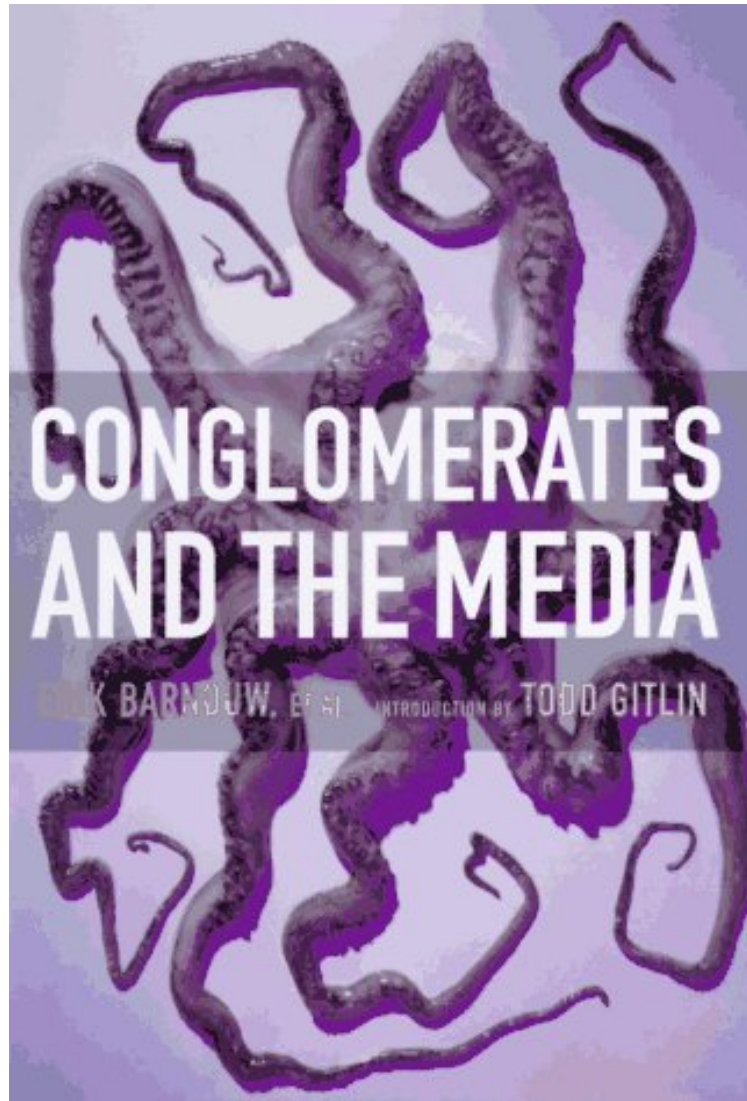


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Conglomerates and the Media

Erik Barnouw, Richard M. Cohen, Thomas Frank, Todd Gitlin, David Lieberman
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Erik Barnouw, Richard M. Cohen, Thomas Frank, Todd Gitlin, David Lieberman : Conglomerates and the Media before purchasing it in order to gage whether or not it would be worth my time, and all praised Conglomerates and the Media:

6 of 7 people found the following review helpful. How To Create A Media Conglomerate From ScratchBy A CustomerThis book is quite insightful, especially for a Southeast Asian media professional like myself. I recommend this book to everyone, even to those who work in the upper regions of the power sturcture of the media conglomerates critiqued in the collection.For starters, it is a wonderful overview of how the media economy is shifting all over the

world. The US market is saturated, as the book said, and the rest of the world is ripe for picking, especially my country, the Philippines. This book is a tool to launch our own media analysis of what's happening in our own countries. And from an analysis, we launch a critique, and from a critique, we launch steps to face the situation. This book, published by New Media, is invaluable. I first read about it in an issue of Utne Reader. I took down the title and hunted it down in . I found it, bought it, and consumed it. I loved it because it gave me useful insights to work with. This is a book I will dog-ear in my attempts to understand what to do in my field, and how to start my own media conglomerate from scratch. I already have my ideas, which I hope aren't just soundbites in my head. 7 of 7 people found the following review helpful. Essays providing insight into a growing area of concern. By B. Freeman It is difficult to read Conglomerates and not be alarmed at the growing media control by a few major companies. The book begins with an insightful introduction by noted scholar Todd Gitlin and includes essays from Mark Crispin Miller (Johns Hopkins scholar and author of *Boxed In*) and David Lieberman (*USA Today*), among other prominent writers. One discrepancy occurs with Lieberman's piece: it is listed in the table of contents as "Conglomerates, News, and Children", but in the chapter it is referred to as "Conglomerates, News, and the Media," leaving the reader to decide the correct version. This book is a must have if you want to gain an understanding of what's happening with media monopolies; Bagdikian fans rejoice! However, it is not chalk full o' references, so students looking for cites to follow may be disappointed. In the introduction, Gitlin echos an earlier statement by Niel Postman (author of *Amusing Ourselves to Death*): "Big Brother isn't looming, Brave New World is." 0 of 1 people found the following review helpful. interesting subject, mediocre presentation By Gabriel H. Rossman This book consists of a set of lectures delivered at NYU. Although it is apparent that they must have been fascinating speeches, the transmission to the printed word does not remotely do them justice. The most obvious failure is the lack of an index, references, or figures is grating. The problem goes deeper than that as the book is simply not in the style of a written work. There are many superior works on the subject available, some of them by the same authors who contributed the lecture notes (I hesitate to call them "chapters").

What are the effects of increasing conglomerate ownership on the creation and dissemination of news and culture? In nine specially commissioned essays, leading media insiders and critics take probing, critical, behind-the-scenes looks at the dramatic changes of recent years--sure to raise a storm of discussion within the media world and beyond.

From Library Journal Many have watched with dismay as conglomerates have gobbled up an increasing number of media companies. This collaborative effort between the New Press and New York University's (NYU) Departments of Culture and Communications, Education, and Journalism addresses that concern. Experts ranging from practitioners to academics were invited to participate in a lecture series hosted by NYU in 1996. Edited versions of their talks appear in this volume. An introduction by media scholar Todd Gitlin is followed by nine individually authored chapters covering media activities from radio and television to newspapers and book publishing. Surveying changes in telecommunications, Aufderheide (communication, American Univ.) calls for public vigilance and a middle ground between the apocalyptic doomsayers and those who believe the new age of communication has dawned. This book will be of value to media scholars as well as to citizens following this issue. For academic and larger public libraries. ?Judy Solberg, George Washington Univ. Lib., Washington, D.C. Copyright 1997 Reed Business Information, Inc. "Miller's essay on the degeneration of the publishing industry is a model of modulated analysis and curl-your-hair passion." The Boston Globe "Provocative critiques, gracefully expressed." Booklist