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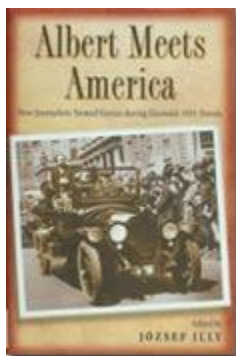
Servicio Cultural e Informativo de los Estados Unidos

Periodismo y Comunicación

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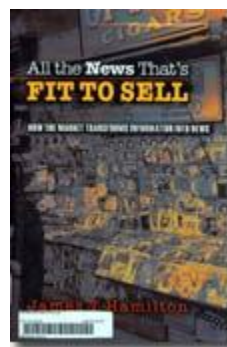
Albert meets America : how journalists treated genius during Einstein's 1921 travel

Edited by Jozsef Illy

Baltimore, MD : Johns Hopkins University Press, 2006.

530.092 ALB

Author presents a fascinating compilation of media stories of Einstein's tour, which cover his science, his Zionism, and the anti-Semitism he encountered. As we travel with Einstein, from headline to headline, we experience his emotional connection with American Jews and his frustration at becoming world famous even though his theories were not truly understood.



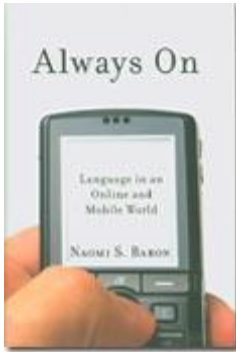
All the news that's fit to sell : how the market transforms information into news

James T. Hamilton

Princeton, NJ : Princeton University Press, 2004.

070.195 HAM

This is the first book to develop an economic theory of news, analyze evidence across a wide range of media markets on how incentives affect news content, and offer policy conclusions.



Always on : language in an online and mobile world

Naomi S. Baron
Oxford ; New York :
Oxford University
Press, 2008.

401.4 BAR

Reveals that online and mobile technologies are profoundly influencing how we read and write, speak and listen, but not in the ways we might suppose. Author reveals, for instance, that email, IM., and text messaging have had surprisingly little impact on student writing. Moreover, as more and more people are "always on" one technology or another, we have to ask what kind of people do we become, as individuals and as family members or friends if the relationships we form most increasingly compete for our attention with digital media. This engaging and lucidly crafter book gives us the tools for taking on this challenge.



American carnival: journalism under siege in an age of new media

Neil Henry
Berkeley, CA :
University of California
Press, 2007.

174.9 HEN

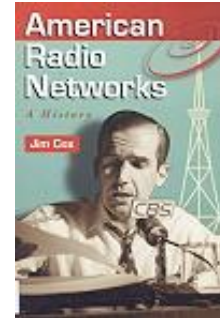
Combines elements of memoir with extensive media research to explore critical contemporary issues ranging from reporting on the Iraq War, to American race relations, to the exploitation of the image of journalism by advertisers and politicians.

American radio networks : a history

Jim Cox
Published: Jefferson,
NC : McFarland & Co.,
2009.

384.54 COX

This book covers the four transcontinental webs that operated during the pre-television Golden Age, plus local and regional hookups, and the



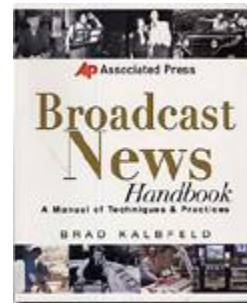
developments that have occurred in the decades since, including the impact of television, the rise of the disc jockey, the rise of talk radio and other specialized formats, implications of satellite technology and consolidation of networks and local stations.

Around the world in 72 days [videorecording] : the audacious adventures of Nelly Bly

Written, produced and directed by Christine Lesiak
[Boston, MA] : WGBH
Boston Video, [2006]
DVD 910.41 ARO



On January 25, 1890, the world waited for a young reporter named Nellie Bly to arrive back home. For 72 days, newspaper readers followed her progress in one of the most highly publicized journeys of all times.



Associated Press broadcast news handbook

Brad Kalbfeld
New York, NY :
McGraw-Hill, 2001.

REF 808.066 KAL

This book offers you an opportunity to learn directly from the source about all the practical aspects of writing and delivering news in all electronic media. Provides expert guidelines on how to find, research, write, edit, produce and deliver authoritative,

accurate, and engaging news stories in the studio or from the field.

The Associated Press guide to Internet research and reporting

Frank Bass
Cambridge, MA :
Perseus Pub, 2001.

REF 025.04 BAS



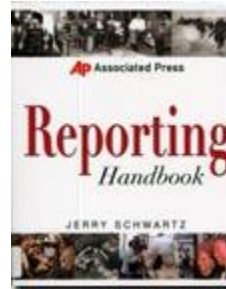
The style of the Associated Press has defined clear news writing for more than 50 years. The online research and reporting techniques used by AP staff and stringers are fast becoming the gold-standard of 21st century journalism.

times to offer a rare, insider's perspective on the art and craft of photojournalism and provides useful instruction on technical considerations such as picking the right angle and lighting a situation. Using more than 200 photographs from the AP archives to illustrate his points, the author analyzes what constitutes great news photos of every type

The Associated Press reporting handbook

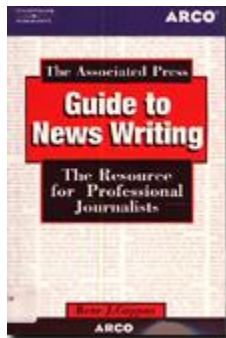
Jerry Schwartz
New York, NY :
McGraw-Hill, 2002.

REF 070.43 SCH



This handbook is designed to provide a new generation of

journalists with much-needed guidance in learning these indispensable basics, whether for print, broadcast, online, or other media.



The Associated Press Guide to News Writing : the Resource for Professional Journalists

Rene J. Cappon
Lawrenceville, NJ :
Thomson
Petersons, 2000.

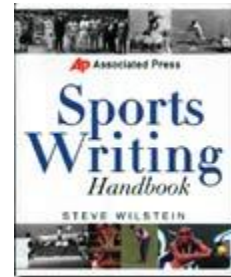
REF 371.302 CAP

This book is aimed at those who care about precise and attractive use of the language. This guide helps you to achieve what should be every journalist's aim, telling the reader what you mean in a crisp and correct way.

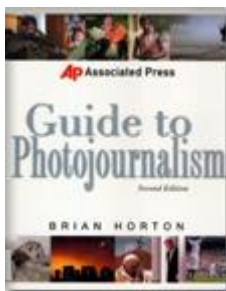
Associated Press sports writing handbook

Steve Wilstein
New York, NY :
McGraw-Hill, 2002.

REF 808.066 WIL



Comprehensive coverage of all aspects of professional sports writing as it is done every day at the world renowned Associated Press, in newspapers, magazines, and on the Internet.



Associated Press guide to photojournalism

Brian Horton
New York, NY:
McGraw-Hill, 2001.

REF 778.9 HOR

The author takes you beyond the basics of lenses and exposure



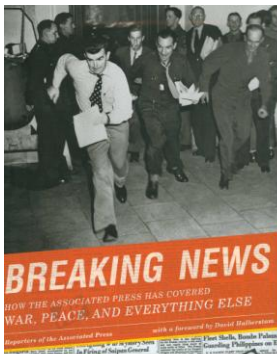
The averaged American : surveys, citizens, and the making of a mass public

Sarah E. Igo
Cambridge, MA : Harvard University Press, 2007.

