An Annotated Media Literacy Bibliography

by John J. Pungente, S.J.

Note: The following is a list of books which will be a help to Media Studies teachers. With very few exceptions, the books listed were published after 1980. There are other sources for books published prior to that date. In addition, it should be made clear that this is not an all inclusive listing. The author has tried to choose some of the better current books on the Media.

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Advertising:
This book examines the trends that are affecting the flow of advertising at national, regional, and international levels.

Examines the cultural meaning behind contemporary American advertising. The author shows how gender identities are emphasized and how advertising created a gendered relationship with the consumer.

The first major study to challenge the tobacco industry's claim that people are not affected by cigarette advertising.

Explores the implications of advertising's commercial and cultural dominance for business, cultural theory, art, anthropology, and language.

Examines advertising as a form of communication in contemporary society and places it in its wider cultural and economic context.


Beginning with the origins of advertising in the nineteenth century, the book discusses the history of advertising to the present day.

Goldman, Robert. Reading Ads Socially. London: Routledge, 1992. Argues that ads are an ideal site for observing how the logic of the commodity form expresses itself culturally and socially. It aims to produce a study of visual ideology which will cause us to consider the deep ideological structure of ads.


Drawing on Marx’s analysis of capitalism, Haug demonstrates the economic importance of advertising and explores the way in which human sensuality is moulded and exploited by advertising.


Jhally argues that by watching commercial messages on TV, viewers actively create symbolic meaning and also generate profit for the media in return for the ‘wage’ of entertainment.


An exploration of the use of subliminal images in advertising.


The book looks at how advertising encompasses three influential domains of our lives: industrial technology, popular culture, and mass media.


A study of the two decades when advertising discovered new ways to play on our anxieties and to promise solace for the masses.


An advertising professional tells how to use advertising to give brands the celebrity status they need for success in today’s cluttered marketplace.


Advertising has formed a network which enravels media, economics, politics and international relations. This survey examines the implications for democracy of the seemingly irresistible rise of the communications society.


Moog wants us to understand the psychological effects of advertising by putting the reader into an active dialogue with the creative process. You will see what is behind the advertiser’s message; what the ad is trying to say; what it is actually saying; and how you, as a consumer, interact with it.


This book looks at representation aesthetics and consumption in such areas as new products and selling political parties.


The book looks at how advertisers seek to know us better than ourselves in order to make us buy what we neither need nor want.


Discussion of topics such as good and bad advertising campaigns and how to write successful copy.


Essays on various aspects of public communications campaigns (purposive attempts to inform, persuade or motivate behaviour changes for noncommercial benefits) including history, recent developments and case studies.


A series of essays providing a social context for examining public information campaigns including theory and practice.


A sociological view of the business and social institution of advertising.


A critical review of the major theories by which advertising’s relationship to economy and culture have been explained.


The book examines the present structure of advertising institutions, its explicit and implicit mechanism of social control, and control exerted over advertising.


A detailed analysis of advertisements as promotional texts showing how their impact on cultural formation has become increasingly fundamental with the spread of the market into every facet of social life.


A detailed examination of advertisements attractiveness and appeal, and a discussion of the economic and ideological functions of advertising.

Audience:


Looking closely at American and European approaches to the TV audience, Ang gives us new insights into TV culture, with the audience seen not as an object to be controlled, but as active social subjects, engaging with TV in stubbornly contradictory ways.


A sociological study of the media audience as active individuals who consumer media products in pursuit of their personal and social goals.

The book looks at the nature of TV starting from an audience perspective.

Based on twenty years of research, the book looks at attitudes towards TV.

Summarizes much of what is known about how people watch TV.

An ethnographic account of the media fan community, its interpretive strategies, social institutions and cultural practices, and its troubled relationships to the mass media and consumer capitalism.

Lewis suggests that the medium influences us in unpredictable ways, depending upon what we bring to the experience of watching TV. He employs two major qualitative studies, one of TV news and the other of The Cosby show.

Essays considering the relationship between fans, stars, media texts and media industries.

Working from an ethnographic perspective, Lull constructs a dialogue between the traditionally differing fields of quantitative and qualitative research in communications and cultural studies.

Examines the emergence, development and future of TV audience research.

Essays investigating how viewers watch TV and what they think about the programs they see.

Bibliographies:
An annotated selected book list covering general communications, book publishing, broadcasting, editorial journalism, film, magazines, and advertising.

The successor to the 1972 and 1980 editions of Basic Books in the Mass Media has been updated to 1987 and extensively revised and expanded.

Intended primarily for teachers new to the field of Media Education and to complement the separate reading lists on film and TV which are produced by the BFI-Guide To Film Studies in secondary and Further Education and TV Studies: A Selected Book List.


Covering the period 1975-1985, this list draws from international sources in Australia, France, Great Britain, Norway, Switzerland, India, Denmark, Germany, Italy and the USA.

Provides an introductory guide to the study of Christian communication by surveying and annotating a fairly representative cross section of literature in all areas of communication studies.

Broadcasting:
An examination of the range of purposes, target groups and contexts for education broadcasting especially in British schools.

Canadian documents from the first mention in 1900 to the Caplan-Sauvageau task force on broadcasting.

Starting with universally available broadcasting, the book goes on to deal with the many competing electronic media.

The complex and mutually dependent relationship between film and TV is documented from the days before network radio to the contemporary era of cable TV.

The book assesses the history, present experience and future policy of countries regarding cable and considers what Britain can learn from them.

A study of comparative systems, policies, and issues in mass telecommunications.

A series of essays exploring the implications of Canada's communication system and some of the changes that may be about to occur.

Covering the period from 1928 to the present, Raboy clarifies the relationship between the evolution of Canadian broadcasting policy over the past sixty years and the changes in Canadian society during the same period.

Children:
The author suggests that these subcultures develop in response to social problems which a group experiences collectively, and that the main problem affecting young people today is unemployment.

Carlson-Paige, Nancy and Levin, Diane E. Who's Calling the Shots? How to Respond Effectively to Children's Fascination with

Examines the positive developmental needs served by dramatic play and contrasts them with the unimaginative, narrow-scripted play encouraged by today's merchandise-oriented children's TV and the accompanying specific war-related paraphernalia offered by the toy industry.

The book draws on recent research and first-hand evidence from children. It shows how children bring their own resources of common sense, scepticism and creativity to bear on TV, and that their lives and imaginations can be stimulated and enhanced by the use of TV.

An introduction to photographic work with young people in a school and youth service setting and explores the issues raised by this sort of work.

The author emphasises the child's active role in making sense of TV and determining its effect on him or her.

Written for parents who want to understand how to deal with the explicit messages on TV that bombard their children.

The author argues that the media can contribute to a child's development and that the ideal environment includes a multimedia approach to learning.

Examines how children use TV, their response to it, and the effects it has on them, and concludes that children are far more selective and critical viewers than we give them credit for.

An analysis of the messages of TV cartoons and an examination of how children interpret these messages.

Trace the commercial and stylistic exchanges and interconnections among movies, videos, video games etc to show how they position today's youngsters both as a passive consumer and as an interactive player.

An updated account of the research which has a direct bearing on TV and children's attitudes, development and behaviour.

A practical guide for parents on how to teach children to watch TV.

A series of essays on some aspects of research into the field of TV and children.

The papers examine what are the factors which will influence future programming and what can be the result of proper programming trends.

The author focuses on the role of government, commercial TV and public TV in a search for a solution to the problem of American children's TV programming.

A review and synthesis of the major studies on how TV influences children as well as a discussion of a new series of studies which analyze the relationship between media and literacy using both quantitative and qualitative measures.

The book reveals how children interact with TV, how they incorporate it into their lives, and how TV means very different things to different children.

The author argues that from a social and cultural point of view, video games reflect and pass on the particular values of mainstream culture.

This book is the outcome of a decade's studies by a Swedish research group concentrating its efforts on the media use of children and adolescents, its causes and consequences.

A guide for professional marketers that looks at the forces that drive children's TV, from programmers and advertisers to parents and children.

Written by a media professional and parent, the book proposed a genuinely constructive role for TV in the lives of families and shows how to do this. Over 100 videotapes and programs are reviewed along with ways to influence network offerings.

Describes the possible effects of interactive TV toys on children and also deals with how to help children become critical viewers of TV.

A handbook for parents on how to watch TV with children.

Comics:
This book systematically re-examines claims about media influence through the arguments over comics.


Gouart, Ron (Ed.). *The Encyclopedia of American Comics: From 1897 to The Present*. New York: Facts on File, 1990. Includes comic strips and comic books; the characters who people them; the artists who create them; and the syndicates that license them.

Horn, Maurice (Ed.). *The World Encyclopedia of Comics*. New York: Chelsea House, 1976. Includes a global history of comic art; a chronology of the most important events in the history of comics; a summary relating comics to other aspects of twentieth century culture; a glossary of comic terms and a bibliography.


Pearson, Roberta A., and Urlicchio, William (Eds.). *The Many Lives of The Batman: Critical Approaches To a Superhero and His Media*. New York: Routledge, 1991. The first academic exploration of this cultural phenomenon offers interviews with the original creators of Batman as well as articles ranging from the political economy of comic books to the postmodernism of past and present Batman films.


Computers:


Ethics:


Family:


Morley, David. *Family TV: Cultural Power and Domestic Leisure*. London: Comedia, 1986. A detailed study of TV viewing among families from different cultural backgrounds which examines the different ways in which TV is actually watched within the context of family life.

Film:
Essays on films that demand the concentration provoked by masterpieces of painting, music or poetry.

A comprehensive account of film production in the Third World, what influences them and how they developed their own identities.

A systematic and unified history of the industry.

Essays tracing the history of the relationship between TV and the movie industry from the 1940’s to the present.

Examines the image of Bond constructed in the novels and films and its reflection in a wide range of other media.

Autobiography of one of the world’s greatest film makers.

The basics of screenwriting showing what works and what doesn’t and why.

This is a history of film criticism as well as an analysis of how critics interpret film, and a proposal for an alternative program for film studies.

A critical history.

