Bringing together leading contributors in the field, this new volume analyzes how victory and defeat in modern war can be understood and explained. It does so by confronting two inter-related research problems: the nature of victory and defeat in modern war and the explanations of victory and defeat. By first questioning the extent to which the concepts of victory and defeat are meaningful to describe the outcomes of modern wars, and whether the contents of these concepts are changing, it then evaluates different theories purporting to explain the outcomes of war and the impact of variables, ranging from technology to culture. The book tackles several key questions: What is the definition of victory in the ‘War on Terror’? What is the meaning of victory and defeat in contemporary insurgencies, such as those in Iraq and Afghanistan? Are the counterstrategies that were developed in the mid-twentieth century valid in order to deal with present and future conflicts? With case studies ranging from the Malayan Emergency to the current conflict in Iraq, Understanding Victory and Defeat in Contemporary War will be of great interest to students of war and conflict studies, security studies, military history and international relations.

For more than half a century, broadcast recordings have reflected an important aspect of our culture and history. An increasing number of archivists and private collectors have restored and exchanged radio and television materials. However, despite the awareness of these primary resource materials, there is still some reluctance to utilize this aural and visual history resource. A part of this reluctance is due to the fact that little is known about the existence of many collections throughout the nation. This volume provides a comprehensive directory of electronic media archives in the United States and Canada. It describes each collection, focusing on its speciality, providing the serious researcher with ready access information to these electronic media program resources. Focusing on both private and institutional collections, it is organized by state and city with indexes to provide the scholar with subject and location of specific topics of interest.