301.072 IGO

The author tells the story, for the first time, of how opinion polls, man-in-the-street interviews, sex surveys, community studies, and consumer research transformed the American public, infiltrating the lives of those who opened their doors to pollsters, or measured their habits and beliefs against statistics culled for strangers.

Breaking news : how the Associated Press has covered war, peace, and everything else

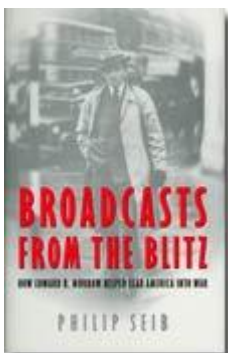


New York, NY : Princeton Architectural Press, 2007.

070.435 BRE

Through personal accounts, interviews with reporters, original wire service copy, and

photographs, the authors of this book, each a reporter for Associated Press, make the most vivid stories of the past come alive, with insight, humor, and compassion.



Broadcasts from the Blitz : how Edward R. Murrow helped lead America into war

Philip Seib
Washington, DC : Potomac Books, 2006.

Biblioteca Benjamín Franklin
Abierto de Lunes a Viernes de 11:00 a 19:00 hrs.

070.4 SEI

Story of courage of a journalist broadcasting live from London rooftops as bombs fell around him and of intrigue, as the machinery of two governments pulled America and Britain together in common cause. Examines Murrow's work and life during this crucial time. It also profiles unsung heroes of those days, such as U.S. ambassador John Winant and Winston Churchill's confidant Brendan Bracken, and villains as well-such as Joseph Kennedy and Charles Lindbergh, who proclaimed that England was doomed.

Can journalism be saved? : rediscovering America's appetite for news

Rachel Davis Mersey.
Santa Barbara, CA : Praeger, 2010.

071.309 MER

Journalism recently suffered one of its worst circulation declines in years: a drop of more than ten percent in the six month period ending September 30, 2009. "The Rocky Mountains News" in Denver CO, closed its doors in 2009, after it dominated the Associated Press awards in 2008. Even the New York Times and the Washington Post are experiencing financial trouble. This book reviews the complicated challenge facing journalism, tracing its 19th-century community-oriented origins and documenting the vast expansion of the news business via blogs and other Internet-enabled outlets, user-generated content, and news-like alternatives.



The cell phone : an anthropology of communication



Heather A. Horst and Daniel Miller
Oxford ; New York, NY : Berg, 2006.

384.535 HOR

Reveals the central role of communication in helping low-income households cope with poverty. The book traces the impact of the cell phone from personal issues of loneliness and depression to the global concerns of the modern economy and the transnational family.

The cell phone reader: essays in social transformation



Edited by Anandam Kavoori and Noah Arceneaux
New York, NY : Peter Lang, 2006.

303.48 CEL

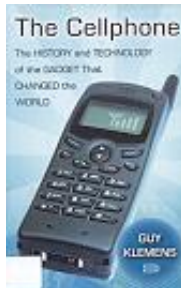
Offers a diverse, eclectic set of essays that examines how this rapidly evolving technology is shaping new media cultures, new forms of identity, and media -centered relationships. The contributors focus on a range of topics, from horror films to hip-hop, from religion to race, and draw examples from across the globe.

The cellphone : the history and technology of the gadget that changed the world

Guy Klemens.
Jefferson, NC : McFarland, 2010.

621.3845 KLE

Presenting the history of the cellular phone from its beginnings in the 1940s to the present, this book explains the fundamental concepts involved in wireless communication along with the ramifications of cellular technology on the economy.



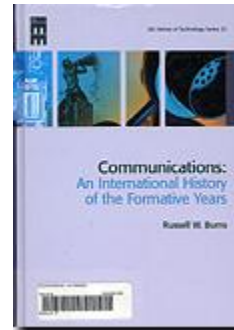
The changing faces of journalism : tabloidization, technology and truthiness



Edited by Barbie Zelizer.
New York, NY :
Routledge, 2009.
070.9 CHA

Brings together an array of top scholars who consider how contemporary journalism has wrestled with its changing parameters and who address how notions of tabloidization, technology, and truthiness have altered our understanding of it. Organized into three sections, the collection is introduced with an essay by Barbie Zelizer.

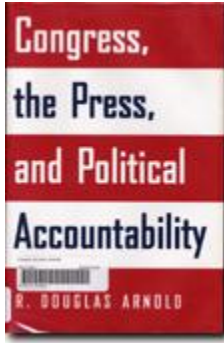
Communications: an international history of the formative years



Russell Burns
London : Institution of Electrical Engineers, 2004.

384 BUR

This book traces the evolution of communications from 500 BC, when fire beacons were used for signaling, to the 1940s, when high definition television systems were developed for the entertainment, education and enlightenment of society. It does not simply provide a chronicle of dates and events, nor is it a descriptive catalogue of devices and systems, rather, it discusses the essential factors-technical, political, social, economic and general-that enabled the evolution of modern communications.



Congress, the press, and political accountability

R. Douglas Arnold
New York, NY ;
Princeton, N.J :
Russell Sage
Foundation :
Princeton University

Press, 2004.

070.4 ARN

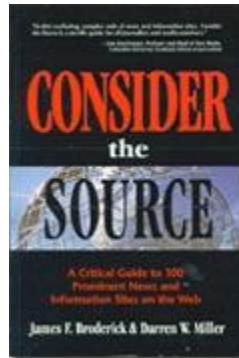
This is an examination of how local media outlets cover members of the United States Congress. Douglas Arnold analyzes all coverage over a two-year period--every news story, editorial, opinion column, letter, and list. He investigates how twenty-five newspapers covered twenty-five local representatives; and next, how competing newspapers in six cities covered their corresponding legislators.

Consider the source : a critical guide to 100 prominent news and information sites on the Web

James F. Broderick and Darren W. Miller
Medford, NJ : CyberAge
Books/Information Today,
2007.

070.5 BRO

An A-to-Z guide to the best and worst news and information sites on the Web, this unique book features 100 in-depth, critical reviews, showing what to expect before you log on and revealing the motives and bias behind each resource. Reviews are divided into five sections--Overview, What you'll find there, Why you should visit, Keep this in mind, and Off the record--and each review concludes with a rating on a one-to-five scale.



Contribución al desarrollo de la sociedad del conocimiento

Editores, Margarita Almada de Ascencio ... [et al.]
México : Universidad

Nacional Autónoma de México, 2003.

S 303.483 CON

Esta obra da cuenta de la transformación de la sociedad debido a la aparición de la información digital, además de otros fenómenos que forman parte de la sociedad de la información, tales como la globalización, la multidisciplinaria, la diversidad, etc., y contribuye a construir e innovar los fundamentos relacionados con la producción de conocimiento para poderle generar un espacio en la sociedad.

Convergence culture : where old and new media collide

Henry Jenkins
New York, NY : New
York University Press,
2006.