Refuting the view that film adaptations are inferior to the works on which they are based, Boyum contends that film is an art eminently capable of translating a novel, not only in plot and theme, but in style, technique and effect.

An historical look at the social films of the silent era and what they reveal of the times and customs.

Interviews with twenty key figures in Latin American cinema.

Examining seven principal techniques of criticism—journalistic, humanist, auteurist, genre, social science, historical, and ideological/theoretical—the text discusses the basic tenets, audiences, practitioners, and functions of each approach and gives a brief history of its development.

Biography of one of the great Italian filmmakers.

Interviews with nineteen of today’s influential movie-makers.

A historical overview of film in both English and French Canada.

An investigation of how we watch film differently in the post-Vietnam era dealing with cult movies, narrative structure, genre films, and contemporary politics.

Evaluations of more than 100 film directors.

A series of studies of contemporary Hollywood films are used to explore the tension between ideas of the postmodern and traditional ways of analysing society.

A complete revision of this basic text dealing with the nature of film.

Essays by Scottish authors explore the history and themes of Scottish film from 1913 to the present.

Essays on film using a new perspective that draws on aspects of contemporary cultural theory.

Listing of films available on video cassette—excellent for planning film units.

Examines the unique qualities of Canadian film, situating it within the broader spectrum of Canadian culture.

Chronicles the main line of English language documentary in Great Britain, Canada, and the United States.

Traces the history of the post-war NFB and examines the role of film in the evolution of federal cultural policy.

A study of the NFB’s beginnings and its connection with Canada’s information policy during and after World War II.

Feldman, Seth. *Take Two: A Tribute to Film in Canada*. Toronto:
Irwin, 1984. 
Twenty-seven essays covering industry issues and in-depth discussions with individual film makers.

A critical examination of the films and filmmakers of the 1970's.

Fetherling, Douglas (Ed.). *Documents in Canadian Film.* 
Drawn from official papers as well as from scholarly and popular periodicals, the book presents textual evidence of Canada's cinematic heritage and of the continuing struggle to enlarge film's place in the society.

Friedman, Lester (Ed.). * Fires Were Started: British Cinema and Thatcherman.* 
Essays which explore culturally and aesthetically the 1980's British cinema as a direct response to the governmental policies and political ideology of Prime Minister Thatcher.

A history of a fascinating decade in Hollywood.

An excellent critical study of Bergman's films.

Deals with such aspects of film as photography, editing, sound, acting, genre, and theory.

Gledhill, Christine (Ed.). *Stardom: Industry of Desire.* 
A series of essays which raise important questions for the politics of representation, the impact of stars on society and the cultural limitations and possibilities of stars.

An unauthorized biography of the director tracing his career from *Potton through Godfather I and II to Tucker.*

Goulding, Daniel J. *Post New Wave Cinema in the Soviet Union and Eastern Europe.* 
Systematic survey and analysis of recent cinematic developments.

Grant, Barry Keith (Ed.). *Film Genre Reader.* 
Twenty essays of recent writing on genre.

In 1984, Walt Disney Productions was a sick company. This book examines the who and the how of the turnaround that astonished the business community.

Interviews, essays, filmographies and bibliographies of Anderson, Attenborough, Forstyth, Frears, Greenaway, Jarman, Loach, Parker, Roeg and Schlesinger.

A collection of film reviews spanning the renaissance of Australian film making.

Compendium of over 7000 films with reviews and credits.

Standard reference book on directors, actors and background information on films.

Hehner, Barbara (Ed.). *Making It: The Business of Film and TV Production in Canada.* 
A guide through the complex business of film and TV production.

Hill, Geoffrey. *Illuminating Shadows: The Mythic Power of Film.* 
In this study of film as a vehicle of mythology, the author asserts that the movie theatre is the modern equivalent of the tribal dreamhouse. His analysis of 17 films deals with timeless mythic themes and finds patterns unique to our own age.

Hutchison, David. *Film Magic: The Art and Science of Special Effects.* 
A fascinating explanation of how movies memorable moments were created.

Examination of the sociological, psychological, and political aspects of film.

Kael, Pauline. *Hooked.* 

The final reviews that Kael wrote for the New Yorker.


Kael, Pauline. *Taking It All In.* 

Kaminsky, Stuart M. *American Film Genres* (Second Edition). 
Examination of American popular film films to show how they function as art and as an aspect of American society.

From the major BBC TV series, the book explores a complex power struggle between studio bosses, agents, director, producers, stars and writers that is obsessive and relentless.

Kneelman, Martin. *Home Movies: Tales From The Canadian Film World.* 
A look at the financial, artistic and political complexities of Canadian film making over the past two decades.

The classic history of world film.

Critical analysis of Penn, Kubrick, Scorsese, Altman, Coppola and Spielberg.

Krutnik, Frank. *In A Lonely Street: Film Noir, Genre, Masculinity.* 
By analysing individual films within a generic framework, Krutnik looks at both the diversity of film noir and its cultural significance.

Kuhn, Annette (Ed.). Alien Zone: Cultural Theory and Contemporary Science Fiction Cinema. London: Verso, 1990. Explores how science fiction cinema has been approached critically and theoretically as a mirror of society, as bearing or producing ideology, as caught up in an intertext of media productions, or as expressing unconscious desires.

Lewis, Jon. The Road to Romance & Ruin: Teen Films and Youth Culture. New York: Routledge, 1992. Analysis of the teen film as the medium best able to represent the chaotic and conflicting experience of youth. Sees teen films as focused on the breakdown of traditional forms of authority-school, church, family.


Miller, Marc Crispin (Ed.). Seeing Through Movies. New York: Pantheon, 1990. Six essays explore the ways in which films have merged into our culture-how movies have come to exert a renewed influence on every aspect of contemporary life from consumerism to military policy.


Moran, Albert and O'Regan, Tom. (Eds.) The Australian Screen. Ringwood, Victoria: Penguin Books, 1989. Essays surveying the range and diversity of Australian film and TV, as well as raising such issues as accessibility, stereotyping, identity, mythmaking and entertainment.

Morden, Ethan. Medium Cool: The Movies of the 1960's. New York: Knopf, 1990. An examination of a new age of movie making and movie watching that gave birth to a breed of independent film makers who arranged subjects on screen that previously had been too shocking or too taboo but were now commercially viable, even acceptable.


Nelson, Joyce. The Colonized Eye: Rethinking The Grierson Legend. Toronto: Between The Lines, 1988. The author looks at the National Film Board of Canada's founder and his sponsorship formula for documentaries, the views expressed in his articles, and many of the films made under his tutelage.

O'Brien, Tom. The Screening of America: Movies and Values from Rocky to Rain Man. New York: Frederick Ungar, 1990. An original investigation of how movies have reflected and helped shape the values of today's generation. O'Brien focuses on the key values (or their absence) found in American films over the past fifteen years in order to see more clearly what Americans really cherish in life, and how these values have evolved or change.


Sragow, Michael (Ed.). Produced and Abandoned: The National Society of Film Critics Write on The Best Films You've Never Seen. San Francisco: Mercury House, 1990. American film critics review movies they championed between 1970 and 1990. The films are chosen for their unpredictability, for the way they work as both art and entertainment, and for the way they cut through preconceptions and established formulas.


literature, film—and our need for it.


Gender
Sex Role Stereotyping in The Broadcast Media. Ottawa: Canadian Radio-TV and Telecommunications Commission, 1986. A report on self-regulation by the broadcasting and TV industry outlining the attempt to eliminate sex role stereotyping in the broadcast media.


Brown, Mary Ellen (Ed.). TV and Women's Culture: The Politics of the Popular. London: Sage, 1990. Essays showing how and why different media such as game shows, police fiction and soap operas offer women opportunities for negotiation of their own meanings and their own aesthetic appreciation.


Burstyn, Varda. Women Against Censorship. Vancouver: Douglas and McIntyre, 1985. A series of essays arguing that far from protecting women against violence, censorship will perpetuate those conditions which place them in danger.

Courtney, Alice, and Whipple, Thomas W. Sex Stereotyping in Advertising. Toronto: DC Heath, 1983. Examines the results of sex stereotyping and questions its effectiveness as an advertising tool.

Coward, Rosalin. Female Desires: How They are Sought, Bought and Packaged. New York: Grove, 1985. A study of female pleasure showing how society represents and misrepresents what is pleasurable to a woman.

Creedon, Pamela J. (Ed.). Women In Mass Communication: Challenging Gender Values. London: Sage, 1989. Essays on topics such as feminist perspectives on media law; minority women in mass communication; women in TV, advertising, P.R., newspapers and radio; and the effect of women communication teachers on their students.


Gamman, Lorraine, and Marshment, Margaret, (Eda.). The Female Gaze: Women as Viewers of Popular Culture. Seattle: The Real Comet Press, 1989. 13 original essays examine the female presence in popular culture. Topics include Bette Davis and Madonna, the male body, advertising, stereotypes—all deal with the way women look at them.


Gunter, Barry. TV and Sex Role Stereotyping. London: John Libbey, 1986. A study of the portrayal of the sexes on TV as well as the social effects of TV and sex stereotyping.


Mattelart, Michele. Women, Media and Crisis: Femininity and Disorder. London: Comedia, 1986. A look at the relationship between the present economic crisis of Western and Third World societies and the changing position of women in these societies.


Penley, Constance (Ed.). Feminism and Film Theory. New York: Routledge, 1988. Essays tracing the major issues in feminist film theory as they have evolved over the last decade.


Roman, Leslie G. et al. (Eds.). Becoming Feminine: The Politics of Popular Culture. London: Falmer, 1988. Original essays examining the ways in which Popular Culture Studies has been and might be used to understand the role of different forms of Popular Culture in the construction and transformation of feminine identities.

Root, Jane (Compiler). Women's Film List. London: BFI, 1985. A list of films and TV directed by women as well as a list of films of particular interest to women.

Spigel, Lynn, and Mann, Denise (Eds.). Private Screenings: TV and the Female Consumer. Minneapolis: University of Minnesota Press, 1992. Essays exploring the ways TV has inserted itself into women's lives, both at home and in the marketplace.