Rock and Popular Music examines the relations between the policies and institutions which regulate contemporary popular music and
the political debates, contradictions and struggles in which those musics are involved. International in its scope and conception, this innovative collection explores the reasons for and ways in which governments have sought either to support or prohibit popular music in Canada, Australia and Europe as well as the impact of broadcasting policies in forming and shaping different musical communities. Rock and Popular Music is a unique collection suggesting significant new directions for the study of contemporary popular musics. This reference book is designed as a road map for researchers who need to find specific information about American mass communication as expeditiously as possible. Taking a topical approach, it integrates publications and organizations into subject-focused chapters for easy user reference. The editors define mass communication to include print journalism and electronic media and the processes by which they communicate messages to their audiences. Included are newspaper, magazine, radio, television, cable, and newer electronic media industries. Within that definition, this volume offers an indexed inventory of more than 1,400 resources on most aspects of American mass communication history, technology, economics, content, audience research, policy, and regulation. The material featured represents the carefully considered judgment of three experts -- two of them librarians -- plus four contributors from different industry venues. The primary focus is on the domestic American print and electronic media industries. Although there is no claim to a complete census of all materials on print journalism and electronic media -- what is available is now too vast for any single guide -- the most important and useful items are here. The emphasis is on material published since 1980, though useful older resources are included as well. Each chapter is designed to stand alone, providing the most important and useful resources of a primary nature -- organizations and documents as well as secondary books and reports. In addition, online resources and internet citations are included where possible. The Encyclopedia of Television, second edition is the first major reference work to provide description, history, analysis, and information on more than 1100 subjects related to television in its international context. For a full list of entries, contributors, and more, visit the Encyclopedia of Television, 2nd edition website. Media Economics: Theory and Practice focuses on the basic principles of economics in the business sector and applies them to contemporary media industries. This text examines the process of media economics decision making through an exploration of key topics, such as industrial restructuring, regulatory constraints upon media operations, and changing economic value, providing key insights into media business activities. With the structure and value of media industries changing rapidly and sometimes dramatically, this text moves beyond a basic documentation of historical patterns to help readers understand the mechanics of change, offering insight into the processes reproducing contemporary trends in media economics. Thoroughly updated in this third edition, Media Economics focuses on the primary concerns of media economics, the techniques of economic and business analysis, and the overall characteristics of the media environment; and explores contemporary business practices within specific media industries, including newspaper, magazine, television, cable, movie, radio advertising, music, and online industries. New for this edition are chapters on the advertising, book publishing, and magazine publishing industries. Chapters contributed by expert scholars and researchers provide substantial discussions of the crucial topics and issues in the media industry sectors, and emphasize both domestic and international businesses. Offering a thorough examination of the economic factors and forces concerning the media industries, Media Economics is appropriate for use as a course text for advanced media management and economics students. It also serves as an
indispensable reference for scholars and researchers in media business arenas. Fundamental beliefs is what the reader will be exploring here -- a common understanding of what the radio enterprise should be about: entertainment and information. A major thrust of this book is to arrive at a set of fundamental beliefs about the values and realities of the radio business in regard to entertainment programming -- a set of beliefs that may or may not be right, true, or forever, but that might at least provide a basis for developing programming strategies. This second edition of Future Radio Programming Strategies seeks to answer the question: "What do listeners really want from radio?" Some of the answers are derived from "users-and-gratifications" research in the mass media. Instead of focusing on what mass media do to people, the users-and-gratifications perspective seeks to discover what people do with mass media. The functionalist viewpoint of such research basically says that a medium is best defined by how people use it. Having looked at some of the audience research that comes from sources other than the standard ratings companies, the book then goes on to demonstrate new ways that formats, production procedures, and announcing styles can meet audience needs and desires. Although the volume concludes with several original methods for selecting and presenting airplay music based on the audience’s moods and emotional needs, it does not insist upon a singular, formulaic approach for constructing or modifying a music format. Instead, it attempts to involve the reader in thinking through the process of format development. Two audio tapes are also available for use with the book. The tapes contain nearly 3 hours of important, detailed information and provocative points from the book. Exclusive audio examples include: * the sense of acoustic space in music; * hi-fi versus lo-fi listening environments; * subjective perception of the announcer’s distance from the listener; * audio editing rates; * comparison of luxury versus inexpensive car listening experiences; and * the components of emotions that are expressed vocally. The tapes also include new sections about the threats to traditional radio from specialized digital audio services, competition for the listener's attention from computer-based media, and additional proof of how music can be chosen on the basis of listeners’ emotional reactions and mood needs. More than 700 alphabetically organized entries by an international team of contributors provide a fascinating survey of French culture post 1945. Entries include: * advertising * Beur cinema * Coco Chanel * decolonization * écriture feminine * football * francophone press * gay activism * Seuil * youth culture Entries range from short factual/biographical pieces to longer overview articles. All are extensively cross-referenced and longer entries are "facts-fronted" so important information is clear at a glance. It includes a thematic contents list, extensive index and suggestions for further reading. The Encyclopedia will provide hours of enjoyable browsing for all francophiles, and essential cultural context for students of French, Modern History, Comparative European Studies and Cultural Studies. This Handbook provides the most comprehensive overview of the role of electoral advertising on television and new forms of advertising in countries from all parts of the world currently available. Thematic chapters address advertising effects, negative ads, the perspective of practitioners and gender role. Country chapters summarize research on issues including political and electoral systems; history of ads; the content of ads; reception and effects of ads; regulation of political advertising on television and the Internet; financing political advertising; and prospects for the future. The Handbook confirms that candidates spend the major part of their campaign budget on television advertising. The US enjoys a special situation with almost no restrictions on electoral advertising whereas other countries have regulation for the time, amount and sometimes even the content of electoral advertising or they do not allow television
advertising at all. The role that television advertising plays in elections is dependent on the political, the electoral and the media context and can generally be regarded as a reflection of the political culture of a country. The Internet is relatively unregulated and is the channel of the future for political advertising in many countries. The average American listens to the radio three hours a day. In light of recent technological developments such as internet radio, some argue that the medium is facing a crisis, while others claim we are at the dawn of a new radio revolution. The Concise Encyclopedia of American Radio is an essential single-volume reference guide to this vital and evolving medium. It brings together the best and most important entries from the three-volume Museum of Broadcast Communications Encyclopedia of Radio, edited by Christopher Sterling. Comprised of more than 300 entries spanning the invention of radio to the Internet, The Concise Encyclopedia of American Radio addresses personalities, music genres, regulations, technology, programming and stations, the "golden age" of radio and other topics relating to radio broadcasting throughout its history. The entries are updated throughout and the volume includes nine new entries on topics ranging from podcasting to the decline of radio. The Concise Encyclopedia of American Radio include suggestions for further reading as complements to most of the articles, biographical details for all person-entries, production credits for programs, and a comprehensive index. The 9/11 terrorist attacks starkly recast the U.S. debate on "rogue states." In this new era of vulnerability, should the United States counter the dangers of weapons proliferation and state-sponsored terrorism by toppling regimes or by promoting change in the threatening behavior of their leaders? Regime Change examines the contrasting precedents set with Iraq and Libya and provides incisive analysis of the pressing crises with North Korea and Iran. A successor to the author’s influential Rogue States and U.S. Foreign Policy (2000), this compelling book clarifies and critiques the terms in which today’s vital foreign policy and security debate is being conducted. This book, first published in 1990, offers an in-depth analysis of the ‘fundamental beliefs’ of radio. This refers to the common understanding of what the radio enterprise is - and should be - about: entertainment and information. A major thrust of this book is to arrive at a set of fundamental beliefs about the values and the realities of the radio business in regard to entertainment programming - a set of beliefs that may or may not be right, or forever, but that might at least provide a basis for developing programming strategies. Most other books on radio programming describe the formats and programming that already exist. This one starts with a clean sheet of paper and the question "What do listeners really want from radio?" In the last ten years, television has reinvented itself in numerous ways. The demise of the U.S. three-network system, the rise of multi-channel cable and global satellite delivery, changes in regulation policies and ownership rules, technological innovations in screen design, and the development of digital systems like TiVo have combined to transform the practice we call watching tv. If tv refers to the technologies, program forms, government policies, and practices of looking associated with the medium in its classic public service and three-network age, it appears that we are now entering a new phase of television. Exploring these changes, the essays in this collection consider the future of television in the United States and Europe and the scholarship and activism focused on it. With historical, critical, and speculative essays by some of the leading television and media scholars, Television after TV examines both commercial and public service traditions and evaluates their dual (and some say merging) fates in our global, digital culture of convergence. The essays explore a broad range of topics, including contemporary programming and advertising strategies, the use of television and the Internet among diasporic and minority populations, the innovations of new technologies like TiVo, the
rise of program forms from reality tv to lifestyle programs, television’s changing role in public places and at home, the Internet’s use as a means of social activism, and television’s role in education and the arts. In dialogue with previous media theorists and historians, the contributors collectively rethink the goals of media scholarship, pointing toward new ways of accounting for television’s past, present, and future.


