **(Answer key)**

(Source: Considine, D. (1999). Visual messages: integrating imagery into instruction.- 2nd ed. Englewood, Colorado: Teacher Ideas Press. excerpted from pp.149-150)

Day-parts	Programming strategies
1. Early Morning	A. In this time period, the networks run a mixed bag of programs, including syndicated sitcoms, exercise, talk, and game shows. In this day-part, audiences include twice as many women as men and twice as many children as teens.
2. Morning	B. During the interval between the evening news and prime time, the networks and affiliates usually program game shows, or syndicated sitcoms.
3. Afternoon	C. This period is a tough day-part to schedule. The teens are home from school, often pressuring one-set households for MTV. From 5:00pm to 6:00pm, the network affiliates usually run local news or news-feature shows. Stations often run popular old sitcoms to increase the ratings.
4. Early Fringe	D. The stations hope to get the highest ratings during this day-part, and commercials sell at the highest rate. This is a high-stakes game. The networks support this programming with extensive promotion, both on-air and in print.

5. Early Evening	E. Traditionally, this time slot is reserved for late news, sports, and weather, usually carried at 11:00pm.
6. Access Time	F. This day-part is traditionally dominated by news and talk shows such as NBC's <i>Today</i> and ABC's <i>Good Morning America</i> . On Saturdays the networks run children's shows in this day-part, while on Sundays it's news and interviews.
7. Prime Time	G. The beginning of this day-part is the time for all kinds of late shows. By 1:00am, when most of people are asleep, the insomniacs are watching old movies. The ratings are low, so national advertisers stay away.
8. Late Fringe	H. This day-part is the time for soap operas, those spicy sagas never to be missed, and talk shows like <i>Oprah Winfrey</i> . Women make up 70 to 75 percent of this afternoon audience. Stations not carrying soaps on this day-part usually go with movies, talk and interview shows, syndicated series (usually old network returns), and game shows. On weekends sports prevail in this day-part.
9. Late Night	I. This is the time of the evening news when the networks trot out their big news guns along with their highly paid correspondents – for thirty minutes of national and international coverage.

3.4.3. The station you work for is planning to target audiences in Europe, including Russia. Analyze the TV programs of some national Russian channels and compare the general programming strategies in the U.S. and Russia. Fill the table below with your findings.

	Day-part	Programming strategies	
		American	Russian
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			

3.4.4. Write a report (of 300 words) to your superior / boss describing the differences / similarities in programming strategies you have discovered. Develop and attach a list of your recommendations.

3.5. Some salient statistics about TV audiences

(Source: Mogel, L. (2000). *Careers in communications and entertainment*, New York: Simon & Schuster, excerpted from p.120)

3.5.1. The A.C. Nielsen Company, the leader in TV research, has developed some interesting statistics on the viewing habits of TV audiences. Here are a few of the highlights:

- Households that view TV most often are those with three or more people, those having pay cable, and those with children.
- In general, women watch TV more than men do, younger children more than older children, and older adults more than younger adults.
- Situation comedies continue to attract the largest prime-time audiences; feature films rank second, and suspense-mystery, third.
- TV sets are turned on in American homes for an average of seven hours each day.
- About 66 percent of all TV households, in addition to the set in the living or family room, have a set in the bedroom, and 11 percent have a set in the kitchen.
- Nine out of ten Americans get their news from TV.
- Adults spend more time with TV than with all other major media combined.

Skim the passages below about “who watches what” in the U.S., sum up the key points of each passage in just one sentence and add these highlights to the “Salient Statistics about TV Audiences”.

(Source: Considine, D. (1999). *Visual messages: integrating imagery into instruction*.- 2nd ed. Englewood, Colorado: Teacher Ideas Press. excerpted from pp.203-205)

1. Research from the 1990s indicated that educational attainment was related to television viewing, with high school dropouts watching 20 hours of television a week compared to college graduates who watched less than 12 hours per week. Research also documented increased time spent viewing by socially disadvantaged groups (black people, the poorly educated and with low occupation prestige). Those with less than high school educations were watching 5.5 percent more television than in earlier decades.

2. Parental viewing habits clearly affect the viewing behaviors of their children. Children who are the heaviest viewers tend to come from families where parents have little education or have low occupational status.

3. Researchers have indicated that males prefer viewing attentively, in silence, without interruption, in order not to miss anything. Further, they seem puzzled and perplexed by the viewing behavior of their wives and daughters. For women, viewing is fundamentally a social activity, involving ongoing conversation and usually the performance of at least one other domestic task.