Law:
Barber, Susanna. News Cameras in the Courtroom: A Free Press--Fair Trial Debate. Norwood: Ablex, 1987. The basic issue examined is whether linking courts to TV will enhance or diminish the integrity and independence of the administration of justice.

Besen, Stanley M. et al. Misregulating TV: Network Dominance and the FCC. Chicago: The University of Chicago Press, 1984. The authors argue that it is the FCC regulations that have been principally responsible for shaping and limiting the viewing options of the public.


De Grazia, Edward, and Newman, Roger K. Banned Films: Movies, Censors and The First Amendment. New York: R.R. Bowker, 1982. This is the history of movie censorship in the United States and how the First Amendment has come into the scene.


A practical guide to the current USA copyright law including the ins and outs of fair use and infringement.

Magazines and Print:

An enjoyable history of mass market paperbacks from dime novels of the nineteenth century to the popular novels read today.


A complete, detailed, accurate, and inside account of the magazine's colorful history. Includes a portrait of founder Jann S. Wenner and his rise to press baron and power broker.


A study for practitioners and academics on how much comprehension readers actually have of what is presented them.


An examination of the phenomenon of romance fiction, focusing specifically on one of the most successful book publishers in the world, the Canadian-based Harlequin Enterprises.


A study of the magazine business for those considering entering this field.


Essays celebrating yesterday's pulp magazines and their heroes and heroines.


The political, social and technological events that influenced Canada and the publishers, writers and editors who stamped their publications with their own vision and personal style are chronicled from 1979 to 1989.


A comprehensive one volume history of magazines.


A history of LIFE magazine.

Media:

The role of the mass media in establishing, polishing and shaping the basic communications format.


Essays on cultural identity, political and economic issues, the role of advertising within media, and the nature of the pleasures which popular media productions can provide.


The book offers profiles of each of the media and the key policy issues facing each of them.


Bringing together key essays on literary, filmic, and TV forms of popular culture, the book surveys main genres of popular fiction and outlines the debates and cultural questions which their analysis raises.


An excellent book using semiotics and psychology to explain how images evoke feelings and thoughts. It teaches principles that can be used to interpret images of all kinds and offers exercises and activities.


A short and stimulating account of how we perceive our visual environment—a classic in communications study.


A study of how some of America's largest corporations have taken over the country's print and broadcast media.


This 4 volume work is an excellent reference book for all areas of communications.


A discussion of the new technologies and how they are interrelating and combining to change Australian society.


A college text on all aspects of the Mass Media.


A series of articles presenting opposite views of media issues.


A college text on all aspects of Mass Media.


A series of essays by the founders of semiotics, along with some of the leading signmakers of contemporary culture, which undertake to explain the signs in subjects as diverse as fashion, food, film, jokes, psychoanalysis and history.


Studies the role of the communications media in the production and social distribution of knowledge and in the processes by which individuals learn from the media.


Critical thinking enables people to be more effective and innovative. The author shows how to develop critical thinking skills in personal relationships, the workplace, the political arena and in responses to the media.


Carroll discusses the nature and narrative structure of the genre, dealing with horror as a transmedia phenomenon. Working from
a philosophical perspective, he tries to account for how we can be frightened by what we know does not exist and how we can take pleasure from what horrifies us.

Corner, John (Ed.). Documentary and the Mass Media. London: Edward Arnold, 1986. An investigation of documentary forms and methods as they have developed in film, radio and TV.


Downing, John. Radical Media: The Political Experience of Alternative Communication. USA: South End Press, 1984. Documents with case histories a variety of media projects that have provided an alternative to the monopoly media.


Hayward, Philip (Ed.). Picture This: Media Representations of Visual Arts and Artists. London: John Libby, 1988. This anthology bring together a collection of articles which look at how the media represent various aspects of the visual arts and the artists involved in them.


News:


A Pulitzer prize winning newsman tells how he wrote his stories.

A readable analysis of reporting in the press. The authors discuss style, slant, content in news stories and they pass judgment on good and bad reporting.

A critical report of the news media in the 1980's.

An analysis of the news business in the areas of TV, newspapers, wire services and news magazines.

A concise overview of Canadian news media--their history, structure, method, personnel and impact on society--as well as a discussion of major issues in contemporary journalism.

Essays dealing with journalistic responsibilities come from, how they fit in with legal and press theories, and how they play out in specific contexts.

Takes up the question of the power of news sources, and its variation across and within different institutions, from the perspectives of the sources themselves.

In this study of how decisions are made, the authors suggest that, in Western societies, the essence of news is its emphasis on social deviance and control.

Describes how newspapers, born as an instrument of government, gradually became a tool of various political parties, freeing themselves only after their own supremacy had been broken by TV and other media.

Argues that news is not an unbiased recording of facts but a practice, constructed by the social and political world on which it reports.

This study looks at the selection of foreign news in regional newspapers in France, Great Britain, and the US. It also seeks to explain the news selection process as part of an overall image of journalism.

An anthology of some of the most provocative writing that has been done in the twentieth century about the press. Contributors include Theodore Roosevelt, Joseph Pulitzer, Upton Sinclair, Spino Agnew, John Hersey and others.

Well-written British book showing how news is constructed. Suggested questions and projects highlight the key issues.

The author uses *The Globe and Mail* to tell about the running of a big city newspaper and how the news business runs.

The authors dissect the way in which the marketplace and the economics of publishing significantly shape the news.

A review and analysis of media bias showing how and why news media distort current events. It dissect news coverage of a wide range of North American and international issues and highlights key stories that have been censored or covered up by major media.

How to decode daily newspapers and radio and TV news.

6 essays on the who, what, when, where, why and how of journalism.

An overview covering regional media systems, media theories, global ethical concepts, and press freedom and communications education in various nations.

A critical assessment of the modern press in Denmark, Finland, Iceland, Norway and Sweden--the first counties in the modern world to establish freedom of the press and to provide a model of the free press to the western world.

The story of USA Today, America's number one daily paper with 6.3 million readers.

Traces the history of the international news agency from its founding in 1851 to 1989.

The book examines the ways in which the daily news is put together and examines such basic questions as impartiality and stereotyping.

Analysis of recent changes in the print medium with emphasis on newspapers. Discusses the impact of the electronic media that resulted in changes in format and design.

An analysis of sex crime reporting in the press set within a broader context of concerns about the relationship between the media, the individual, and the state.

The book introduces the history not just of journalism but of news.

A critique of Canadian newspapers that has much useful inside information.

Focuses on what happens before a news story is written and considers the roles and responsibilities of reporters and sources in serving the news audience.

Concentrates on daily papers, general interest magazines, movies, radio and TV from their beginnings in Canada. Also deals with the attempts of the government to make the media serve national goals.

A programme designed to meet the needs of teachers and students in English, History, Business, Marketing, and Media Studies from middle school through to grade 12. The loose-leaf book is divided into 8 sections, each of which functions as a self-contained unit about various aspects of producing a newspaper. There are questions and activities for each section.

A collection of research about the mass media and their role in disasters.

Rates the best news stories, reporters, columnists, periodicals and major press events of 1986.

Demonstrates how the media uses its power to reinforce neo-conservative views, with devastating ramifications for discourse in society and democracy itself.

An anthology of articles from CONTENT, Canada's national news media magazine.

Politics:
A review of how politicians use media to attempt to win our hearts, minds and votes.

Explores the intimate connections between Hollywood and Washington that have radically transformed American political culture.

An analysis of the ideas of Orwell, Habermas, Chomsky and others to show how verbal messages transmitted by the media during and after the Falklands war expose the use of language as a political tool.

Chomsky argues that control of public opinion in the industrial democracies is achieved through a series of elaborate mechanisms designed to maintain the appearance of democratic freedom while restricting actual political choice.

An inquiry into the nature of the media and the role of intellectuals in a democratic political situation.

Examines the role of the media in the 1984 federal election campaign and shows how newspapers, radio and TV reported, packaged and influenced the news.

Research papers and essays commissioned for a 1989 Moscow Conference and presented by American, Russian and Chinese scholars on the topic of mutual images and their connection to the end of the Cold War.

A study of Reagan's use of the media to define and perpetuate his public persona.

An examination of the major persuasive techniques and visual styles of political campaigns from Eisenhower to Reagan.

Essays from leading national cinemas all over the Third World.

Discussion of the role and limitations of the press in advancing the democratic agenda.

Focuses on the different forces which have forged the modern mass media in Latin America.

Looks at the way the British press has branded as treachery every view which differs from its own.

Study of the presidential campaigns from 1952 to 1980 which ties political advertising to other televised events such as news, conventions and debates.

In this age of the media campaign, where TV is the preferred source of candidate information, the author offers a scrutiny of political advertisements from 1972 to 1989.

Examination of how TV by shaping public images of politics and personalities has influenced the nature and course of political life.

McQuail, Denis, and Siune, Karen (Eds.). *New Media Politics: Comparative Perspectives in Western Europe*. Comparative assessment of the social, cultural and economic implications of the communications revolution in Western Europe in the 1980's.

Michelson, Sig. *From WIde Stop to Sound Bite: Four Decades of Politics and TV*. New York: Praeger, 1989. A TV journalist and executive places the origins of TV's relationships with politics and politicians under close scrutiny to assess the merits and weaknesses of the present system and to analyze proposed remedial measures.


Raboy, Marc. * Movements and Messages: Media and Radical Politics in Quebec*. Toronto: Between the Lines, 1984. Study of the attempt by social and political movements to shape their own communication strategies in opposition to the power of the state and mainstream media.


**Popular Culture:**


Ewan, Stuart. *All Consuming Images: The Politics of Style in Contemporary Culture*. New York: Basic Books, 1988. Ewan makes a compelling argument that the 'style industry' is no mere decorative device but a vital mechanism for the transmission of social, economic and political power. He demonstrates how the images we consume end up consuming us.

Fetterman, David M. * Ethnography: Step By Step*. Newbury Park, CA : Sage, 1990. Ethnography is the art and science of describing a group or culture. The task is much like an investigative reporter except the reporter seeks the unusual, the ethnographer the routine. Ethnography can be applied to popular culture, and this book very carefully explains the basic points of this science.