Presented in a single volume, this engaging review reflects on the scholarship and the historical development of American broadcasting A Companion to the History of American Broadcasting comprehensively evaluates the vibrant history of American radio and television and reveals broadcasting’s influence on American history in the twentieth and twenty-first centuries. With contributions from leading scholars on the topic, this wide-ranging anthology explores the impact of broadcasting on American culture, politics, and society from an historical perspective as well as the effect on our economic and social structures. The text’s original and accessibly-written essays offer explorations on a wealth of topics including the production of broadcast media, the evolution of various television and radio genres, the development of the broadcast ratings system, the rise of Spanish language broadcasting in the United States, broadcast activism, African Americans and broadcasting, 1950’s television, and much more. This essential resource: Presents a scholarly overview of the history of radio and television broadcasting and its influence on contemporary American history Contains original essays from leading academics in the field Examines the role of radio in the television era Discusses the evolution of regulations in radio and television Offers insight into the cultural influence of radio and television Analyzes canonical texts that helped shape the field Written for students and scholars of media studies and twentieth-century history, A Companion to the History of American Broadcasting is an essential and field-defining guide to the history and historiography of American broadcasting and its many cultural, societal, and political impacts.

This book maps, describes and further explores all contemporary forms of interaction between radio and its public, with a specific focus on those forms of content co-creation that link producers and listeners. Each essay will analyze one or more case studies, piecing together a map of emerging co-creation practices in contemporary radio. Contributors describe the rise of a new class of radio listeners: the networked ones. Networked audiences are made up of listeners that are not only able to produce written and audio content for radio and co-create along with the radio producers (even definitively bypassing the central hub of the radio station, by making podcasts), but that also produce social data, calling for an alternative rating system, which is less focused on attention and more on other sources, such as engagement, sentiment, affection, reputation, and influence. What are the economic and political consequences of this paradigm shift? How are radio audiences perceived by radio producers in this new radioscape? What’s the true value of radio audiences in this new frame? How do radio audiences take part in the radio flow in this age? Are audiences’ interactions and co-creations overrated or underrated by radio producers? To what extent listeners’ generated content can be considered a form of participation or "free labour" exploitation? What’s the role of community radio in this new context? These are some of the many issues that this book aims to explore. Visit https://www.facebook.com/pages/Radio-Audience-and-Participation-in-the-Age-of-Network-Society/869169869799842 for the book’s Facebook page.