4. Elderly viewers are heavy viewers. In fact, this age group watches more television than any other segment of the population. Other than the fact that most of them are retired and have time to watch, television serves other functions. It is a means of involvement,

companionship, filling time. Researchers have described television viewing for this age group as an activity that allows isolated older persons to maintain the illusion of living in a populated world.

3.5.2. Like all surveys, the data in any statistical report needs to be scrutinized. Read the paragraph from “American Life and Institutions” by D.K. Stevenson and make a list of arguments the author provides to the assumption that “the popular press is often not very careful when reporting statistics of television-viewing times”. Do you agree or disagree with the author’s point of view?

(Source: Stevenson D.K. (1998) American Life and Institutions. Revised ed., Stuttgart: Ernst Klett Verlag, excerpted from pp.108-109)

The popular press is often not very careful when reporting statistics of television-viewing times. The U.S. statistics published each year tell how long a television set in a typical American household is, on the average, turned on each day (and night), not how long an American is actually watching television. Such differences are important. What is counted, then, is the total time the TV set is turned on (now 7 hours a day). In fact, the number of hours of television the so-called average American watches has been stable for the past three years at around 4.5 hours a week.

Television sets in America are turned on in much the same way and for the same reasons that radios are, as background music and noise. Life does not stop in either case. Many morning and daytime programs are only viewed intermittently, while other things are going on and demand one’s attention. The television set is only watched, in other words, when something interesting is heard. If our typical American were actually “glued to the tube” an average of seven hours a day, seven days a week, very few would be going to school, earning university degrees, raising families, working, running businesses, or even getting much sleep. And few would have time to read all those newspapers, magazines, and books.

3.6. Television viewing habits

3.6.1. There are different categories of television viewers. Some of them are *couch potatoes* – these are people who spend hours on their couch watching TV. Another category is *channel surfers*, who push the button of a television remote control device many times a minute to check and recheck all the channels. In the United States channel surfing has become a popular sport.

Jon Van, a staff writer of *Chicago Tribune*, interviewed young Americans about their television viewing habits. One of them was Tim Bauhs, who watches television more like a traffic cop than a couch potato, often listening to a compact disc and reading a book while using his remote control to flip past channel after channel, seldom pausing.

Read what Tim Bauhs said about his television viewing behavior and answer the questions which follow.

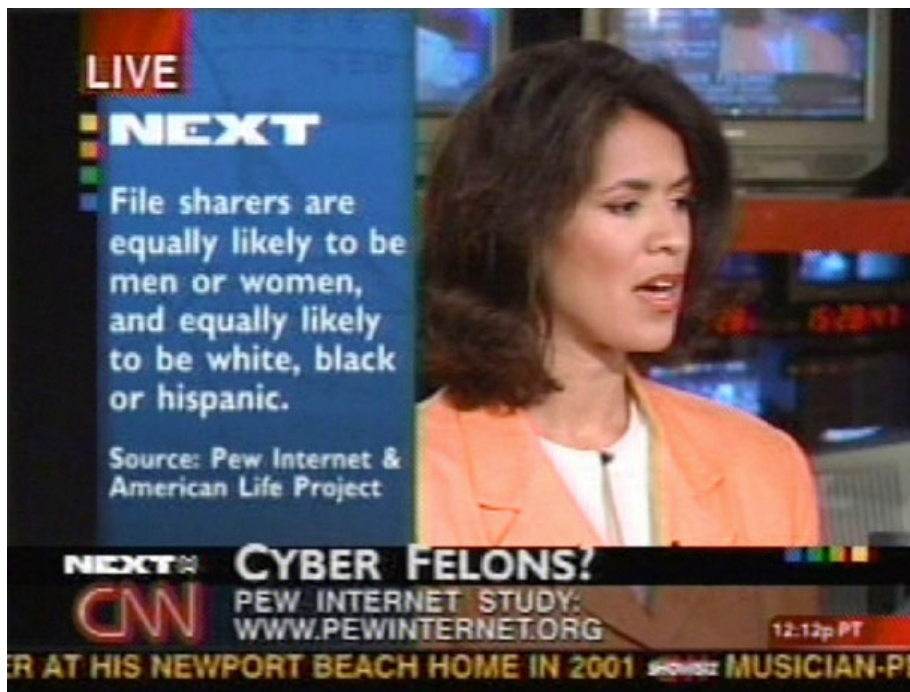
“We get about 50 channels, and the only time I really ever stop on one for any length of time is when the phone rings or something else distracts me.”