302.23 JEN

Media analyst Jenkins delves beneath the new media hype to uncover the important cultural transformations that are taking place as media converge. He takes us into the secret world of Survivor Spoilers, where avid internet users pool their knowledge to unearth the show's secrets before they are revealed on the air. He shows us how The Matrix has pushed trans-media storytelling to new levels, creating a fictional world where consumers track down bits of the story across multiple media channels.

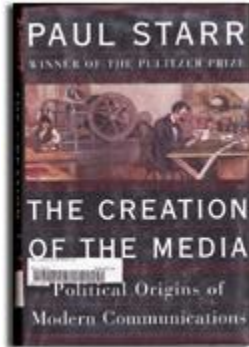


The Creation of the Media

Paul Starr
New York, NY:
Basic Books, 2004

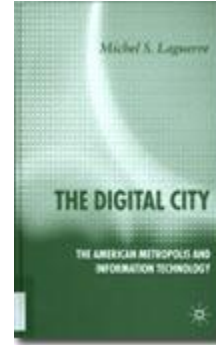
302.23 STA

This book reveals how politics created our media world, from the emergence of the first newspapers and postal systems in early modern Europe and colonial America to the rise of the mass press, telecommunications, motion pictures, and broadcasting in the twentieth century. It shows how critical choices about freedom of expression, ownership of media, the architecture of networks, secrecy, privacy, and intellectual property have made the modern media such as much a political as a technological invention.



The Digital city: the American metropolis and information technology

Michel S. Laguerre
New York, NY :
Palgrave
Macmillan, 2005.

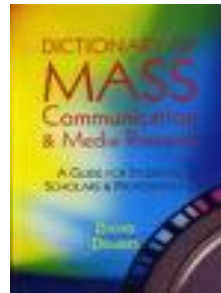


303.48 LAG

Shows that digital communication has contributed to the social transformation of the city because of the virtual practices it engenders, and argues that the virtual has transformed the modern American city profoundly by turning it into a digital city, thus enabling it to engage in new processes of globalization.

Dictionary of mass communication & media research: a guide for students, scholars, and professionals

David Demers
Spokane, WA :
Marquette Books,
2005.



REF 302.23 DEM

Provides readable, easy-to-understand definitions of more than 1,400 terms and concepts associated with the seven traditional mass media, new media and the Internet, history of mass media, media law and ethics, media research methods and statistics, advertising and public relations, global media, major media theories, and prominent media professionals and scholars.

Digitizing the news: innovation in online newspapers

Pablo J. Boczkowski
Cambridge, MA :
MIT Press, 2004.



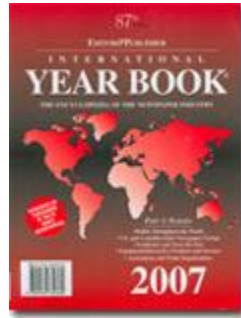
070.4 BOC

In this study of how daily newspapers in America have developed electronic publishing ventures, Pablo Boczkowski shows that new media emerge not just in a burst of revolutionary technological change but by merging the structures and practices of existing media with newly available technical capabilities.

Editor & Publisher International Yearbook 2007

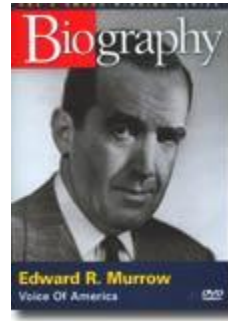
New York, NY :
Editor & Publisher,
2007

REF 070.5 EDI
2007



This directory offers hundreds of thousands of facts about the newspaper industry, divided into three volumes, including lists for US and Canadian daily newspapers, contact information, circulation, advertising rates, etc. Also offers extensive data on non-daily newspapers, specialty and niche publications, and finally provides a directory of professionals in this industry

Edward R. Murrow

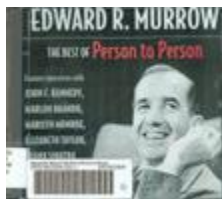


[videorecording] : voice of America

Brooke Runnette, producer
New York : A & E Home Video : Distributed by New Video Group, 1997.

DVD 920 MUR

Discover the impact of Murrow's groundbreaking work in the news field, including his famous series of programs that helped bring down Senator Joseph McCarthy. Murrow began his renowned career as a CBS radio correspondent during World War II.



Edward R. Murrow [videorecording] : The Best of Person to Person

Produced by Gordon Rothman

Port Washington, NY : Koch Vision, 2006.

DVD 080 EDW

From 1953 to 1959, Edward R. Murrow formally welcomed television viewers into the homes of the twentieth century's most well-known stars and celebrities on "Person to Person." Presents 32 of his original "Person to Person" interviews on three discs.



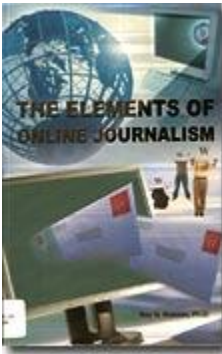
Electric sounds : technological change and the rise of corporate mass media

Steve J. Wurtzler
New York, NY ; Chichester : Columbia University Press, 2009.

303.4833 WUR

In this impeccably researched history, Steve J. Wurtzler grasps the full story of sounds media, proving that the ultimate form technology takes is never predetermined but shaped by conflicting visions of technological possibility in economic, cultural, and political realms.

The elements of online Journalism



Rey G. Rosales
Lincoln, NE :
iUniverse, 2006.

070.19 ROS

Guides the reader to create innovative multimedia reports and presentations. It explains the nature of today's media

consumer and talks about ways to gain new users as well as sustain a high rate of return visits. Also talks about other important factors of online journalism such as audience, design, promotion, ethics, job prospects, and future directions for online news.

The environment and the press : from adventure writing to advocacy



Mark Neuzil
Evanston, IL : Northwestern University Press, 2008.

070.4 NEU

Explores the evolution and influence of environmental journalism. The first part of the book details the precursors to the discipline, including ancient texts, science and agriculture writing, and outdoor adventure writing. The author argues that the news media plays an instrumental role in recognizing, defining and legitimizing certain environmental issues as social problems and illuminates ways in which news media coverage influences social change.

Ethics in journalism



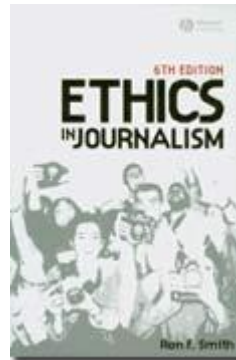
**Empire of the air:
the men who
made radio
[videorecording]**

Ken Burns

Alexandria, VA :
Distributed by
Paramount Home
Entertainment, 2004.

621.384 EMP

Story of radio from 1906-1955 and the three men who made it happen: Lee de Forest, Edwin Howard Armstrong, and David Sarnoff. Combines archival photographs, newsreels of the period, interviews, and radio soundtrack.



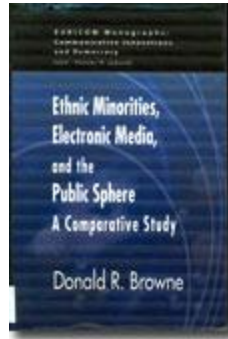
Ron F. Smith
Malden, MA :
Blackwell Pub,
2008.