This Companion provides an authoritative source for scholars and students of the nascent field of media geography. While it has deep roots in the wider
discipline, the consolidation of media geography has started only in the past decade, with the creation of media geography's first dedicated journal, Aether, as well as the publication of the sub-discipline's first textbook. However, at present there is no other work which provides a comprehensive overview and grounding. By indicating the sub-discipline's evolution and hinting at its future, this volume not only serves to encapsulate what geographers have learned about media but also will help to set the agenda for expanding this type of interdisciplinary exploration. The contributors-leading scholars in this field, including Stuart Aitken, Deborah Dixon, Derek McCormack, Barney Warf, and Matthew Zook-not only review the existing literature within the remit of their chapters, but also articulate arguments about where the future might take media geography scholarship. The volume is not simply a collection of individual offerings, but has afforded an opportunity to exchange ideas about media geography, with contributors making connections between chapters and developing common themes.

This book is a solid introduction to the music industry for students with no prior experience, offering a comprehensive overview of the people, technologies, and law that impact on all aspects of the music business. Inside the Music Industry focuses primarily on popular/rock music and how it is created, marketed, recorded, and packaged, as well as the various media in which music plays apart, from radio to video, television, print, and film. The second edition has been thoroughly updated to take into account new developments over the last five years, including digital recording and broadcasting technology, changes in the copyright laws, and legal issues raised by new technologies, such as the controversy over "sampling" existing recordings. Throughout the text, new examples, photographs, and charts have been added to enhance the timeliness of the work.

The first edition of A Contemporary Introduction to Sociology was the first truly new introductory sociology textbook in decades. Written by two leading sociologists at the cutting edge of theory and research, the text reflected the idioms and interests of contemporary American life and global social issues. The second edition continues to invite students to reflect upon their lives within the context of the combustible leap from modern to postmodern life. The authors show how culture is central to understanding many world problems as they challenge readers to confront the risks and potentialities of a postmodern era in which the futures of both the physical and social environment seem uncertain. As culture rapidly changes in the 21st century, the authors have broadened their analysis to cover developments in social media and new data on gender and transgender issues.

"A history of the role of information in the United States since 1870"—Though the history of terrorism stretches back to the ancient world, today it is often understood as a recent development. Comprehensive enough to serve as a survey for students or newcomers to the field, yet with enough depth to engage the specialist, The Routledge History of Terrorism is the first single-volume authoritative reference text to place terrorism firmly into its historical context. Terrorism is a transnational phenomenon with a convoluted history that defies easy periodization and narrative treatment. Over the course of 32 chapters, experts in the field analyze its historical significance and explore how and why terrorism emerged as a set of distinct strategies, tactics, and mindsets across time and space. Chapters address not only familiar topics such as the Northern Irish Troubles, the Palestine Liberation Organization, international terrorism, and the rise of al-Qaeda, but also lesser-explored issues such as: American racial terrorism state terror and terrorism in the Middle Ages tyrannicide from Ancient Greece and Rome to the seventeenth century the roots of Islamist violence the urban guerrilla, terrorism, and state terror in Latin America literary treatments of terrorism. With an introduction by the editor explaining the book’s rationale and organization, as well as a guide to the definition
of terrorism, an historiographical chapter analysing the historical approach to terrorism studies, and an eight-chapter section that explores critical themes in the history of terrorism, this book is essential reading for all those interested in the past, present, and future of terrorism.

A world list of books in the English language. Produced in association with the Museum of Broadcast Communications in Chicago, the Encyclopedia of Radio includes more than 600 entries covering major countries and regions of the world as well as specific programs and people, networks and organizations, regulation and policies, audience research, and radio’s technology. This encyclopedic work will be the first broadly conceived reference source on a medium that is now nearly eighty years old, with essays that provide essential information on the subject as well as comment on the significance of the particular person, organization, or topic being examined.

