

THE DYNAMIC MASS COMMUNICATION

This book was written with the idea of integrating more recent trends in the study of mass communication into a text appropriate for an entry level course. One of the things I attempted to do in the book was highlight the growing interdependence and symbiosis that exist between and among various media. For example, newspaper and magazines use similar production methods and employ similar audience research techniques. Radio stations play and help promote records provided free by record companies. In turn, radio station monitor MTV to see what new songs are popular. Film companies make movies for TV and release their films to the home video market. These important interrelationships are not emphasized by many introductory treatments. Second, I tried to highlight the importance mass media economic. The bottom line has always influenced mass communication operation and content. Students should know the implications of this fact. Consequently, a discussion of the economics involved in operating the media should be a key part of any introductory text.

