Chapter-By-Chapter Updates

Chapter 1 Living in a Media World

- **New** chapter-opening vignette contextualizes the fake news phenomenon by looking at Edward Cave’s “fictional” accounts that were thinly disguised critiques of the British government (in 1730s and 1740s!), Mark Twain’s quints in *The Enterprise*, and Jon Stewart’s performance in *The Daily Show*. The new chapter-opening vignette breaks down the five common definitions of the term “fake news” and how we’re using it in new ways today.
- Updated Media Transformation box (“When Media Connect Us to the Most Remote Places on Earth”) highlights how mobile media has transformed how people communicate during natural disasters (Hurricane Maria).
- Updates for current events, research, and scholarship. New examples include:
  - Patty Jenkin’s *Wonder Woman* (tied to Jim Potter’s four dimensions of media literacy)
  - The contradictory Las Vegas shooting (October 2017) stories and how outlets tried to sort out fact from fiction.

Chapter 2 Mass Communication Effects

- **New** chapter-opening vignette dives into how the issue of sexual harassment and abuse moved from the margins of society to becoming a major cultural movement (Secret 3) after women started coming forward and telling their stories of mistreatment at the hands of Harvey Weinstein. The author explores what finally caught the attention of the press.
- **New** Test Your Media Literacy box encourages students to learn how to work with theory by asking them to apply Agenda Setting and Critical/Cultural Theory to the chapter-opening vignette to explain what and why it happened.
- Updates for current events, research, and scholarship. New examples include:
  - When discussing psychological effects, a discussion of John Williams’s sweeping, emotional scores for movies like *Indiana Jones*, *Jurassic Park*, and *Star Wars* can affect an audience (and even question the loyalty of the main character!) has been added to the chapter.
  - When discussing status conferral, the author has added a discussion of how Omarosa Manigault Newman went from competitor in *The Apprentice* > Other Television Shows > Trump’s director of communications for the Office of Public Liaison > *Celebrity Big Brother*.

Chapter 3 The Media Business

- **New** chapter opening vignette focuses on the rise of Mark Zuckerberg and the Facebook business model. The new opener examines how free platforms trade your data with advertisers and corporate partners. This practice lead to the misuse of data by Cambridge Analytica to help political candidates.
• New comments on the ups-and-downs of Disney (declining TV audience for ESPN), News Corp. and 21st Century Fox (selling off its entertainment property, attempts to buy Sky News), Bertelsmann (buying more stock in Penguin Random House), etc.
• New Media Transformation Box (“What Is the Right Size? The Changing Scale of Media Companies”) dives into some of the biggest mergers and acquisitions under consideration (AT&T/Time Warner, 21st Century Fox/Disney, CBS/Viacom). Box raises questions about who controls our media, what kind of media companies they are becoming to stay competitive, and whether there should be government regulation.
• New Test Your Media Literacy box (“Google Doodles”) and how Google uses them to interact with users, generate traffic to the search engine, etc.
• Updates for current events, research, and scholarship.

Chapter 4 Books: The Birth of the Mass Media
• New chapter-opening vignette follows the success of young-adult fiction, particularly Green’s The Fault in Our Stars (the novel is focused on illness, grief, love, etc.) The vignette highlights our hunger for stories outside of the mainstream and how their success can catapult a writer to literary stardom.
• Updated Test Your Visual Media Literacy and Test Your Media Literacy boxes provide updates to our use of emojis and internet speak (mansplain, hangry, me time)
• New Media Transformation box on takes a look at “The Textbook Business” and how the industry is innovating in a time when students aren’t reading or looking to save money.
• New Test Your Media Literacy box traces the importance of libraries throughout history. The box highlights how libraries are innovating (checking out Kindle ebooks, book club bags, etc.).
• Updates for current events, research, and scholarship. New examples include:
  o Amazon: not discussing specific number of books sold, the rise of audiobooks
  o Small publishers like Cottage Door Press breaking into the children’s book niche, the growth of indie bookstores (and why it’s happening in the age of Amazon),
  o Updated lists of Most Challenged Books in 2017.

Chapter 5 Magazines: The Power of Words and Images
• New chapter-opening vignette examines the importance of short stories – specifically, Kristen Roupenian’s “Cat Person” which was published by The New Yorker that quickly went viral. This chapter-opening vignette highlights the way magazines are taking chances on unknown writers and the power of Twitter in bringing stories into the mainstream.
• Analysis in the “Magazines and Body Image” section has been updated to new examples of models fighting back against body shaming (Nina Agdal) using social media channels like Instagram and Twitter to talk about her weight fluctuations and share untouched images.
• New Test Your Visual Media Literacy box tells the story of how Anok Yai stumbled into modeling (one Instagram post lead to a growth in followers, a modeling contract, and a spot on the Prada runway show).
• The Media Transformation box has been updated to reflect the growth in online readership of The New Yorker, the development of its podcast, growth in social media presence, and its commitment to strong journalism. The box highlights how being a
successful magazine in the digital era is not easy – forcing publications to think outside the box.