In recent years, there has been growing interest in Turkey, stemming from the country’s developing role in regional and global politics, its expanding economic strength, and its identity as a predominantly Muslim country with secular political institutions and democratic processes. This Handbook provides a comprehensive and wide-ranging profile of modern Turkey. Bringing together original contributions from leading scholars with a wide range of backgrounds, this important reference work gives a unique in-depth survey of Turkish affairs, past and present. Thematically organised sections cover: Turkish history from the early Ottoman period to the present Turkish culture Politics and international relations Social issues Geography The Turkish economy and economics This thorough update to Benjamin Compaine’s original 1979 benchmark and 1982 revisit of media ownership tackles the question of media ownership, providing a detailed examination of the current state of the media industry. Retaining the wealth of data of the earlier volumes, Compaine and his co-author Douglas Gomery chronicle the myriad changes in the media industry and the factors contributing to these changes. They also examine how the media industry is being reshaped by technological forces in all segments, as well as by social and cultural reactions to these forces. This third edition of Who Owns the Media? has been reorganized and expanded, reflecting the evolution of the media industry structure. Looking beyond conventional wisdom and expectations, Compaine and Gomery examine the characteristics of competition in the media marketplace, present alternative positions on the meanings of concentration, and ultimately urge readers to draw their own conclusions on an issue that is neither black nor white. Appropriate for media practitioners and sociologists, historians, and economists studying mass media, this volume can also be used for advanced courses in broadcasting, journalism, mass communication, telecommunications, and media education. As a new benchmark for the current state of media ownership, it is invaluable to anyone needing to understand who controls the media and thus the information and entertainment messages received by media consumers.

This Companion provides an authoritative source for scholars and students of the nascent field of media geography. While it has deep roots in the wider discipline, the consolidation of media geography has started only in the past decade, with the creation of media geography’s first dedicated journal, Aether, as well as the publication of the sub-discipline’s first textbook. However, at present there is no other work which provides a comprehensive overview and grounding. By indicating the sub-discipline’s evolution and hinting at its future, this volume not only serves to encapsulate what geographers have learned about
media but also will help to set the agenda for expanding this type of interdisciplinary exploration. The contributors-leading scholars in this field, including Stuart Aitken, Deborah Dixon, Derek McCormack, Barney Warf, and Matthew Zook—not only review the existing literature within the remit of their chapters, but also articulate arguments about where the future might take media geography scholarship. The volume is not simply a collection of individual offerings, but has afforded an opportunity to exchange ideas about media geography, with contributors making connections between chapters and developing common themes.

Media Industries: History, Theory and Method is among the first texts to explore the evolving field of media industry studies and offer an innovative blueprint for future study and analysis. Capitalizes on the current social and cultural environment of unprecedented technical change, convergence, and globalization across a range of textual, institutional and theoretical perspectives brings together newly commissioned essays by leading scholars in film, media, communications and cultural studies includes case studies of film, television and digital media to vividly illustrate the dynamic transformations taking place across national, regional and international contexts.

Ratings Analysis: The Theory and Practice of Audience Research provides a thorough and up-to-date presentation of the ratings industry and analysis processes. It serves as a practical guide for conducting audience research, offering readers the tools. In the early 20th century, a new and distinctive concept of the audience rose to prominence. The audience was seen as a mass – a large collection of people mostly unknown to one another -- that was united through exposure to media. This construct offered a pragmatic way to map audiences that was relevant to industry, government, and social theorists. In a relatively short period of time, it became the dominant model for studying the audience. Today, it is so pervasive that most people simply take it for granted.

Recently, media scholars have reopened inquiry into the meaning of "audience." They question the utility of the mass audience concept, characterizing it as insensitive to differences among audience members inescapably bound up with discredited notions of mass society, or serving only a narrow set of industrial interests. The authors of this volume find that these assertions are often false and unwarranted either by the historical record or by contemporary industry practice. Instead, they argue for a rediscovery of the dominant model by summarizing and critiquing the very considerable body of literature on audience behavior, and by demonstrating different ways of analyzing mass audiences. Further, they provide a framework for understanding the future of the audience in the new media environment, and suggest how the concept of mass audience can illuminate research on media effects, cultural studies, and media policy.

Copyright code: ab10f2e37628503c5a75041626b06180