Fishwick, Marshall (Ed.). *Ronald Revisited: The World of Ronald McDonald*. Bowling Green: Bowling Green University Popular Press, 1983. A look at the world of McDonald's as regards such topics as drives, interior design, psychology, fast food happiness and...
architecture and people's habits.

Fiske, John. Reading The Popular. Boston: Unwin Hyman, 1989. An analysis of popular 'texts' (shopping malls, popular music, TV) which reveals both their explicit and implicit (and often opposite) meanings and uses, and the social and political dynamics they reflect.

Fiske, John. Understanding Popular Culture. Boston: Unwin Hyman, 1989. Presentation of a radically different theory of what it means for culture to be popular: that is, literally, of the people. It is not imposed on them, it is created by them, and its pleasures and meanings reflect popular tastes and concerns.


Giroux, Henry, et al. Popular Culture and Everyday Life. Toronto: OISE Press, 1989. Links the importance and implications of popular culture to pedagogical practice. It shows how cultural forms such as Hollywood films, pop music, soap operas and televangelism are organized by gender, age, class, race and ethnicity. A middle ground between uncritical celebration and outright condemnation of popular culture.

Gumpert, Gary. Talking Tombstones and Other Tales of The Media Age. New York: Oxford University Press, 1987. Examines how the media has altered, redefined, de-emphasized, and reinforced our society's values and beliefs.

Gurevitch, Michael et al. (Eds.). Culture, Society and The Media. London: Methuen, 1982. Deals with questions regarding the power of the media as well as liberal and Marxist approaches to media analysis.


Hewison, Robert. In Anger: Culture in the Cold War 1945–60. London: Methuen, 1988. The revised edition focuses on the post-war years when the cultural climate was governed by the Cold War and by the economic difficulties faced by Britain, difficulties which were profoundly influential in shaping British culture.


Lure, Alison. The Language of Clothes. New York: Vintage, 1983. Examines an important dimension in popular culture that is central to the lives of young people and an integral part of our mediated images.


Popcorn, a marketer and trend forecaster, reports on what we'll buy, where we'll work, how we'll live, and what we'll think in the 1990’s.


With mass culture the dominant force of the last half of the twentieth century, the author believes that the 'literate' man, exiled from the mainstream of society can only be the critic of his surroundings.


Series of essays dealing with Frameworks, Methodologies, Topics and New Directions of Cultural Studies.


This is the first study of contemporary simulations of classical male initiations and is based on a hundred interviews the author did with American males.


Introduction and illustration of the newly emerging cultural studies approach to understanding the media in society.


Essay on contemporary Soviet youth culture-rock community, young artists and youth organizations (official and unofficial), delinquents and deviants, problems of youth in the countryside and the political socialization of schoolchildren.


Essays which compare and contrast the culture consumed by masses of people in two different countries. Rollin’s collection deals with the fact that the consumption of foreign products could generate emotions of disjunction and displacement.


Uses the elements of rhetorical analysis to look at direct mail, print advertising, TV commercials, popular music and popular fiction.


Investigates the history of American intellectuals and American popular culture. Ross shows how and why the cultural authority of modern intellectuals is bound up with the changing face of popular taste in America over the past half-century.


An examination of the American obsession with fame and how it has shaped the public consciousness.


In this discussion of the privatization of culture, the author demonstrates the ways in which public expression, public space and public access to information—historic keystones of democracy—are becoming increasingly limited, circumscribed and controlled.


Critical examination of electronic media's role in packaging popular culture for youth consumption. The relationship is seen as a symbiotic one where the media need youth for economic survival and youth need the guidance, nurture and constructed reality which media provide.


Fame is a primary product of the decade. Dealing with areas ranging from sports to fashion, the author shows how fame is manufactured and exploited with all the precision of an exact science.


Series of essays exploring the role of consumer culture in the contemporary political economy.


Shows how many of the dreams of American popular culture are made in Hollywood.


Looks at the changes in publishing, movies and TV since the 1960s that have affected changes in taste, particularly what is considered to be the vulgar.


Analysis of American populism across a range of cultural forms, historical traditions, and political events.


The classic study that examines the forces of films, books, TV, advertising, etc., which channel our tastes and structure our lives.


Links our need to consume with two fundamental shifts: places of production have given way to spaces for services and paperwork, and the competitive edge has moved from industrial to cultural capital.

Popular Music:


5 papers from a conference which dealt with the politics of popular music and the policy decisions that decide what music is to be played.


A photo-illustrated pack—with audio cassette—which provides an introduction through active learning to all aspects of the music business.

The history of Blues in Great Britain.


HISTORY OF THE BEATLES FROM THE BEGINNING TO THE DEATH OF JOHN LENNON.


The book contends that contemporary songs reveal major trends and crucial shifts in national character. Teaching strategies are included.


Social change, human interaction, technology and intellectual development are the general points of departure for specific examinations of public education, railroads, deaths, cars, and rebels. These are the ideas and themes prominent in contemporary lyrics.


Critical study of the works of this rock group.


Controversial portrait of the pop music industry from the Tin Pan Alley days to the present which examines the various dealings among the people who make up this multi-billion-dollar industry.


Examination of post-war political pop from the McCarthy Era to Live Aid.


Biography of rock group U2.


History of radio's contribution to popular music.


Useful resource book about the craft and challenges of writing pop lyrics. 18 top song writers—including Dylan, Springsteen, Jagger, Simon, and Sting—tell us how they write.


5 excellent essays on pop music: the rationale behind Hit Radio; the meaning of black and white 'crossover'; the packaging of pop as a commodity; how pop shapes teenage identity and sexuality; and an analysis of the pop industry in the age of video.


Wide ranging analysis of pop music and the entertainment industry in America and Britain.


Sociological perspective on the culture of rock with sections on production, consumption and ideology.


Comprehensive survey of critical approaches to popular music. Divided by theoretical categories, the book serves as a guide to the growing sophistication and shifting emphases in the field.


Traces the culturally complex story of the art school influence on post-war British popular music.


Investigation of corruption and lawsuits within the music industry.


History of the rise and fall of one of America's great recording labels.


Study of the power and importance of rock music in American history and the new conservatism's effect on it.


Interviews with the men and women—James Brown, Aretha Franklin, Michael Jackson, Diana Ross, and many others— who have made soul music famous.


Examination of the cultural context of Music TV and its relationship to the history of rock music.


Series of essays on popular music artists, audience and industry.


Revised edition of the classic examination of six rock stars.


In profiles and interviews the book looks at how music has become a vehicle for protest, politics, history, dance, storytelling and celebration around the world.


Biography of Bruce Springsteen.


Collection of essays exploring the relationship between music and politics from Shostakovich to pop.


Using the music of the '60s, this book deals with the idealism and pioneer spirit of the generation.


A to Z listing of major rock stars.


Result of an 8 year research process involving 40 people from 20 countries, this book concentrates on world youth and popular music.
Deals with this history from 1950 to 1991.

Articulate history from the Zoot Suit riots of the 1940's to the Teddy Boy phenomenon of the 1960's and on through the rise and fall of the Sex Pistols.

Essays on the major composers, performers, lyricists, media and movements that shaped musical culture before rock and roll.

Essays tracing the roots of rock, its arrival in the 1950's, its evolution in the 1960's, and its fragmentation and pluralistic thrust in the 1970's and 1980's.

Essays analysing Madonna and using her as a signpost of the vitality and breadth of contemporary cultural criticism.

Examination of the association between drugs and popular music giving case studies and the role of organized crime.

900 entries of music videos for sale or rental.

Traces the history of visual music from the beginnings to 1984.

Alphabetical compilation guide to popular music.

The story about how record companies, radio stations and musicians themselves make political decisions about what we hear.

Taking Sgt. Pepper's Lonely Heart Club Band as a starting point, the book investigates the life and times of the sixties counterculture.

Behind the scenes look at songwriting, arranging, producing, recording, and promoting a career in the country music industry.

Survey of the links between the visual arts and pop music over the last 30 years.

Excellent and very readable history of rock and roll.

Study of the music of the '60s and '70s counterculture.

Pornography:
Dealing with the lived reality of pornography, the book looks for a definition, the effects, and what pornography does to sex itself.

Essays examining the cultural artifacts portrayed in pornography, the connection between pornographic materials and the physical conditions of many women's lives, and other aspects.

The author examines how conceptions of pornography reflect attitudes and social mores.

Analysis of the ways in which the body images are used to project powerful notions of health, beauty and 'normality'.

Racism:
Annotated listing of video cassettes and 16mm films on the Third World.

Essays offering a portrait of black people’s representation on TV during the last 20 years.

A series of essays which form a comprehensive history from 1900-1990 of African Americans in the mass media—music, film, radio, TV, advertising, and print and broadcast news.

Traces the history of this programme from radio to TV and deals with its place in the history of racial conflicts in the USA.

Comprehensive list of films and videos on Asians and Blacks with notes on each item.

Well documented account of the stereotyping of Arabs found on North American TV.

A teacher resource book on teaching about Racism.


Essays on the way racism is projected and perpetuated in the media, ordinary discourse and the school environment.


Annotated resource book an anti-racism which studies how TV represents black people to a largely white audience.


Presents the results of an interdisciplinary study of the press coverage of ethnic affairs mainly in Britain and the Netherlands.


Data bank of written texts which critically engage with film and TV from the Third World, the black independent sectors in Europe and North America, and the experience of black people and their relations with dominant representation of 'otherness'.


Examination of the relationship between the media and the 4 largest racial minority groups in the United States.

Radio:


Study of the medium in its own right and an identification of its distinctive characteristics.


Account of the transformation of the sending of dots and dashes into a system of broadcasting which examines how radio was shaped by technical developments, business manoeuvres, and changing conceptions of the invention's uses and users.


History of the changes in radio over the past 30 years from living room entertainer to background sound.


Encyclopedia of European radio from the 20's to the 60's.


Examines every department and function that contributes to the modern radio station.


Examination of radio's position today as well as of its myths and forms.


History of radio programming in American life.


History of radio in Canada told by the men and women who made it happen.


Follows the development of prairie radio from the beginning to the present and explores the nature of the medium itself while theorizing on its future.