- Updates for current events, research, and scholarship. New examples include:
  - The growth in readership for fashion, beauty, and lifestyle magazines as they transition into online publications.
  - *The Atlantic’s* hiring and firing of Kevin Williamson, a conservative columnist who tweeted anti-abortion sentiments.

**Chapter 6 Newspapers and the News: Reflection of a Democratic Society**

- Updated chapter-opening vignette on the failure of news organization to give the Flint Water Crisis story the attention and coverage it deserved. This vignette highlights how the recent transformation of the news business has pulled publications away from some of their more traditional responsibilities (media watchdogs).
- *New* “Test Your Media Literacy” box entitled “The View From Nowhere” discusses the role of objectivity in journalism and what it means in today’s fake news environment.
- The section on Local and Community News has been heavily updated to reflect the importance (and recognition) of small or community papers.
- *New* “Media Transformation” box (“Where Do We Go for the News”) examines how our political beliefs influence the sources we follow for news.
- *New* section, entitled “News in the Age of Mobile Media,” traces the changes in how the New York Times has evolved from a print publication to a news and advertising business to stay profitable. The author draws a comparison between the Times and the Washington Post, which still stresses the importance of journalism in a digital society.
- Updates for current events, research, and scholarship. New examples include:
  - The fight between the *LA Times* and Disney over how the publication was covering the company’s business relationship with the city of Anaheim. The company retaliated against the paper by banning critics from attending the studio’s press screenings. The company quickly backed off after other critics and writers staged boycotts against the company.

**Chapter 7 Audio: Music and Talk Across Media**

- *New* chapter-opening vignette highlights the growth of hip-hop from sub-genre to mainstream. Examples include Kendrick Lamar’s Pulitzer Prize form DAMN and Lin-Manuel Miranda’s musical *Hamilton*.
- The section “Steaming/Downloads: Online and Mobile Audio” has been updated to reflect the rise of smart speakers (Amazon’s Eco, Google Home, Apple’s HomePods, etc.) and podcasts listeners.
- Updated “Media Transformation” box to focus on artists and musicians who “work and live in the long tail” by eschewing a traditional record label in favor of forming their own. These artists have to raise their own capital and promote their own music.
- The section “New Economic Models for the Music Industry” has been updated to reflect how people are paying for music (paid subscriptions for Spotify, Amazon, Tidal, AppleMusic, and Pandora).
- Updates for current events, research, and scholarship.

**Chapter 8: Movies**
New chapter-opening vignette focuses on the cultural and financial success of Marvel’s *Black Panther*. The film was lauded for having a largely black cast and diverse crew. The vignette explores issues of diversity in comic books and Hollywood.

Updated “Media Transformation” box examines the rise of “real” special effects in an industry filled with CGI.

The section “Diversity in Movies” has been updated to reflect what has happened (and what remains the same) since the 2016 #OscarsSoWhite campaign.

Updates for current events, research, and scholarship. New examples include:


Chapter 9: Television

New chapter-opening vignette raises questions about media ownership by detailing Sinclair Broadcast Group’s 173 television stations all read the same one-minute script and passed it off as news. The vignette highlights how those who control the television industry influence society.

The section “Defining Television in the Twenty-First Century” has been updated to incorporate how big media companies are responding to the threat of streaming – by starting their own services.

New “Media Transformation” box how politicians are using Periscope to stream proceedings in Congress (and attracting a larger audience than C-SPAN).

Updates for current events, research, and scholarship. New examples include:

- The growth in television shows with actors of color as the star of the show: *Scandal, How To Get Away With Murder, Black-ish, Insecure.*
- The growth of LGBTQ programming, like *Ru Paul’s Drag Race; Telemundo’s narconovelas*

Chapter 10: Online Media

New chapter-opening vignette on Keah Brown’s #DisabledAndCute hashtag campaign and how it brought attention to people with visible and invisible disabilities. The vignette highlights how hashtags can be used as a conversation starter between one group of people and the mainstream media.

Heavy updates for currency in the “Who Are Our Social Media?” subsections: YouTube, Facebook, Instagram, and Snapchat.

New “Test Your Media Literacy” box examines President Donald Trump’s use of Twitter to handle his public communication. Some wonder whether a president should be allowed to tweet and whether his tweets should become a part of the public record.