174.907 SMI

Provides a highly readable introduction to journalism ethics, and offers

solutions for the many ethical dilemmas facing journalists today, when nearly every public opinion poll shows that people have lost respect for journalists and lost faith in the news media.

Ethnic minorities, electronic media and the public sphere : a comparative approach

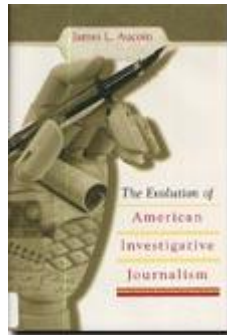


Donald Browne
Cresskill, NJ :
Hampton Press, 2005.

302.23 BRO

Examines the nature of the participation of ethnics in electronic media in Europe, North America, Australia, New Zealand, South Africa and, to a lesser extent, selected nations in Latin America, Africa and Asia, in order to know what effects do governmental, economic, administrative and societal structures have on ethnic minority self-presentation through minority-operated radio, television and Internet services.

Evolution of American Investigative Journalism



James L. Aucoin
Columbia, MO :
University of Missouri
Press, 2005.

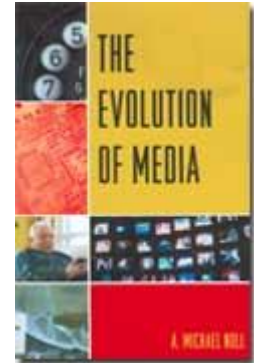
070.430 AUC

History of American investigative journalism and the founding of the Investigative Reporters and Editors (IRE). Discusses the murder of investigative reporter Don Bolles and IRE's subsequent controversial Arizona Project. Applies the social-moral development theory of Alasdair MacIntyre to explain how the IRE contributed to the evolution of American investigative journalism.

The evolution of media

Michael A. Noll
Lanham, MD : Rowman &
Littlefield Publishers,
2007.

302.2309 NOL



Concise introduction to communication media's past, present and future. It addresses both mass media: radio, television, and print, as well as interpersonal media: telephony, computer communication, and new technologies.

Everyman news : the changing American front page



Michele Weldon
Columbia MO :
University of Missouri
Press, 2008.

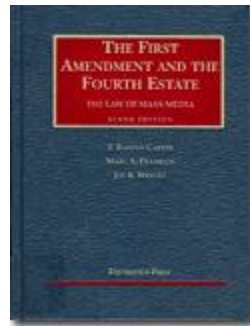
070.4 WEL

Examines how newspapers have changed over the past few years, becoming story papers. Comparing 850 stories, story approaches, and unofficial sourcing in twenty American newspapers from 2001 and 2004, Weldon reveals a shift toward features over hard news, along with an increase in anecdotal or humanistic approaches to all stories.

The First Amendment and the fourth estate: the law of mass media

T. Barton Carter, Marc A. Franklin, Jay B. Wright
 New York, NY :
 Foundation Press :
 Thomson/West, 2005.

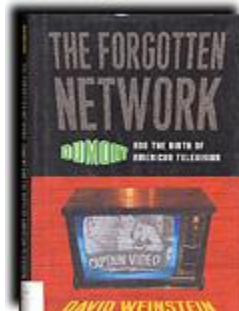
REF 343.099 CAR



This edition reflects the author's belief that communications students are quite capable of reading Supreme Court opinions and that doing so is essential to understanding the thought processes of the justices who are making First Amendment Law. The reader will find more than 30 principal cases, the decisions which help define communications law as it is known today. In between there are references to hundreds more cases and statutes about which any professional should be informed.

The forgotten network: DuMont and the birth of American television

By David Weinstein
 Philadelphia, PA :
 Temple University
 Press, 2004.



384.55 WEI

During the late 1940s and early 1950s, the name DuMont was synonymous with the new medium of television. Many people first watched TV on DuMont-brand sets, the best receivers money could buy. More viewers enjoyed their first programs on the DuMont network, which was established in 1946. Network founder Allen B. DuMont became a folk hero for his entrepreneurial spirit in bringing television to the American people. Yet, by 1955, the DuMont network was out of business and its founder and namesake was forced to relinquish control of the

company he had spent a quarter century building. An original and important contribution to the history of television.

The Future of Media : Resistance and Reform in the 21st Century



Edited by Robert W. McChesney
 New York, NY : Seven
 Stories Press, 2005.

302.230 FUT

Presents a diverse collection of voices from today's growing media reform movement, and features chapters by Bill Moyers, FCC Commissioner Michael Copps, Rep. Bernie Sanders, among many others, expressing from cutting edge analysis to blueprints for action.

Global Warming [videorecording] : What's up with the weather?

Written, produced and directed by Jon Palfreman
 South Burlington, VT :
 WGBH Boston Video,
 2007.

DVD 363.738 GLO



Are disasters temporary glitches in our global climate, or is the devastation the result of global warming? The weather is different now, but why? Find out when NOVA and FRONTLINE join forces to determine what's up with the weather.

Immigration, diversity, and broadcasting in the United States, 1990-2001

Vibert C.
Cambridge
Athens, OH : Ohio
University Press,
2005.

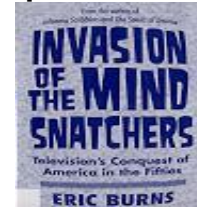


384.54 CAM

The author investigates and questions how broadcasting in the United States responded to the changing racial and ethnic composition of the society. What roles did the traditional broadcast media play in this new America, and how did newer media outlets alter the cultural landscape.

Invasion of the mind snatchers : television's conquest of America in the fifties

Eric Burns.
Philadelphia,
PA : Temple
University
Press, 2010.



302.23 BUR

In this book, the author, an Emmy award winning broadcaster chronicles the influence of television on the baby boomer generation. Spellbound by Howdy Doody and The Ed Sullivan Show, those children often acted out their favorite programs, purchased the merchandise promoted by performers, and were fascinated by the personalities they saw on screen, often emulating their behavior. It was the first generation raised by TV, and the author looks at both the promise of broadcasting as espoused by the inventors and how that promise was both redefined and lost by the corporations who helped spread this revolutionary technology.



Internet safety

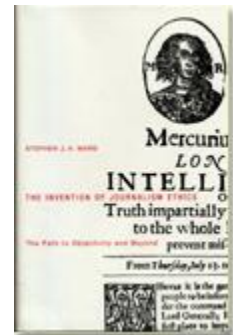
Edited by Richard Joseph Stein
New York, NY : H.W.
Wilson Co, 2009.

364.168 INT

Divided into five chapters, this volume covers issues relating to Internet safety, including viruses, spam e-mails, Internet hoaxes, cyberbullying, identity theft, and international cyberterrorism. A particular emphasis is placed on answering the question: How do you protect yourself from what can seem like an endless array of on-line threats?.

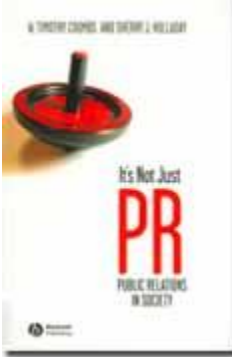
The invention of journalism ethics: the path to objectivity and beyond

Stephen J.A. Ward
Montreal & Kingston, CA:
McGill-Queen's University
Press, 2004.



174.907 WAR

The author explores the changing ethical assertions of journalists through the past few centuries, focusing on the changing relationship between journalist and audience.