“Most guys I know in their 20s watch TV this way; it’s just for relaxation, you don’t really want to watch anything. I surf the Internet the same way with my computer. It’s easier to get lost on the Internet and you feel more intelligent surfing there than TV, but really it doesn’t make much difference because it’s all trash anyway.”

“It’s a thirst for more information, more knowledge. I can easily watch three games at the same time and not miss a thing. If you do miss something, you’ll catch the replay.”

“Women don’t really get into channel surfing like guys do. In fact, just about the only time I watch a show clear through is when I’m watching with a woman.”

- How does he watch TV? How does he explain his television viewing behavior?
- Is there any difference between the ways men and women watch TV?
- How do you watch television? Are your TV viewing habits different or similar to those of Bauhs?



Source of the photo:
<http://www.lisarein.com/eff/cnn/8-9-03-cnn-2.jpg>

3.6.2. Television viewers can also differ in their attitude to television advertising. Some people don’t mind watching commercials, if they are witty, well-made, and clever. However, most television viewers find TV advertising intrusive, boring, and very annoying. Indeed, some channels, for example, the *Weather Channel*, *MTV*, and *Entertainment Channel* can carry more than seventeen minutes of advertising per hour.

Joseph Dominick in his book “The Dynamics of Mass Communication” (1999) mentions two major technological developments of the last two decades, that had significant impact on individual habits of commercials-viewing, and caused many problems for advertisers. The first was the spectacular growth of VCRs.

Some viewers have special machines that “zap” commercials. The VCR pauses while the commercial is aired and then starts up again when the program is on. Also, when viewers play back programs, many fast forward, or “zip” their way through the ads.

Secondly, the proliferation of the hand-held remote-control device encouraged the tendency toward “grazing”, rapidly scanning all the channels during a commercial or dull spot in a program in search of greener pastures.

- Work in pairs to develop definitions for the English-English and English-Russian dictionaries of the three terms, relating to viewing commercials: *to zap*, *to zip*, *to graze*.

	English-English	English-Russian
to graze		
to zap		
to zip		

- Tell each other about your habits of commercials-viewing. Are you in the habit of zipping and grazing, do you have a device which can “zap” commercials?
- Discuss whether the amount of advertising per hour should be limited in different types of programs and why.

3.7. Project Work

Project 1: Television Viewing Survey

Investigate the role television plays in your family and the ways it is watched.

Step 1.

From Task 3.4.2 make a list of key television genres and for each member of your family draw a spidergram with their favorite genres and names of frequently viewed programs.

Step 2.

Try to record the viewing behavior of your family members for a week or at least 3 days, keeping track of the following:

- How many TV sets are usually on simultaneously?
- What programs are viewed?
- Are the programs watched alone or in the company of family or friends?
- How long are the TV sets are on?
- During what parts of the day do your family watch TV?
- Who has a remote control in his/her hand during family viewing?
- What do you normally do when commercials are aired?

Step 3.

Consider if anybody in your family is a couch potato or a channel surfer, and if there is any difference between the ways men and women in your family watch TV.

Step 4.

Use the results of your family-based research to write a one page analytical report about your family TV viewing habits.

Project 2: Create Something New

Split into small groups and choose one of the projects below to create either a new cable channel or a new reality show.

A. Creating a New Cable Channel.

Propose a new cable channel. Remember that:

- Cable channels have become more like specialized magazines: they normally target specialized audiences.
- It is necessary to find a unique market niche.
- The channel should be profitable and satisfy the demands of the television industry by drawing the audience.
- Only 10 to 15% of new cable channels succeed. You can find lists of existing and planned cable channels at the National Cable Television Association's web site at www.ncta.com.

While creating your proposal, consider the following:

- What sort of audience will the channel target?
- What will make the channel attractive to advertisers?
- What will be the unique market niche of the channel?
- What kinds of programs will run each day / in prime-time / on week-ends?

Make a poster / logo to advertise the channel.