Examination of broadcasting policies, levels of government control of policy, and efforts by Communist governments to minimize the effect of western broadcasting.


Examination of the phenomenon of the AM deejays who helped define a counterculture that changed American youth.


A look at the people and programs that made Canadian radio from 1900-1980.

Religion:


Series of essays dealing with topics such as the cultural and social significance of religious TV, the size and composition of the religious viewing audience, fund-raising techniques, the lack of division between electronic church and state, and the emerging issue of international religious broadcasting.


Babin articulates a new Christian approach to communication by relating media to new ecclesiastical forms such as base Christian communities, to youth cultures and to the contemporary quest for religious experience.


Series of essays on the experiences of the period leading up to the World Council of Churches' Sixth Assembly in Vancouver.


The book grew out of communication studies courses for theology students and covers a wide range of themes from what communication is and how it works through semiotics and rhetoric to homilies and theology.


Well-informed, measured analysis of all aspects of televangelism including history, style, relation to politics, and an analysis of the 1989's scandals.


6 essays discussing religious significance of commercial TV.


Essays probing the convergence of media, religion, and popular culture.
A challenge to look closely at the values of our thoroughly 'mediated' culture and a reminder that Christians are also called to view the world through the lens of the gospel.

Excellent analysis of the implicit values and cultural significance of secular and religious TV broadcasting.

Frankl discusses the development of American Revivalism into the electric church which has led in turn to a new social institution.

Goethals contends that all visual art mediates values and meanings, world views and visions of life. She analyses the media's construction of our sense of reality with examples from 'high art' to TV advertising.

When evangelicalism met up with TV, it took on the dimensions of a cultural revolution. The book presents a close-up view of the best organized constituency in American politics.

A detailed look at the ways individual viewers perceive and use the religious broadcasts they watch and support.

Collection of essays by reporters who argue that responsible news coverage in the modern world must make room for the religious dimension.

Study of the image of Roman Catholicism in American movies.

Analysis of characters and plots to help recognize redeemer figures, realistic and stylized Jesus figures, saviour and martyr figures, community builders and symbolic figures from the dark side.

Explains the how and why of Gospelgate—the fall of the Jim and Tammy Bakker empire.

Traces America's religious vision in 35 classic American films from *City Lights to Hanah and Her Sisters*.

A variety of theological reflections on the religious interpretation of film.

Papers from a 1988 seminar on the issues facing Christian communicators from the perspectives of technology, sociology, theology and visual art.

In-depth exploration of American 19th and 20th century evangelists with a study of today's TV preacher and healers and their involvement in national politics.

The book details basic media principles and provides concrete suggestions for their use in religious education.

Evaluation of TV's influence on the lives of Americans, especially American Christians.

Deals with Bakker and the PTL scandal and examines the inner workings of a major TV ministry, the strange alliance between TV and church, and the power of TV in our culture today.

The result of 1980's research shows that much of Britain continues to place great importance on religion, that religious programming has a definite role to play, and that viewing religious programming is not necessarily a minority activity.

Examines ways in which the Gospel message makes use of media and gives practical hints to pastors on handling the media.

Sociology:

Examination of the development of varying approaches to the mass media.

Relevant theory and research is presented with an explanation of the main concepts in use and an evaluation of the evidence on a number of controversial points.

Sports:

Examines the way TV has changed sport, the influence of commercial sponsors, the role of satellite TV and other questions. The author reaches some revealing and provocative conclusions about the rapidly changing relationship between TV and sport.

The author sets her discussion of televised sport in the context of American and British popular culture, examining the expectations spectators bring to sport and the constraints the TV industry operates under in each country.

How ABC and the NFL turned an ordinary football game into a
national institution with a following of millions.

Money and the Fans. New York: Oxford University Press, 1988. Covers the emergence of major cable sports networks, the growth of corporate marketing campaigns, and the impact that TV has had on sports.


Whannel, Garry. Fields in Vision: TV Sport and Cultural Transformation. London: Routledge, 1992. Considers the historical development of sport on TV, the growth of sponsorship and the way that TV and sponsorship have reshaped sport in the context of the enterprise culture.

Strikes:
Jones, Nicholas. Strikes and the Media: Communication and Conflict. London: Basil Blackwell, 1986. Examination of how media are used by all sides of a dispute, and how their involvement affects the course of events.

Telecommunications/Technology:


Williams, Frederick. The New Communications. Belmont: Wadsworth, 1984. Study of the many facets of human communication from contact with another individual to the complex involvement with today's technology.

TV:

Allen, Robert C. (Ed.). Channels of Discourse Reassembled. Chapel Hill: University of North Carolina Press, 1992. A new introduction discusses the political economy of commercial TV. 2 new essays have been added and each of the original essays has been substantially revised and updated. Contains an updated bibliography of TV criticism.

Auletta, Ken. Three Blind Mice: How The TV Networks Lost Their Way. New York: Random House, 1991. From the 50's through the 70's, CBS, NBC, and ABC were synonymous with TV Cable TV, videos, the Fox network and other factors turned their world upside down. In the mid-1980's, all 3 networks changed hands and the new corporate owners believed sound management and cost control could lead to renewed profitability. The beginning of the 1990's saw the 3 networks in worse shape than ever. The book investigates how they fell so far so fast.

Barnouw, Erik. The Tube of Plenty: The Evolution of American TV (2nd Revised Edition). New York: Oxford University Press, 1990. This classic condensing of the author's 3 volume history of American broadcasting has been updated to include the decline of the major networks, the expansion of cable and satellite TV, and the arrival of the VCR in American homes.


Berman, Ronald. How TV Sees Its Audience: A Look at The Looking Glass. London: Sage, 1987. Discusses the notion that TV programming is like a mirror that holds up what we want to see of ourselves—or what TV thinks about what we think.

Bianculli, David. Teleliteracy: Taking TV Seriously. New York: Continuum, 1992. Takes the stand that TV is opening the American mind and is doing something right.

In March of 1986, the Fox Broadcasting Company—a fourth coast-to-coast TV network was launched. Block tells how this network was planned, financed and developed.


Behind the scenes look at how the network develop their prime time programming—the criteria used for selecting and scheduling.


Shows how the significant programming changes of the 50s were underscored by the way prime time shows were produced, sponsored and packaged. These changes helped shape TV as we know it today.


Comprehensive programme guide which summarizes each show and gives complete lists of credits.


Analysis of British and American TV series from the 50s to the 80s in specific rather than general terms. The discussion of underlying ideological strategy is emphasised.


History of the broadcast rating companies from their inception in the 20s to the present day.


The authors examine the selection, creation and distribution of TV stories—linking the process of production to the political and social circumstances in which TV occurs.


Concepts of myth, narrative, ritual and story are explained and applied to specific TV shows and news stories.


The history of each TV season over the past 40 years.


Balanced account of TV's flaws and potentials as well as strategies for dealing with it.


Deals with 'what to teach' and then 'what to teach as well as presenting teaching strategies.


Explanation of the nature and societal context of Canadian TV which attempts to bridge the political-economic and textual-analysis traditions of communication studies.


The book's major theme is that TV is not simply entertainment nor news but also a strong influence on our lives.


History of American TV in 3 stages: early years, maturity, and rebirth.


Summary of literature dealing with the psychological influence of TV from the earliest studies to those of the '80s.


Collection of essays investigating the influence on British culture of TV programs of the 1950s and 1960s.


Amusing and readable account with material on politics, the news and light TV fare.


The authors provide guidelines for TV to respond to the needs and desires of its primary consumers.


Examination of the mature institution of TV, a study of TV's performance in its prime years using the tools of reportage and analysis.


Study of how Britain's Channel 4 is living up to its remit with a detailed look at its call to serve special interests and minorities, and give a voice to those who previously had not had access to TV.


Collection of papers from the 1984 conference dealing with a wide range of topics from national identity to popular programmes.


Explores cinema and broadcast TV not as competitive media, but as distinct and interdependent forms, able to play individual social roles.


First section deals with TV—from soap operas to adaptations of the classics; the second section with books which do not lend themselves to TV adaptation; the third section with language.


Detailed history of the company and a collection of essays on the most important MTM shows, e.g. The Mary Tyler Moore Show, Lou Grant, Hill Street Blues.


A look at TV's role as an agent of popular culture and the relationship between this cultural dimension and TV's status as a commodity of cultural industries.


One of the best books on video, well illustrated and lucidly written with a nice balance of technical information and practical hints on directing, editing and video style.

Gilder, George. Life After TV: The Coming Transformation of
America is shown as the force to command the telefuture in which the new technology will overthrow the suffocating influence of mass media, renew the power of individuals, and promote democracy throughout the world.

Shows how the networks make decisions about which shows will go on air and how these shows are shaped by the political and cultural climate of their time.

7 excellent essays examine such TV issues as the news, soaps, children's TV, MTV, and advertising.

Examines how TV images are intimately tied to our everyday actions, opinions, and our whole system of social and political values.

Goldberg reminds us that the community TV station is there for our use. She tells us why it is important that we use it; explains the politics of the community channel--why we have it; how the cable companies have controlled it; and why we must reclaim it.

Goldenson, one of the 3 founding titans of network TV, tells his version of how he built ABC into a leading network.

Introduction to some of the issues of TV broadcasting and its main genres. It discusses aspects of history and business, audiences and future hopes, and conceptual debates about ideology and hegemony in contemporary TV.

This book is about what we watch and what we get to watch on American TV. It traces major dimensions of TV content.

Anthology of critical, theoretical and historical writings on film, video, and TV.

History of TV politics in Canada.

The author draws on current critical theory in Cultural Studies, from Marx to Madonna, to develop a wide-ranging and thought-provoking view of TV in Britain, Australia and the United States.

Examination of the social context in which the TV medium operates and an interpretation of the dominant myths that provide conceptual frames for today's TV shows.

The development of Australia's ABC drama from its beginnings to the present co-production policy.

TV criticism from The Observer, 1979-1982.

TV criticism from The Observer, 1972-1976.

A social history of the sitcom showing how it has mirrored and shaped the American experience.

Essays on the structure, form, content and context of American TV.

The lively and opinionated TV critic for NEWSWEEK writes about current TV.