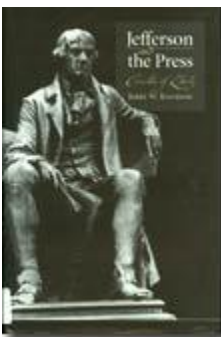


It's not just PR : public relations in society

W. Timothy Coombs and Sherry J. Holladay
Malden, MA : Blackwell Pub, 2007.

659.2 COO

Provides a balanced view of public relations as neither flawless nor sinister and further examines public relations as a tool for marginalized groups, focusing on its use in the non profit sector, and citing relevant examples like the use of PR to pressure Coca Cola to reform labor practices in Latin America.



Jefferson and the press : crucible of liberty

Jerry W. Knudson
Columbia, SC : University of South Carolina Press, 2006.

973.460 KNU

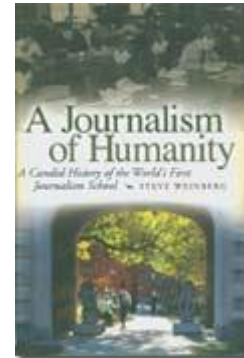
Knudson details the coverage of four Federalist and four Republican newspapers in wide circulation of six major episodes of the Jeffersonian era and profiles the men projecting these radically different views showing these editors to have been sophisticated, and at times unscrupulous, political "scribblers" who fearlessly printed what they thought with bluntness and ferocity that might shock even twenty-first-century readers.

A journalism of humanity : a candid history of the world's first journalism school

Steve Weinberg
Columbia, MO : University of Missouri Press, 2008.

070.4071 WEI

Founded by Walter Williams, a newsman who lacked a college education, the University of Missouri's School of Journalism is regarded as among the best in the world. Weinberg uncovers the history of the school's first 100 years, revealing the flaws as well as the virtues of the Missouri Method.

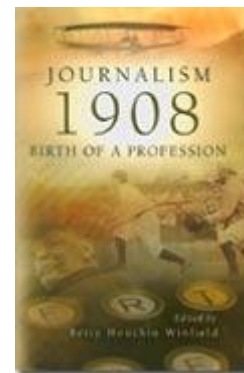


Journalism, 1908: birth of a profession

Edited by Betty Houchin Winfield
Columbia, MO : University of Missouri Press, 2008.

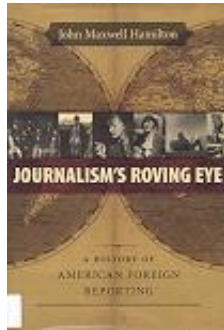
071.3 JOU

A team of media scholars with personal ties to the University of Missouri's School of Journalism explore the state of news organizations in 1908, the year in which the first university-based school of journalism was founded, and illustrate the profound impact journalism education has had on the news media.



Journalism's roving eye : a history of American foreign reporting

John Maxwell Hamilton.
Baton Rouge, FL :
Louisiana State
University Press, 2009.
070.4 HAM



Provides a sweeping and definitive history of American foreign news reporting from its inception to the present day and chronicles the economic and technological advances that have influenced overseas coverage, as well as the cavalcade of colorful personalities who shaped readers' perceptions of the world across two centuries.

Killing the messenger : Journalists at Risk in Modern Warfare

Herbert N. Foerstel
Westport, CT : Praeger,
2006.



070.433 FOE

Reveals the new face of war and journalism, and correspondents describe the dangers they face, and attempt to explain why are they targeted. Extended interviews with correspondents who have been abducted and tortured during Middle East conflicts shed chilling light on this new face of war.

Listener supported : the culture and history of public radio

Jack W. Mitchell
Westport, CT :
Praeger, 2005.



384.54 MIT

The author tells the story of public radio from the point of view of an insider, a participant, and a thoughtful observer that traces its origins in the progressive movement of the 20th century, and analyzes the people, institutions, ideas, political forces, and economic realities that helped it evolve into what we know as public radio today.

Magazines that make history : their origins, development, and influence

Norberto Angeletti
and Alberto Oliva
Gainesville, FL :
University Press of
Florida, 2004.



REF 050.9 ANG

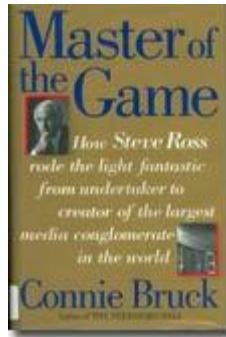
Lavishly illustrated with reproductions of articles and covers that are outstanding examples of the art and craft of magazine journalism, this book presents the stories behind eight publications that revolutionized the magazine marketplace on an international scale in the twentieth century.

Master of the game : Steve Ross and the creation of Time Warner

Connie Bruck
New York, NY : Simon & Schuster, 1994.

302.23 BRU

This is the story of the most flamboyant businessman and dealmaker of his generation, Steve Ross. He negotiated his enormous and complicated deals, from movies and records, to cable and publishing, with shrewdness and brilliance. It was wizardry and vision that enabled Ross to best most adversaries, out-negotiate every dealmaker, confound his critics, and ultimately create the Time Warner empire.

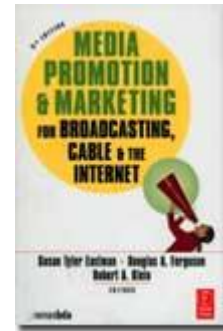


Media promotion and marketing for broadcasting, cable, and the Internet

Edited by Susan Tyler Eastman [et al]
Amsterdam ; Boston : Elsevier/Focal Press, 2006.

384.55 MED

Explores the scope and goals of media promotion from the perspective of radio, network, and local television, and cable and public broadcasting. This edition takes an important, timely look at the newest media venue, the Internet, and takes a fresh look at the industry and the latest strategies for media promotion and marketing.



Media ownership and concentration in America

Eli M. Noam
Oxford ; New York, NY : Oxford University Press, 2009.

302.23 NOA

This book provides a comprehensive and balanced survey of media concentration with a methodical, scientific approach. It assembles a wealth of data from the last 25 years about mass media such as radio, television, film, music, and print publishing, as well as the Internet, telecommunications, and media-related information technology. It is an essential reading and a trove of information for scholars and students in media, telecommunications, IT, economics, and the history of business, as well as media industry professionals, business researchers, and policy makers around the world. Critics and defenders of media alike will find much that confirms and refutes their worldview.

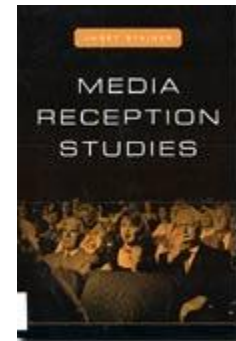


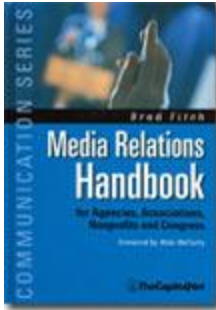
Media reception studies

Janet Staiger
New York : New York University Press, 2005.

302.23 STA

Written for students and scholars seeking an introductory map to this body of theory and research, it synthesizes in plain language social scientific, linguistic and cultural studies approaches to film and television as communication media.