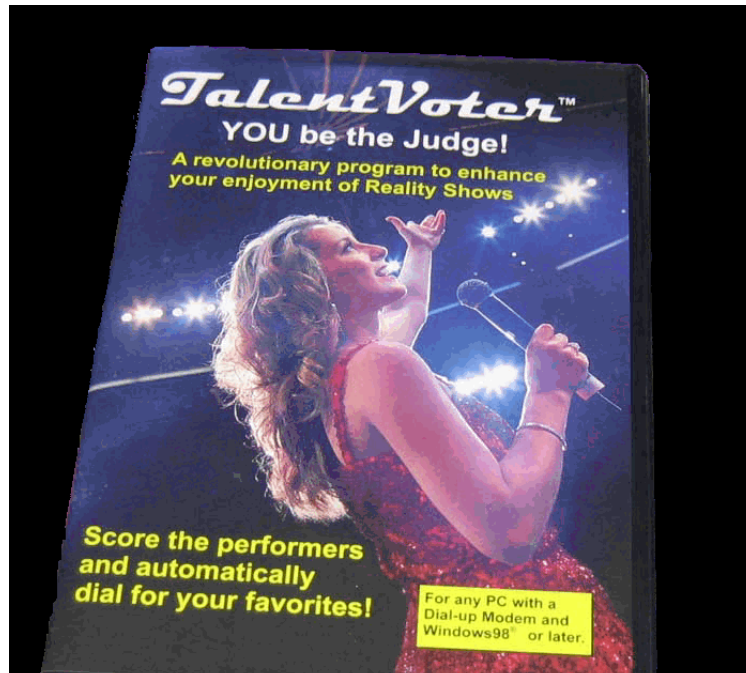
Make presentations of your projects for the whole group. Take a vote on all the proposed cable channels. Which ones would be most likely to succeed?

B. Creating a New Reality TV Program

Propose a new Reality TV Program for one of the major networks. Remember that:

- Reality television programs emerged during the 1990s, and presented the real-life drama of police work, rescue operations and accidents or small-scale conflicts of everyday life. In the early 21st century reality TV became a major media form with shows such as *Survivor*, *Pop Idol*, *Big Brother*.
- Reality TV is a combination of live camera footage, "ordinary" contestants and audience participation.
- Most reality shows artfully combine aspects of the reality program with the competitive elements of the game show.

- Reality shows are characterized by apparently innovative use of audience interaction: the public are invited to vote for or against the contestants or set regular tasks to be completed by the contestants.
- Reality shows focus on the sexual, the emotional, and the domestic.
- The production of reality programs became one major way for American networks to save money. They are much cheaper compared to series.



Source of the photo:
http://www.talentvoter.com/single_cd2.GIF

While creating your proposal, consider the following:

- What will be the idea of the program?
- What will make it attractive to audience?
- What elements of game shows will you include in the program?
- How will the audience participate in the program?
- Will you place an emphasis on personal, domestic or sexual relationships?

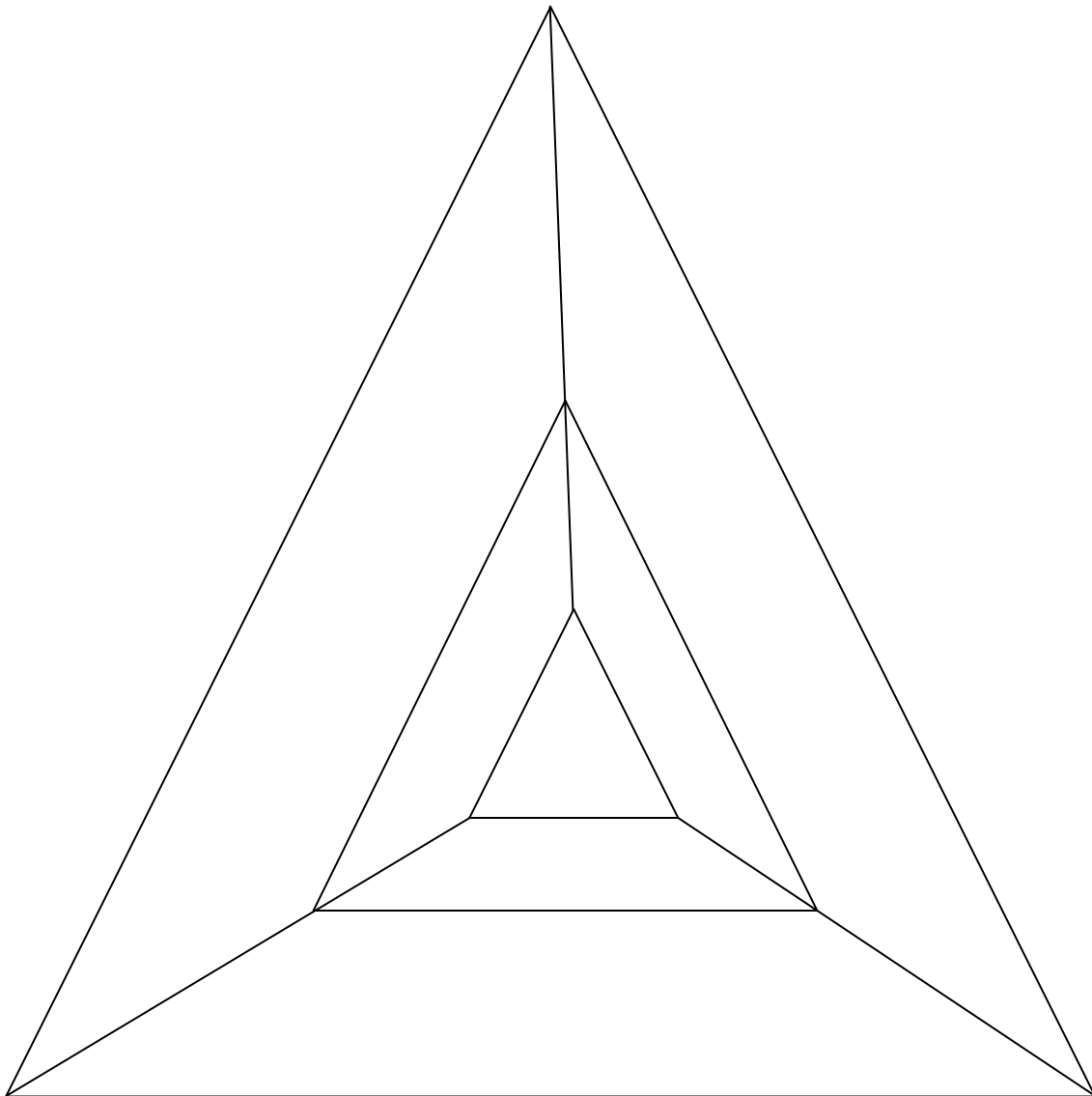
Make presentations of your projects for the whole group. Take a vote on all the proposed reality shows. Which ones would the class be most likely to watch?