Innovative research into the nature of TV viewing which is rooted in a theoretical framework that embraces the complexities of TV viewing and human psychological processes.

Conversations with TV writers, producers, directors, actors and agents.

Addresses TV viewing as a privatized use of leisure time and an obstacle to progressive social change.

Ethnographic study based on interviews with China's leading TV executives and with nearly 100 families in China's cities who describe how foreign and domestic TV programmes have helped stimulate visions of liberation.

Collection of essays by critics, academics, teachers and broadcasters on the TV institution and its role in, and relation to, the education system.

Essays on film and TV offering new approaches to dealing with popular culture.

A timely history of network TV, its conflicts, its deals to co-opt local programming stations and the resulting creation of limited and rigidly standardized TV fare. It also looks at the impact on the old monopoly of cable, pay TV, interactive TV, VCRs, and transnational multimedia conglomerates.

Explores how upheavals in US society such as the Vietnam War, the Civil Rights and the Women's Movement caused the decline of the TV western.

Mander, Jerry. Four Arguments for the Elimination of TV. New York: William Morrow, 1978. Presentation of the thesis that TV is so dangerous to health, sanity, the environment, and democratic processes that it ought to be eliminated.


Marc, David, and Thompson, Robert J. Prime Time, Prime Movers: From I Love Lucy to L.A. Law—America's Greatest TV Shows and the People Who Created Them. Boston: Little, Brown, 1992. Proposes the argument that despite all the commercial constraints, the TV producer is capable of using TV as a medium of personal expression.


Masterman, Len (Ed.). TV Mythologies: Stars, Shows and Signs. London: Comedia, 1984. These essays focus on the central area of popular TV where the basic mythologies of our culture are nurtured.


McCrohan, Donna. Prime Time, Our Time: America's Life and Times Through the Prism of TV. Rocklin, CA: Prima Publishing and Communication, 1990. McCrohan argues that TV defines our current tastes, values, and social concerns and shows how the top-rated shows of each TV era both shaped and mirrored the American psyche.

McKibben, Bill. The Age of Missing Information. New York: Random House, 1992. On May 3, 1990, the author collected 2000 hours of videotape from his cable network and watched it all. He then spent 24 hours on a mountaintop by a pond. The book is about the information each day imparted.


Neale, Steve, and Krutnik, Frank. Popular Film and TV Comedy. London: Routledge, 1990. Relating the diversity of comedy's forms to the variety of comedy's basic conventions, the authors seek both to explain the nature of these forms and conventions and to relate them to their institutional contexts.

Nealon, Joyce. The Perfect Machine: TV In The Nuclear Age. Toronto: Between The Lines, 1987. Connecting content with technology, the author examines the mind-set that created TV and the mind-set that TV itself helps to create.


Norden, Denis. Coming to You Live: Behind the Screen Memories of Forties and Fifties TV. London: Methuen, 1986. Reminiscences from behind the scenes people in British TV.


Oskamp, Stuart (Ed.). TV As a Social Issue. London: Sage, 1988. Social science view of TV with essays on such topics as TV context, role portrayals, violence, values and future visions of TV.


Philp, Greg. Seeing & Believing: The Influence of TV. New York: Routledge, 1990. This investigation of the powerful impact TV an have on people's beliefs shows that most viewers believe what they see, and that TV is vulnerable to use as a political and propaganda tool.

Collection of insightful essays on TV by a prize winning TV critic.

Short but incisive analysis of the evolution of TV programing and the development of non-fiction TV, news, documentaries, game shows, talk shows, commercials and so on.

Guide to careers which includes details on salaries, skills required, advancement prospects, labour unions and other aspects.

The book of the British TV series dealing with topics such as good and bad TV, people and power, the national image.

Expensive but valuable reference book summarizing the important dimensions of all TV genres with examples from TV history.

The purpose of this book is to demonstrate how some of the various current approaches have influenced the study of TV in society and culture.

Canadian TV never realized the ambitions of its masters or the fears of its critics. Its course was shaped by the will of the government, the power of commerce, Hollywood and the desires and habits of its viewers.

Collection of essays focusing on hegemonic culture, the TV that is dominating global culture, and specific responses and critiques engendered by it.

History of the CBC network from its inception in 1928.

Informal and personal look at Canadian TV from the 1950's to the 1980's.

A look at 4 decades of TV families as seen in popular episodic series from I Love Lucy to The Cosby Show.

Study of how Americans' perceptions of TV have developed over the past 5 decades.

A focus on TV drama which examines the active agency of both viewers and media practitioners. Using examples from British, US, and Australian TV dramas—soap opera, science fiction, sitcoms, cop series and dramas—the book examines myths and counter myths as they circulate in popular culture.

Essays by leading researchers in Australian TV and cultural studies which includes a coverage of the cultural and institutional history of Australian TV as well as examining a wide range of TV programming.

Focuses on how organizational life (the occupations, industries, activities and values as experienced by organizational members) is portrayed on the medium of prime time TV drama.

Guide to TV comedy with behind the screen stories, complete credits, storylines, awards etc.

Shows how TV was woven into events and policies of the Kennedy years, not only in his campaign and image projection, but also in the efforts of his administration to regulate and improve the content of network programmes.

The book of the British ITV series on the history of TV.

Using the results of a large research project, the book examines the processes involved in TV's influence and the complexities of relationships between TV and human behaviour.

The other side of the question which presents a view of TV addiction and how to plan a week without TV.

The book of the PBS series on the history of TV adapted from the ITV series.

Comparison of 2 forms of relationships between TV and society, Europe, where delegated institutions of control are emphasised, and America, where market forces are to the fore.

Discussion of the differences between Canadian and US TV which states that Canadians have something worth saving in their own unique TV programs.

TV Game Shows:

Illustrated history of American game shows.

The answers, the questions, the facts and the stories of the second most popular game show in TV history.

TV Individual Shows:

Written on the 25th anniversary of this show.

Baxter, Biddy and Barnes, Edward. Blue Peter: The Inside Story.
The 30 year history of Britain's popular TV children's show—Blue Peter.

Suggests that there are 4 news frames through which the program views the news—as mystery, as therapy, as adventure, and as arbitration.

The book's thesis is that we learn much about contemporary American society by studying the kind of talk heard on Donahue.

Behind the scenes look at Britain's popular TV satire show which uses puppets.

Handbook about the British science fiction programme which is over 25 years old.

On screen and behind the scenes history of the popular American news programme.

Backstage history of the American comedy show—Saturday Night Live.


History of the works of the Monty Python group.

How the Today Show changed over time to meet the new competition in morning shows.

A study of the Hour Has Seven Days—the Canadian TV show that for 2 years successfully examined Canadian life and politics in a satirical manner.

Study of the ABC program which weekly looks at events which have been or become the preoccupations of Australian society.

Behind the scenes look at this popular American game show.


A detailed history of TV medical series that includes an analysis of changing public perceptions of doctors and medicine, and a commentary on how medical dramas have exploited and even shaped these perceptions.

Study of the still popular British show—The Prisoner—which was on TV for 17 episodes in 1966.

TV News:

Spanning 4 decades, the authors recount key episodes and analyze the areas of American public life most affected by TV news.

Comprehensive study of the Australian TV news media.

Insider's account of the running of CBS News dealing with internal politics and the problems facing a large corporation.

Comparison of the different media is especially interesting.

History of the rise of TV news anchors.

Discusses whether or not TV news presented a balanced and impartial coverage of the Soviet Union and of east-west issues.

Concerns the way that public consciousness is shaped by the manipulation of the news.

Shows the difference between what TV news says it is presenting and what it actually delivers; points out the symbiotic relationship between TV news and advertising.

Discusses the 'myth' that people learn about world events from TV news.

Examination of the demands and challenges faced by women in TV news from its early days in the 1950's.

Analysis of recent advances in news broadcasting which have allowed events to be broadcast all over the world almost as they happen, and the effect this has had on the integrity and unbiased nature of media broadcasting.

Veteran TV newsman tells the behind the scenes story of TV news.


TV Soap Operas:

Ang, Ien. Watching Dallas: Soap Opera and The Melodramatic Imagination. London: Methuen, 1985. This study is based on letters received by the author in response to her advertisement. She deals with soap opera, fantasy and the place of women in contemporary society.


Hobson, Dorothy. Crossroads: The Drama of a Soap Opera. London: Methuen, 1982. Through interviews with the actors, programme controller, and viewing public, the author explores the why and how a soap opera is made and viewed, examining the appeal of Crossroads and its role as part of popular culture.


Vink, Nico. The Telenovela and Emancipation: A Study of TV and Social Change in Brazil. Amsterdam: The Royal Tropical Institute, 1988. A study of Brazilian soap operas dealing with production, message, reception, class, and gender. Watched throughout Latin America, the telenovelas has become an important influence on people of every class.

Text Books:


Carpenter, Donna. Media Images and Issues. Toronto: Addison-Wesley, 1988. Uses a thematic approach and contains a cross section of current media issues drawn from diverse sources. There are chapters on each medium as well as on current issues such as bias, as well as numerous projects for writing and discussion.


Duncan, Barry. Mass Media and Popular Culture. Toronto: Harcourt, Brace, Jovanovich, 1988. Mass media anthology using an inquiry centred approach to look at each of the media and important popular culture phenomena. There are chapters on media concerns such as Canadian identity and sexuality and violence. Practical work is provided and a teacher's guide is available.
A framework of lessons which looks both at individual media and also at the concepts which relate across the media.

This 5 unit curriculum aims to teach media literacy skills to elementary students. The units deal with what are the mass media, production values, entertainment, advertising, and information.

Difficult to use as a text but many stimulating ideas throughout for use as reference.

Focusing on Australian films of the '70s and '80s, this book introduces senior students to Australian films from a cultural studies perspective. Contains questions, exercises (oral and written) and a reading list.

An excellent text for introducing the mass media to 11-14 year olds. Complete with good exercises and assignments.

In spite of some culturally specific Australian references, this is an excellent text with exercises that are both practical and stimulating on narrative, montage and ideology in film and TV.

