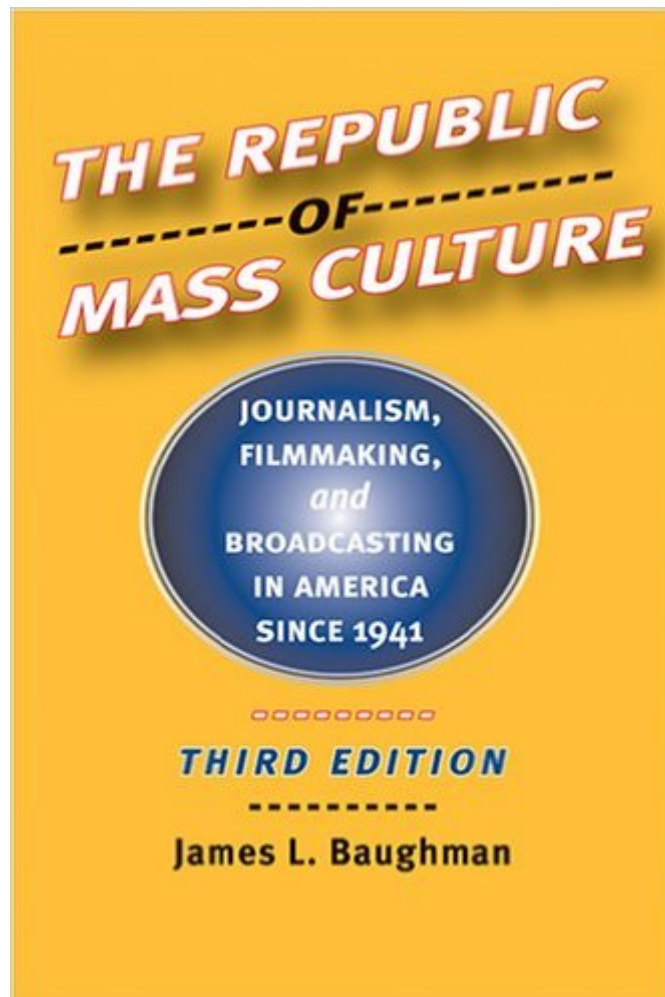


The book was found

The Republic Of Mass Culture: Journalism, Filmmaking, And Broadcasting In America Since 1941 (The American Moment)



Synopsis

The new edition of James L. Baughman's successful book *The Republic of Mass Culture* examines the advent of television and the impact it had on the established mass media—radio, film, newspapers, and magazines. When television captured the largest share of the mass audience by the late 1950s, rival media were forced to target smaller, subgroup markets with novel content: rock 'n' roll for teenage radio listeners in the 1950s, sexually explicit films that began to appear in the 1960s, and analytical newspaper reporting in the 1970s and 1980s. The growing popularity of cable TV posed new complications, especially for network television. The capacity of individual media industries to adapt not only determined their success or failure but also shaped the content of their products. Two new chapters examine media entrants like Fox News, technologies such as the Internet, and increasing industry concentration. Baughman discusses significant changes in media economics and audience demand that are having profound effects on radio program formats, television news coverage, and the very existence of newspapers. Carefully drawing on interdisciplinary communication research, *The Republic of Mass Culture* presents a lively analysis of the shifting objectives and challenges of the media industries.

Book Information

Series: The American Moment

Paperback: 320 pages

Publisher: Johns Hopkins University Press; 3rd edition (November 29, 2005)

Language: English

ISBN-10: 0801883164

ISBN-13: 978-0801883163

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 15.2 ounces

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #913,554 in Books (See Top 100 in Books) #111 in [Books > Humor & Entertainment > Movies > Encyclopedias](#) #1000 in [Books > Reference > Encyclopedias & Subject Guides > History](#) #5409 in [Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies](#)

Customer Reviews

This volume should be of interest to anyone interested in the transformation of television from a fringe consumer product to a central force in the creation of an American mass culture. As someone

who holds a special place in his heart for the printed word, I found the section on the decline of print media--especially of general-interest magazines such as LIFE and the SATURDAY EVENING POST--of particular interest. Today the decline has entered a new chapter, as newspaper organizations are shuttering their doors as advertising revenues plummet and consumers migrate onto the Internet to feed their need for news content. And as someone who has produced TV-news segments for national broadcasters, I find resonance in his description of the evolving tastes of popular audiences from high- to lowbrow content. At the dawn of the TV age, most viewers tuned in to watch Edward R. Murrow on CBS's SEE IT NOW and Sid Caesar's SHOW OF SHOWS, as networks catered to an informed audience. Soon, however, viewers drifted away from quality programming and ultimately made entertainment programs like CHARLIE'S ANGELS a national phenomenon. To this day popular content on television is dominated by programming designed for lowest-common-denominator audiences in the form of so-called reality television. If there is any criticism of this volume that prospective readers should be made aware of, it is that Baughman's writing style is a slough to muddle through. Enervating and taxing, at its low moments it can serve as an antidote to insomnia. But do not be discouraged, because as you navigate deeper into the book it becomes more and more illuminating and rewarding.

[Download to continue reading...](#)

The Republic of Mass Culture: Journalism, Filmmaking, and Broadcasting in America since 1941 (The American Moment) Self Help: How To Live In The Present Moment (Self help, Self help books, Self help books for women, Anxiety self help, Self help relationships, Present Moment, Be Happy Book 1) Pacific Crucible: War at Sea in the Pacific, 1941-1942: War at Sea in the Pacific, 1941-1942 The Ultimate Assist: The Relationship and Broadcast Strategies of the Nba and Television Networks (Hampton Press Communication Series: Mass Media and Journalism) When Words Collide: A Media Writer's Guide to Grammar and Style (Wadsworth Series in Mass Communication and Journalism) The Law of Journalism and Mass Communication The Law of Journalism and Mass Communication with PowerWeb The Law of Journalism and Mass Communication (Fifth Edition) South Korea since 1980 (The World Since 1980) CAPTAIN AMERICA COLLECTOR'S GUIDE, VOL. 1: 1941-1975: Every Cover Of Marvel's CAPTAIN AMERICA Comic Books Radical Relations: Lesbian Mothers, Gay Fathers, and Their Children in the United States since World War II (Gender and American Culture) Broadcasting the Civil War in El Salvador: A Memoir of Guerrilla Radio (Llilas Translations from Latin America) Paper Republic: The Struggle for Money, Credit and Independence in the Republic of Texas The American Bar Association's Legal Guide to Independent Filmmaking, with CD-ROM Nelson Mass and Mass in Time of War in Full Score (Dover

Music Scores) Wonder Woman: Bondage and Feminism in the Marston/Peter Comics, 1941-1948 (Comics Culture) DOMINICAN REPUBLIC Country Studies: A brief, comprehensive study of Dominican Republic Inventing American Broadcasting, 1899-1922 (Johns Hopkins Studies in the History of Technology) Stay Tuned: A History of American Broadcasting, 3rd Edition (LEA's Communication Series) Cold War Radio: The Dangerous History of American Broadcasting in Europe, 1950-1989

[Dmca](#)