Think in Threes

This is the final task of this book which requires that you think creatively about the subject you have studied – American mass media – and compare and discuss it from three perspectives. The challenge is that you are free to identify the three sides or perspectives of American mass media, which you would like to focus on. The task challenges you to think beyond the obvious and create your own way to think about American mass media.

First decide what you will place in the central triangle. You can put “American mass media”, your name, your favorite quote about American mass media, or some abstract concept in the centre. Then identify the three perspectives you will focus on. These should be placed on the sides of the medium triangle. You might decide to look at American mass media from a perspective of the past, present, and future, or from some other interesting angle. In the biggest triangle you can add key terms and ideas, symbols and images, or quotations that relate to the different sides/perspectives that are being compared.

After you create your own “Think in Threes” diagram, summarize what you are trying to say about American mass media in a 500-word essay.



Answer Key

1.2. The evolution of American newspapers

B-J-H-C-A-D-E-F-I-K-G

Possible titles:

B - The first American newspaper

J - One of the best known early newspapers in America

H - The first African-American newspaper

C - The first Native American newspaper

A - The penny press era

D - The era of yellow journalism

E - American newspapers at the time of depression

F - The end of profusion for American newspapers

I - The launch of *USA Today*

K - The digital age of American newspapers

G - Consolidation of newspaper chains

1.5. The three most influential newspapers

Jigsaw reading quiz

1-True; 2-True; 3-False; 4-False; 5-True; 6-False; 7-False; 8-True; 9-True; 10-True.

2.2. American magazine spectrum

2.2.3. Match the description of a magazine with its title.

1-c; 2-e; 3-f; 4-a; 5-i; 6-g; 7-b; 8-j; 9-h; 10-d.

3.1. Seven ways to think about TV

3.1.2. A-3; B-2; C-5; D-4; E-1; F-6; G-7.

3.2.2. The problem with American television is that there's so much of it!

1-D; 2-H; 3-G; 4-C; 5-F; 6-B; 7-A; extra-E

3.3.1. Media Titans: Ted Turner and Rupert Murdoch

Turner, Ted - *Major player in cable television world*

Murdoch, Rupert - *Builder of media empire*

3.3.2. Tracing Russian Roots in the History of American Television

Jigsaw reading quiz

1-True; 2-True; 3-False (He worked as a messenger for a telegraph firm while still a teenager.); 4-True; 5-False (They worked independently.); 6-True; 7-True; 8-True; 9-True; 10-True.

3.4. TV Programming: Prime-Time TV is Big-Time Dollars

3.4.2. 1-F; 2-A; 3-H; 4-C; 5-I; 6-B; 7-D; 8-E; 9-G.