This Australian text shows the interrelationships between the ways we tell stories through the media and our propensity for stereotyping. Challenging assignments throughout.

In this Canadian edition of the excellent Australian text for 11-14 year olds, Canadian photos and examples have been used.

An American college text with some useful material for senior high school students.

An English/Language Arts program developed for use in senior high English courses and divided into Language, Literature and Media.

An American high school text dealing with each media and such topics as Media Control and Media and Our Image of The World.

A loose-leaf binder of media lesson plans and units coming directly out of tested classroom experience and covering advertising, print, TV, film, radio, popular culture, cross media and media literacy resources. A very valuable book for the media teacher.

A senior high text.


A university text which will be helpful for any teacher. Part 1 is an exposition of the aims, functions, and nature of TV criticism. Parts 2-12 each include 2 essays on a different genre of TV which include key critical concepts.


A introductory text for college students.


Contains 91 articles on the media taken from The Washington Post, intended as a supplement to a regular text book.


A senior high or college level text covering all the major media and highlighting personalities, trends and issues.

Theory:


A polemic introduction to some of the key concepts and areas of work likely to be encountered in media education whatever the source or syllabus.


Essays documenting the history of media education teaching, a guide to distinct media education traditions, a new conceptual framework for the organization of curriculum work, and a collection of accounts of what happens in the media classroom.


Examination of 'Accommodation Theory' which describes the interpenetration of media, texts, and our daily lives.


The curriculum statement is the result of 3 years' work sponsored by the BFI and the Dept. of Education and Science on primary media education. This is a necessary document for anyone interested in primary media education. It provides a comprehensive and detailed account of just what media education is.


Building on the approach recommended in the Non-Statutory Guidelines for English in the British National Curriculum, Bazalgette introduces some of the key concepts of Media Education and shows how they can be applied in the classroom.


Introductory methods text for those interested in popular culture.


The book explains the basic principles of semiotics simply and clearly in an accessible way.


The result of a collaboration between BFI Education, media advisers and teachers, which brings together their ideas and experiences to provide a comprehensive guide to media education in secondary schools.


Overview of purposes and scopes of 23 major US and 10 international Media Education projects in the 1980's as well as evaluation of these projects. First book to gather together all this information.


Identifies the awards and achievements, as well as the difficulties and contradictions, of teaching about the media. 4 major themes emerge: the process of teaching and learning; the relationship between theoretical and practical work; teaching about race and gender; and the place of media education in other curriculum areas.


The main focus is on day-to-day strategies and materials. Techniques for teaching specific topics are explained. The book includes a comprehensive list of British resources and contacts.


An investigation of what happens to the notion of culture once different discourses begin to envision a culture in conflicting ways, constructing often contradictory visions of it simultaneously.


The book treats the postmodern debate as a self-reflexive phenomenon, whose nature and form themselves reflect conditions of the postmodern.


Provides an informative introduction to the subject for students and teachers of education.

Curran, James, and Gurevitch, Michael (Eds.). Mass Media and Society.

Essays written by an international team present a debate between pluralist, neo-marxist, feminist and postmodernist perspectives on the media.


An introduction to the theoretical study of communication.


Essays dealing with the relationship between visual representation and the construction of knowledge in educational media.


This classic text, aimed at students coming to: the subject for the first time, introduces the main authorities in the field, outlines a range of methods of analysis and describes the theories underpinning them. The second edition contains new material on the theory, methods, and applications of structuralism, ideology, and audience ethnography.

Investigates representations of sex and sexual difference in literature, film, music, video, and photography.

Developed from a series of BBC radio programmes (available as a cassette package), the book is designed for the media teacher and includes such topics as how to begin teaching about the media, how to organize practical work, and includes detailed lesson plans related to the requirements of the National Curriculum and the Examining Boards.

The book formulates a structural model of film theory that makes possible an exploration of the conceptual foundations that underlie all film theories.

A study of all aspects of film emphasizing the aesthetic and the philosophical.

Beginning with an examination of the writings of Dwight MacDonald, Daniel Boorstin, Stuart Ewen, and Neil Postman, the author seeks to explain how and why the image of the media as a monolithic, and malevolent, force has been sustained in American thought.

Examines how social science theory can be used to criticize and evaluate the performance of present and future news media.

Written by practising teachers, this book, designed for quick and easy reference, focuses on the central concepts in media studies, showing how to put these ideas into classroom practice. Contains an excellent U.K. bibliography.

The comprehensive study of Media Education theory which has been the basis from which many countries have developed their own Media Education work.

McLuhan's original insights about the global village and the effects of media environments on our society are still very valuable for media teachers.

The McLuhans present a 'unified field' theory of human culture.

An exploration of how the electronic explosion may affect our lives in a psychic sense as well as a physical one.

An introduction to the study of mass communication theory.


An analysis of how the media have come to alter the texture of everyday experiences.

Analysis of visual moments over the past 2 decades and 2 essays on the elimination of critical consciousness from our culture.

Discusses the effects of TV culture on the manner in which we conduct our public affairs, on how entertainment values have corrupted the way we think.

Collection of essays on current crises and issues in American culture.

The author explores the development of childhood and questions the media's erosion of the barriers of secrecy that once protected the young from a world of adult violence and sexuality.

Postman traces the historical movement of technology from being a support-system for a culture's traditions to competing with them, and, finally, to creating a totalitarian order with no use for tradition at all.

Essays presented at a national conference on Media Education at the University of Natal dealing with issues of theory, power and pleasure.

Anthology of the most significant and influential writings on film theory from the last 20 years.

Providing a framework within which students and researchers can approach media content, the authors synthesize the growing body of research in the field, evaluate theoretical perspectives, and begin to build a new theory of media content.

Proposes ways to read the codes and signs of our popular culture and environments such as shopping malls.

Ulmer lays out a theory and practice that shows how to integrate video forms and styles of thought into the practices of literate education.

Explains how to analyze the content and politics of public issues, and to evaluate the ways in which they are presented through the media.
The formulation of a law which states that new telecommunication technologies are introduced into society only insofar as their disruptive potential is contained.

**Video and VCR:**
The report on the UNESCO study of the uses of video in 39 countries.

An examination of the relationship of video technology and society as well as the connection between production methods and the communication of meaning.

A series of essays by critics of the British 1984 Video Recordings Bill which look at the videos in question, at the scientific research into their effects, at how the campaign against them was mounted and at the wider implications for artistic freedom and civil liberties in Britain.

Testing current semiotic, postmodernist and psychoanalytic approaches through real life viewing, the book presents a perceptive analysis of video culture in the 1980s.

Series of essays dealing with relationships of the VCR to other media industries, of the VCR to various theoretical frameworks, and of the VCR to the behaviour and use patterns of individuals.

Investigation of what women feel about video both as to how it is used in the household and the type of programs they enjoy.

An overview of the advances in the telecommunications industry within the last decade—home video, cable, videotext and teletext.

History of the VCR which includes the technology, legal battles, developments, and the role of Hollywood.

Essays on the growth, use, and effect of VCR’s on individuals and society.

Results of a survey of 450 video households in 4 areas of England.

Discusses the impact of the VCR’s and other new technologies on Canadian cultural industries.

Chronicles the metamorphosis of videotape from a media technology to a popular communications agent.

Documents the history of video recording technology and the factors that contributed to such changes in new technologies.

Papers from a symposium presenting exchanges among organizations involved in alternative electronic media around the world.

**Violence:**
The British Parliamentary Group Video Enquiry was set up in 1983 to produce factual evidence relating to the effects upon children of their viewing scenes of violence in video films. This book contains the findings of the academic Working Party which undertook the necessary research into this field.


This report—based on a British survey of public attitudes to violent TV, and on a special survey of viewers in Northern Ireland—explores the nature and complexity of public opinion about violent TV fiction.

Examination of audience perceptions of different forms of TV violence in fictional settings.

New findings on whether and in what ways TV viewing may be linked to public perceptions of crime and discusses research from around the world.

Summary of scientific research on TV violence grouped as research about the perceptions, uses and gratifications associated with TV violence and as research about aggressiveness and violent behaviour.

Deals with every aspect of family violence and has an especially good chapter on Media Violence and Children which deals with—among other topics—Violence as Entertainment, Verbal Violence, and the Problems of Televiual Violence for Children.

The authors uncover the complex patterns of response to TV’s depiction of violence against women.

Dealing with comics, TV, movies, and video games, Twitchell stresses the outrageousness of the violence depicted and its ritualistic nature. He argues that such violence serves an important socializing function for its audience of mostly adolescent males.
War:
Exploration of TV's relationship to US war-making since World War II, up to and including Kuwait and Iraq.

Hallin, Daniel C. The 'Uncensored War': The Media and Vietnam.
An examination of the role of the media which shows how TV presented an idealized picture of the conflict in the early years, and shifted toward a more critical view later.

Well researched and informative study of Hollywood during World War II showing how its films were slanted and manipulated to further the war effort.

Explores how TV may have altered and controlled political perceptions in America leading to the Viet Nam war.

The dynamics of news reporting during the Falklands conflict.

CNN's executive producer tells his story of covering events in Iraq prior to and during the Gulf War.

Periodicals:
The following periodicals are among those which media teachers will find most useful:

Adbusters. 1243 West 7th Avenue, Vancouver, British Columbia, V6H 1B7, Canada.
Quarterly publication dealing with advertising, the environment and media literacy. An excellent and must-have publication. $16 US per year for individuals, $32 US for schools and institutions, $40 US overseas.

American Film. P.O. Box 2946, Marion, Ohio 43306-2146, USA. $28.95 (US) per year.

Channels. Subscription Service Department, P.O. Box 6488, Duluth, Minnesota, 55806, USA. $33.00 (US) per year. Monthly publication.
An insider's view of the TV industry which, though expensive, contains good background information and statistics about the business of TV. [Censured publication 1990]

Clipboard. Suite 300, 47 Ranleigh Avenue, Toronto, Ontario M4N 1X2, Canada. $15 (Canadian) per year. Published twice a year. Gatherings information on media education events and books from around the world.

Communication Research Trends. 221 Goldhurst Terrace, London NW6 3EP, England. $28.00 (US) per year. Quarterly Publication. Each issue deals with one topic - such as 'media education' - by analyzing current publications and listing research on that topic.