Media relations handbook for agencies, associations, nonprofits, and Congress

Brad Fitch
Alexandria, VA :

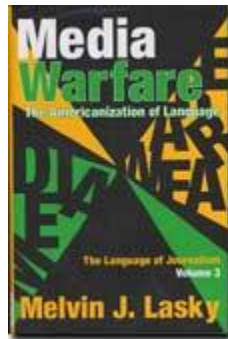
TheCapitol.Net, 2004.

659.2 FIT

This book is for those who are seeking the most effective means to communicate on behalf of a government agency, a national association or nonprofit, or an elected official. This work is an amalgamation of the collective wisdom of hundreds of public relations professionals in the worlds of government and politics.

Media warfare, the Americanization of language (The language of journalism. Vol. 3)

Melvin J. Lasky
New Brunswick, N.J;
London : Transaction:
Eurospan, 2005.



070.401 LAS

This volume pays particular attention to the gradual easing and near disappearance of censorship rules in 1960s and after, and the attendant effects on electronic and print media. The author details the pervasive and often indirect influence of the worlds of fashion and advertising on journalism with their imperatives of sensationalism and novelty.

Media in the digital age

John V. Pavlik
New York, NY :
Columbia University
Press, 2008.

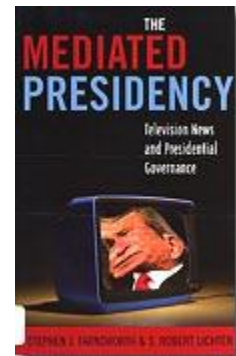
302.231 PAV



Examines our current digital innovations - blogs, podcasting, peer-to-peer file sharing, etc.- and their positive and negative implications. Focuses on present developments, but also peers into the future, foreseeing a media landscape dominated by a highly fragmented, though active, audience; intense media competition; and scarce advertising dollars. Shows how professional journalism and media can hold on to their role as a vital information lifeline and continue to operate as the tool of a successful democracy.

The Mediated Presidency : Television News and Presidential Governance

Stephen J. Farnsworth ; S. Robert Lichter
Lanham, MD : Rowman
& Littlefield, 2006.



070.4 FAR

The centerpiece of this book is a content analysis that compares news coverage of the first year of the Reagan, Clinton, and George W. Bush administrations. This analysis was developed from a study originally commissioned by the Council for Excellence in Government as part of its ongoing Government's place in the lives and esteem of American citizens.



Mixed media : moral distinctions in advertising, public relations, and journalism

Thomas H. Bivins
Mahwah, NJ : L. Erlbaum Associates, 2004.

175 BIV

Introduces readers to the tools necessary for making moral and ethical decisions regarding the use of mass media. The focus is on the three mass media industries most pervasive in today's society: the news media (journalism), advertising, and public relations.

New media, old media : a history and theory reader

Edited by Wendy Hui Kyong Chun & Thomas Keenan
New York, NY : Routledge, 2006.

302.23 NEW

Is a comprehensive anthology of original and classic essays that explore the tensions of old and new in digital culture. The many topics explored in this provocative volume include websites, web-cams, the rise and fall of dot-com mania, Internet journalism, the open source movement, and computer viruses. It is essential reading for anyone interested in understanding the cultural impact of new media.



Narrating the News : New Journalism and Literary Genre in Late Nineteenth-Century American Newspapers and Fiction

Karen Roggenkamp
Kent, OH : Kent State University Press, 2005.

071.309 ROG

This book examines five major stories featured in three respected New York newspapers during the 1890s to illustrate how new journalism manipulated specific segments of the literary marketplace. The author looks at part of the history of mass print communications more generally, exposing the competitive and reinforcing interplay between specific literary genres and their journalistic revisions.



News at work : imitation in an age of information abundance

Pablo J. Boczkowski.
Chicago, IL ; London : The University of Chicago Press, 2010.

079.82 BOC

Peeking inside the newsrooms where journalists create stories and the work settings where the public reads them, the author reveals why journalists contribute to the growing similarity of news while consumers find this increasingly dissatisfying. This book offers an enlightening perspective on living in a world with more information but less news.



News ombudsmen in North America : assessing an experiment in social responsibility

By Neil Nemeth

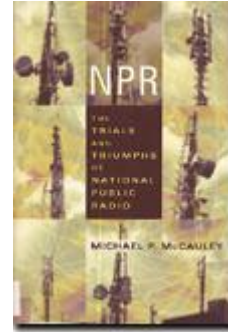
Westport, CT :
Praeger, 2003.
070.92 NEM



A former reporter, Nemeth covers a neglected topic with this timely book. He uses case studies, surveys, and interviews to explore how and why ombudsmen work to provide accountability in news organizations. Discussing specific incidents and how ombudsmen handled them, the book covers important concepts--including newspapers' historical resistance to hiring ombudsmen, a situation even more problematic in today's corporate environment. Virtually the only work of its type, this book should be in every academic library and required reading for editors and publishers.

NPR : the Trials and Triumphs of National Public Radio

Michael P. McCauley
New York, NY :
Columbia University Press, 2005.



384.54 MCC

The people who shaped America's public broadcasting system thought it should be "a civilized voice in a civilized community"--a clear alternative to commercial broadcasting. This book tells the story of how NPR has tried to embody this idea. McCauley describes NPR's evolution from virtual obscurity in the early 1970s, when it was riddled with difficulties--political battles, unseasoned leadership, funding problems--to a first-rate broadcast organization. The book draws on a wealth of primary evidence, including 57 interviews with people who have been central to the NPR story, and places the network within the historical context of the wider U.S. radio industry. Since the late 1970s, NPR has worked hard to understand the characteristics of its audience. Because of this, its content is now targeted toward its most loyal listeners--highly educated baby-boomers, for the most part--who help support their local stations through pledges and fund drives.



The news and its future

Edited by Paul McCaffrey.
New York, NY : H.W. Wilson Co., 2010.
071.3 NEW

The selections gathered in this volume consider the current state of the news media and the factors that are shaping its future. One of the central questions they seek to answer is how the new journalistic models compare to the old, and whether they are capable of living up to the high calling espoused in the nine principles of journalism put forth by the Committee of Concerned Journalists.

Online journalism : principles and practices of news for the Web

James C. Foust
Scottsdale, AZ :
Holcomb Hathaway, 2005.



070.4 FOU

It will show you how to apply your developing journalistic skills to the Internet. It reviews some of the basic principles of journalism while showing you how to put these principles into practice

online. Presents a combination of broad conventions, basic technological information and practical applications.

Pages from the past: history and memory in American magazines

Carolyn Kitch
Chapel Hill, NC :
University of North
Carolina Press, 2005.



051 KIT

Drawing on evidence from the pages of more than sixty magazines, the author examines the role of journalism in creating collective memory and identity for Americans and argues that editorial perspectives, visual and narrative content, and the tangibility and keepsake qualities of magazines makes them key repositories that reflect and inform who Americans are now.

Pioneers of primetime [videorecording]

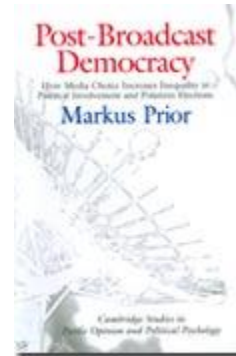
Produced and directed by Steve Boettcher
Alexandria, VA : PBS
Home Video, 2005.