New section on “Going Mobile” and “Mobile Apps” trace the history of our online usage – from broadband connection to the internet always at the tip of our fingertips.

New “Media Transformation” box on the rise of video games as a spectator sport. The box makes a case for video games as a form of mass communication.

New “Hacking the 2016 Presidential Election” outlines everything we know of the 2016 election so far – fake Facebook and Twitter accounts, Russia Today, the DNC break-in. The section illustrates how these accounts spread misinformation in the days leading up to the election.

Updates for current events, research, and scholarship.
Chapter 11: Advertising

- New chapter-opening vignette looks at the rise of young creators like Logan Paul (or Felix Kjelberg) and the companies that partner with them for sponsorship opportunities. This can be a dicey partnership, as young creators tend to do crazy things on video to attract a young audience. The vignette considers the rewards and risks of brands putting their reputations in the hands of young stars (who may be better at knowing what will attract attention than whether it is a good kind of attention).
- New Test Your Media Literacy box (“Target’s Targeting”) shows us how much online retailers like Target and Amazon know about us…and how they get us to buy all their stuff.
- The section on Integrated Marketing Communication has been updated to include how Elon Musk gets people excited about his products through stunts instead of traditional advertising.
- The “Media Transformation” box has been updated to include a new native advertising example – how the Gildan underwear company differentiated themselves from all the other underwear brands.
- Updates for current events, research, and scholarship.

Chapter 12: Public Relations

- New chapter-opening vignette that covers Tide Pod Challenge – where it came from, why it went viral, and how Proctor & Gamble responded to the crisis. The vignette explores how the company had to build a communication strategy for a crisis they didn’t necessarily create.
- The section “The Public Relations Process” has been updated to follow the Tide Pod Challenge example through the ROPES process.
- New “Media Transformation” box walks us through the Coke Freestyle machine’s integrated marketing communication plan.
- Updates for current events, research, and scholarship.

Chapter 13: Media Law

- New chapter-opening vignette shows us how a group of Pittsburg High School students discovered that their school’s newly hired principal had questionable educational credentials. The students received national attention for their reporting. The students were able to publish their story thanks to the Kansas Student Publications Act that puts tight restrictions on when administrators can censor student papers.
- New section on “Privacy and Your Smart Phone” helps us understand how private the content on our smartphones actually is. Apple fought cooperating with the FBI after the San Bernardino shooting.
- New “Test Your Media Literacy” box (“When is Arresting Reporters Considered Acceptable?”)
- New “Media Transformation” box on Net Neutrality highlights the major points of the debate and updates on pending legislation.
- Updates for current events, research, and scholarship. New examples include:
  - The Rolling Stone story about an alleged gang rape by members of a fraternity on the University of Virginia campus.
The Hulk Hogan and Gawker lawsuit, after the gossip website posted Hogan’s sex tape on their platform. Hogan sued for invasion of property. The courts ruled in favor of Gawker (initially), until Tech billionaire Peter Thiel financed Hogan’s appeal of the verdict.

The General Data Protection Regulation (GDPR) law.

Chapter 14: Media Ethics
- New chapter-opening vignette traces obscene remarks by Presidents, both past (Lyndon Johnson, Richard Nixon, George W. Bush) and current (Donald Trump). There has been considerable debate over what is appropriate and inappropriate for the press to do when the president or a member of his cabinet uses offensive language.
- New “Test Your Visual Media Literacy” box analyzes the events of the Charlottesville demonstration, the presence of the press, and the photos that grabbed the nation’s attention.
- New Test Your Media Literacy box walks students through how to recognize fake news.
- New “Media Transformation” box on the importance of representation and how much has changed since the development of cultivation theory.
- Updates for current events, research, and scholarship. New examples include:
  - Sean Hannity’s interview of Michael Cohen, without having disclosed that he was a client of Cohen’s.
  - After months of social media harassment, Kelly Marie Tran deleted all of her posts from Instagram after receiving criticism for her looks, her ethnicity, and her performance.

Chapter 15: Global Media
- New chapter-opening vignette explores the story of Marie Colvin, a CNN foreign correspondent who died while reporting in Syria. The chapter-opening vignette highlights the challenges journalists face trying to cover dangerous situations.
- Updates for current events, research, and scholarship. New examples include:
  - Threats to freedom of the press in the Democratic Republic of Congo, the United States, Venezuela, Mexico, United Arab Emirates, Russia, and India.
  - Each regional section updated for currency, including decline in old media in the Arab world, censorship and propaganda efforts in Russia, and the detailing of journalists in China.