Cultural Information Services. PO Box 786, Madison Square Station, New York, New York, 10159, USA. $37.00 (US) per year. Published 10 times a year. Contains background information on forthcoming TV shows and films as well as reviews of new fiction.

Cultural Studies. Subscriptions Department, Routledge, North Way, Andover, Hants, SP10 5BE, England. $45.00 (US) per year. Published three times a year. International journal dedicated to the notion that the study of popular culture is important, complex and both theoretically and politically rewarding.

Educommunication-News. Rue de l'Orme, 12, 1040 Brussels, Belgium. $11.00 (US) per year. Quarterly publication. Newsletter of the International Catholic Association for Radio and TV. (UNDA).

The English and Media Magazine. The English and Media Centre, Sutherland Street, London SW1V 4LH, England. This quarterly deals with Media Education topics as they relate to teachers of English.

Entertainment Weekly. P.O. Box 60890, Tampa, Florida 33660-0890, USA. $51.48 (US) for 52 issues. A popular yet insightfully written weekly that covers film, TV, music, books, videos, and children's media as well as feature articles.

Extra. FAIR, 175 Fifth Avenue, Suite 2245, New York, NY, 10010, USA. $30.00 (US) per year. Published bimonthly with special summer and winter issues by Fairness and Accuracy in Reporting.

Alternative media perspective.

In The Picture c/o Yorkshire and Humberside Arts, 21 Bend Street, Dewsbury WF13 1AX, England.
This quarterly covers Media Education activities in the North and Midlands of England.

Journal of Communication. Journals Department, Oxford University Press, 2001 Evans Road, Cary, North Carolina, 27513, USA. $77.50 (US) per year. Quarterly Publication. A journal dealing with the study of communication theory, research, practice and policy.

Journal of Popular Culture. Bowling Green University, Popular Press, Bowling Green, OHIO, 43403, USA. $30 per year (US) Quarterly Publication. Deals with all aspects of popular culture including those of the Third World and Europe.

Journal of Popular Film and TV. 4000 Albermarle Street N.W., Washington, DC, 20016, USA. $28.50 (US) per year. Quarterly publication. Analysis of current film and TV show as well as good filmographies and bibliographies.

Lies of Our Times (A Journal to Correct the Record). Institute for Media Analysis, Inc., 145 West 4th Street, New York, NY 10012, USA. $24.00 (US) per year. Alternative media perspective.

Media

Values. 1992 S. Shendandoah Street, Los Angeles, California, 90034-9905, USA. $30.00 (US) per year. Monthly publication. Each issue centres around a theme - media and the environment - and presents short articles and classroom exercises on the topic.

Media Development. WACC, 357/9 Kennington Lane, London SE11 6QY, England. $25.00 (US) per year. Quarterly Publication. International publication centred around a particular topic with reviews and articles about that topic as it affects different cultures and countries.
Media Education. Tower Arts Centre, Romsey Road, Winchester SO22 9PW, England. Published three times a year. Centres around Media Education activities in Southern England.

Media Education Journal. MEJ Subscriptions, c/o The Scottish Film Council, 74 Victoria Crescent Road, Glasgow G12 9JN, Scotland. UK £15 per year. Published three times a year by the Association for Media Education in Scotland, contains articles, reviews and classroom helps in Media Education.

Media Information Australia. P.O. Box 126, North Ryde, New South Wales, 2113, Australia. $55.00 (Australian) per year. Quarterly Publication. Contains articles on various aspects of Media and an excellent series of book reviews with each issue.

Metro. P.O. Box 204, Albert Park, Victoria 3206, Australia. A Media Education magazine published three to four times a year by the Australian Teachers of Media. Cost of subscription is part of membership fee in ATOM. An excellent magazine covering all media in articles especially helpful to teachers of media.

Mother Jones. P.O. Box 58249, Boulder, CO 80322, USA. $29.00 (US) per year. Bimonthly with occasional superb media analysis.

Popular Music and Society. Bowling Green University Popular Press, Bowling Green, Ohio, 43403, USA. $20.00 (US) per year. Quarterly Publication. Deals with music in the broadest sense of the term. Some fine articles on MTV and other popular institutions.

Premiere. Subscription Department, P.O. Box 7080, Red Oak, IA, 51591-2080, USA. $30.00 (US) per year. Monthly Publication. One of the liveliest film magazines and one that students will enjoy. Don't be fooled by its slick look, the articles are excellent, the reviews well done, and the interviews well researched.

Religious Broadcasting. Subscription Services, c/o NRB, 299 Wehro Road, Parsippany, New Jersey, 07054, USA. $29.00 (US) per year. Monthly publication. Published by Christian broadcasters, it deals with such professional areas as programming, marketing, audience profiles etc. as it affects Christian TV and radio.

Rolling Stone. P.O. Box 51934, Boulder, Colorado, 80321-1934, USA. $38.00 (US) per year--price varies from country to country. 26 issues per year. Excellent articles on popular music as well as commentary on politics and other media.


Sight and Sound. 1671 East 16th Street, Suite 176, Brooklyn, New York, 11229-2901, USA. $17.80 (US) per year. Quarterly publication. An international magazine published out of England with excellent articles and reviews on all aspects of film.

Small Screen. PO Box 129, Daw Park, South Australia 5041, Australia. $54.00 (Australian) per year. Monthly publication. Newsletter published by the Australian Council for Children's Films and TV. Contains articles and reprints of monthly news items on children and TV.

Strategies. Room 410, 1095 Market Street, San Francisco, California, 94103, USA. $15.00 (US) per year. Quarterly publication. Newsletter of Strategies for Media Literacy group containing excellent articles on Media Literacy activities in the USA.

Telemedium. 120 East Wilson Street, Madison, Wisconsin, 53703, USA. $29.00 (US) per year. Quarterly Publication. The newsletter of the National Telemedia Council which contains articles about media and media education.

Trailers. 9 Salisbury Avenue, Wellington 2, New Zealand. A bi-monthly newsletter on media matters that has interesting information from New Zealand and Australia as well as around the world.

TV World. 7 Swallow Place, London, W1, England. $130.00 (US) per year. Published ten times a year. Very expensive international business magazine for TV and video for use by the media industry.

Variety. Circulation Department, 5700 Wilshire Blvd., Suite 120, Los Angeles, California, 90099-3253, USA. $115.00 (US) per year. Weekly. International entertainment weekly dealing with all media and sometimes referred to as 'the bible' of the entertainment industry.

Z Magazine. 116 St. Botolph Street, Boston, MA 02115-9979, USA. $30.00 (US) per year. Monthly social commentary on current social and political issues.

John Pungente, S.J.
Jesuit Communication Project,
Toronto, Ontario.
Canada.
The 'media revolution' of the past few decades has shaped many of the world's cultures into forms very different from those of the past. A different form of education is necessary to prepare children to live in a changed culture—in particular, to help them to use the many opportunities for growth which the media present and to maintain autonomy and dignity when the media's mesmerizing power is misused.

This is one of the major educational challenges of the late twentieth century, and it should be faced squarely, not only by families and educators but by churches and all other groups in society which have the moral well-being of people as a major concern. Unfortunately, in all but a handful of countries, the challenge is being met only half-heartedly.

The causes of this poor response are many. They include a pedagogical traditionalism which does not understand and adapt to rapid changes in culture. Confusion about how to measure media effects also may be used as an excuse to delay effective teaching about the media. In addition, advertisers who depend on the media to promote a lucrative consumerism may consciously or unconsciously use their economic and political power to block the growth of media education—since, if successful, it could give people the skill to avoid much of the influence of advertising. Governments which use the media for political control also might wish to prevent their populations from gaining the media sophistication to resist their propaganda.

Religious groups, as part of their fundamental mandate, are interested in maintaining human dignity and in reinforcing the ability of the individual to make moral judgments independently of cultural, social and media pressures. In the Catholic Church this interest was stated with regard to the mass media in the decree of the Second Vatican Council on communication (Inter Mirifica). It has been increasingly and more explicitly stressed by official Vatican pronouncements since then, most recently in the Pastoral Instruction, Aetatis Novae (Pontifical Council for Social Communications 1992). The obligation of Catholics to promote media education is clear, and it has resulted in some practical developments in different parts of the world. All too often, however, the work has been left to specially motivated individuals who lack sustained institutional support.

Protestant groups also have been active in media education, but among them, too, the involved individuals often seem to be 'voices crying in the wilderness', lacking much institutional backing.

While churches and others should begin to develop institutions which will be able to carry out successful media education development over the long term, they must be careful to adopt a positive attitude towards the mass media. When the critical stance of much media theory is wedded to the moral concerns of religious people the temptation to be negative may become overwhelming. But the media have a good side, too, and the benefits which can be derived from their proper use need to be given prominence in a balanced media education programme. A moralistic and excessively critical approach will soon wear thin with students—who see positive dimensions in their own use of the media. It also will not be attractive to the administrators, politicians and businessmen who ultimately must be relied on to fund any programme.

The broader field of relations between religious groups and creative media professionals has been poisoned, in the past, by untempered and frequently ill-informed criticism of the media by religious leaders. Were the latter seen to advocate projects for balanced media education, aimed at promoting understanding of the media rather than distrust and revulsion, more sympathy for the religious perspective might develop among media professionals. That, in turn, would lay the groundwork for a more positive presentation of religion in the mass media and a more substantial presence of religion in the mainstream culture which is so largely shaped by the media.
To Our Readers

We apologize for delaying the mailing of Vol. 13, No. 1, on 'Communication and the Environment', in order to send it along with Vol. 13, No. 2, on 'Media Education.' This was done to save money so that we could partially cover the additional cost of printing section 2 of No. 2, the extensive annotated bibliography on media education. Despite that saving, however, we have considerably overrun our budget for this issue, in our enthusiasm to bring you this valuable bibliography. If you agree that the result is worth this seeming fiscal 'irresponsibility', we would greatly appreciate any donation you might wish to make to help us bring our budget back into balance and help guarantee that Trends can continue to bring you its widely-appreciated service.

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