DVD 384.55 PIO

A tribute to the icons of early television and an entertaining retrospective on the Golden Age of television comedy. Includes footage from shows such as "The Milton Berle show," "The Ed Sullivan show," "The Jack Benny show," "The Red Skelton show," "I love Lucy," and "The Honeymooners." Six years in the making, the program features exclusive in-depth interviews with an unprecedented collection of TV's early stars.

Post-broadcast democracy : how



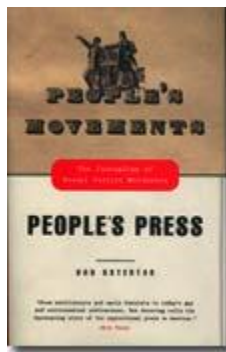
media choice increases inequality in political involvement and polarizes elections

Markus Prior
Cambridge, MA :
Cambridge

University Press, 2007.

302.23 PRI

Shows the impact of a changing media environment on citizen knowledge, voter turnout, incumbency advantage, partisan polarization, and other vital features of American politics. It does so by clarifying not just how people choose whether or not to pay attention to politics, but also why these choices changes so dramatically from person to person and from decade to decade.



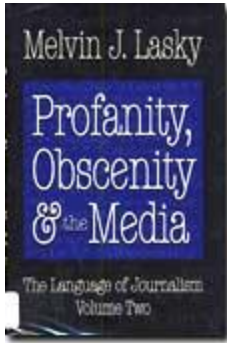
People's movements, people's press : the journalism of social justice movements

Bob Ostertag
Boston, MA : Beacon
Press, 2006.

071.309 OST

Movements for social justice have created a wide array of pamphlets, broadsides, newsletters, newspapers and even glossy magazines. The author brings this hidden history to light, examining the publications of the abolitionist, woman suffrage, gay and lesbian, and environmental movements, as well as the underground GI press during the Vietnam War.

Profanity, obscenity and the media (The language of journalism. Vol. 2)



Melvin J. Lasky
New Brunswick, N.J ;
London : Transaction :
Eurospan, 2005.

070.401 LAS

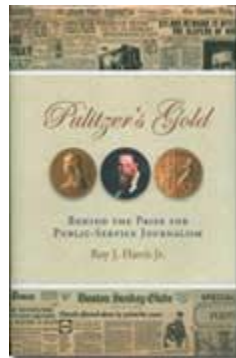
This text documents the possibly terminal crisis affecting honest, thoughtful and independent journalism in the Western world. It also adds the personal touch of both wit and anecdote expressed by an experienced international journalist and historian.

Pulitzer's gold : behind the prize for public service journalism

Roy J. Harris
Columbia, MO :
University of Missouri Press,
2007.

071.3079 HAR

Examines the ninety-year history of the Pulitzer Prize for Public Service awarded to newspapers. Harris recalls many stories including the New York Time's Pentagon Papers exclusive, the Watergate scandal that was uncovered by the Washington Post and coverage of Hurricane Katrina by the Times-Picayune of New Orleans and the Sun Herald of Biloxi, Mississippi.



Radio cultures : the sound medium in American life

Edited by Michael C. Keith
New York, NY : Peter Lang,
2008.

791.44 RAD

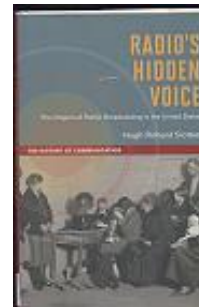
Examines the manifold ways in which radio has influenced the nation's social and cultural environment since its inception nearly a century ago. Written by leading scholars in the field, chapters addresses a wide range of topics, including how this powerful medium has impacted and affected non-mainstream segments of the population throughout its history and how these repressed and neglected groups have employed radio to counter and overcome discrimination and bias.

Radio's hidden voice : the origins of public broadcasting in the United States

Hugh Richard Slotten
Urbana, IL : University of Illinois Press, 2009.

384.54 SLO

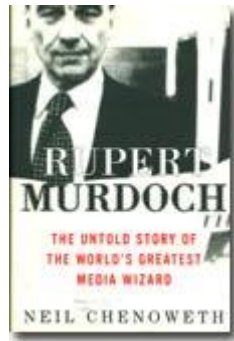
Employing extensive research from archives across the United States, the author examines the origins of alternative broadcasting models based especially on a commitment to providing noncommercial service for the public. Radio stations operated by institutions of higher education were especially significant because they helped pioneer the idea and practice of broadcasting in the United States.



**Rupert Murdoch :
the untold story of
the world's
greatest media
wizard**

Neil Chenoweth
New York, NY : Crown
Business, 2001.

070.092 CHE

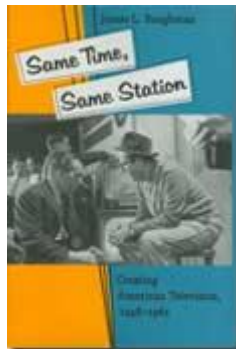


This is both, the biography of Murdoch the man (including the divorce from his wife, Anna; his remarriage to a woman young enough to be his granddaughter; and the struggle between his two sons for eventual control of the family holdings) and a "follow the money" investigation that reveals how he has managed to have such a huge impact on the communications revolution that promises to utterly transform life in the twenty-first century.

**Same time, same station : creating
American
television, 1948-
1961**

James L. Baugham
Baltimore, MD : Johns
Hopkins University Press,
2007.

384.55 BAU

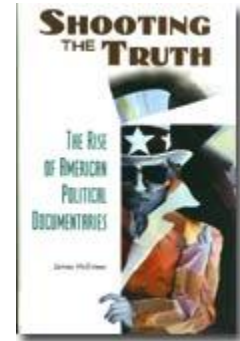


Takes readers behind the scenes of early broadcasting, examining corporate machinations that determined the future of television. The tale of television's founding years reveals a series of decisions that favored commercial success over cultural aspiration.

**Shooting the
truth : the rise of
American
political
documentaries**

James McEnteer
Westport, CT :
Praeger, 2006.

070.18 MCE



The author parses the politics of non fiction films of recent decades, which together constitute an alternative history to many official stories offered by the government and his media minions. Tracing the origins of an oppositional documentary movement to the Vietnam Era, McEnteer shows how a strong independent documentary tradition grew from television's failure to sustain a commitment to the public interest.

**Something in the air : radio, rock,
and the revolution that shaped a
generation**

Marc Fisher
New York, NY :
Random House, 2007.

384.54 FIS



Chronicles the extraordinary evolution of the unique and timeless medium that captured our hearts and minds, shook up our souls, tuned in - and turned on - our consciousness, and went from being written off to rewriting the rules of pop culture. Disproving the notion that a new technology would wipe out old media, radio survived, changing itself and the nation.

Sounds of change : a history of FM broadcasting in America

Christopher H. Sterling & Michael Keith
Chapel Hill, NC : University of North Carolina Press, 2008.



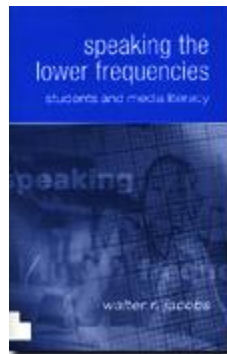
C.

384.54 STE

Authors detail the history of FM, from its inception to its dominance (for now, at least) of the airwaves. 1960s brought FCC regulations allowing stereo transmission and requiring FM programs to differ from those broadcast on co-owned AM stations. Branching out into experimental programming, FM soon attracted the counterculture movement, minority groups, and noncommercial public and college radio.

Speaking the lower frequencies : students and media literacy

Walter R. Jacobs
Albany, NY : State University of New York Press, 2005.

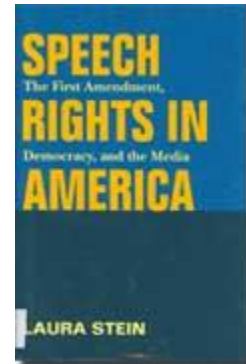


302.23 JAC

Demonstrates how students can be critical consumers on media while retaining the pleasure they derive from it. He shows that when students are encouraged to be more than just passive receptors of the media they learn to develop active, critical voices that they use both inside and outside the classroom.

Speech rights in America : the First Amendment, democracy, and the media

Laura Lynn Stein
Urbana, IL : University of Illinois Press, 2006.

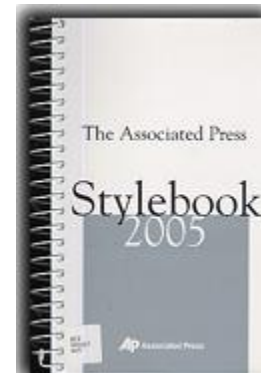


302.23 STE

Author argues that the ways in which the courts interpret the First Amendment unduly constrict the speech rights of citizens. Legal interpretations of the First Amendment, the principal guarantor of speech rights in the United States, often privilege the interests of media owners over those of the broader citizenry.

Stylebook and briefing on media law

Edited by Norm Goldstein
New York, NY : Associated Press, 2005.



REF 808.027 STY

The AP Stylebook has become the essential tool for anyone who cares about good writing. It is distilled from a thousand suggestions and ideas ordered alphabetically, as well as several big desk and online dictionaries.

Stylebook and briefing on media law

Associated Press
New York, NY : Basic Books, 2007.



REF 808.066 STY

Offers guidelines on capitalization, abbreviations, punctuation, spelling, numerals, usage, and style. With invaluable additional sections on the unique guidelines

for business and sports reporting and on how you can guard against libel and copyright infringement, this book is the one reference for all writers, editors, and students.

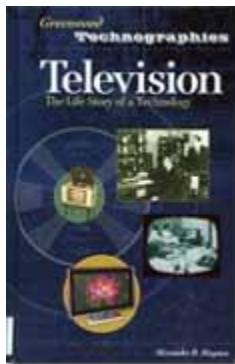
The technology of journalism : cultural agents, cultural icons

Patricia L. Dooley
Evanston, IL : Northwestern University Press, 2007.

070.4332 DOO



Explores the social and cultural environments in which the technologies emerged and examines the role of technology as a factor in the development of journalism as an occupation. Authors also speculate on what the future may hold for the principles and practice of journalism in a world of tomorrow.



Television : the life story of a technology

Alexander B. Magoun
Westport, CT : Greenwood Press, 2007.

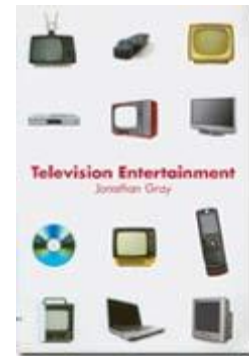
621.388 MAG

Short history of television, explains how television works, how we have changed our definition of what television is, how we arrived at the systems we have, and how the U.S. and other countries made choices along the way, for technological, commercial, political or cultural reasons.

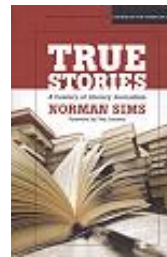
Television entertainment

Jonathan Gray
New York, NY : Routledge, 2008.

302.2345 GRA



But is television entertainment art? Why do so many love it and so many hate or fear it? Does it offer a window to the world or images of a fake world? How is it political and how does it address us as citizens? What powers does it hold, and what powers do we have over it? Or, for that matter, what is television these days, in an era of rapidly developing technologies, media platforms, and globalization? This book addresses these and other key questions with examples from recent and current television.



True stories : a century of literary journalism

Norman Sims
Evanston, IL : Northwestern University Press, 2007.

818.5 SIM

Details the cultural conditions, the competing journalistic forms, and the innovative writers that shaped literary journalism's destiny. Examines the work of early practitioners, the difficulties encountered during the rise of journalistic objectivity, and the burst of activity during the Great Depression.

Txtng : the Gr8 Db8

David Crystal
Oxford ; New York : Oxford University Press, 2008.

004.692 CRY



Takes a long hard look at the text-messaging phenomenon and its effects on literacy, language, and society. Investigates how texting began and who uses it, why, and what for. Shows how to interpret its mix of pictograms, logograms, abbreviations, symbols and wordplay, and how it works in different languages. Concludes that far from hindering literacy, texting may even turn out to help it.

The troubles of journalism : a critical look at what's right and wrong with the press



William A. Hachten
Mahwah, NJ : Lawrence Erlbaum Associates, 2005.

071.3 HAC

Provides an update of the U.S. journalism profession. It is considered the critiques of journalism and evaluates the changes taking place that have resulted in both positive and negative outcomes. Offers timely examinations of the mergers and consolidation of media giants, press credibility and bias in the wake of high profile reporter scandals, the expanding and controversial role of cable news channels, the enhanced importance of the Internet for news and comment, and finally, globalization of the U.S. role in international communication.

The two W's of journalism : the why and what of public affairs reporting

Davis Merritt, Maxwell McCombs
Mahwah, NJ : Lawrence Erlbaum Associates, 2004.

071.3 MER



In the information-rich 21st century, the journalist's task of providing news has become more and more complex. Technological advances allow access to an increasing amount of information, making more difficult the task of deciding what to pass along and how it should be framed. The authors of this book explore public affairs journalism, a practice that lies at the core of the journalism profession. They go beyond the journalistic instruction for reporting and presenting news to reflect on why journalism works the way it does.

The vanishing newspaper : saving journalism in the information age

Philip Meyer
Columbia, MI : University of Missouri Press, 2009.

071.3 MEY

In this edition, Meyer's analysis of the correlation between newspaper quality and profitability is updated and applied to recent developments in the newspaper industry. Meyer argues that understanding the relationship between quality and profit is central to sustaining journalistic excellence and preserving journalism's unique social functions.

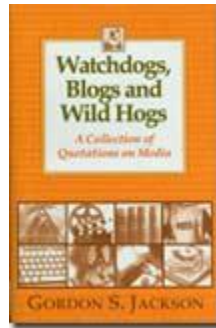


Watchdogs, blogs and wild hogs : a collection of quotations on media

Gordon S. Jackson
Spokane, WA : New Media Ventures, 2006.

REF 808.88 JAC

Guide to more than 1, 500 media-related quotations covering nearly 50 topics, from Advertising to Writing. Includes quotes from diverse sources, including academics, celebrities, politicians, media practitioners and their critics.

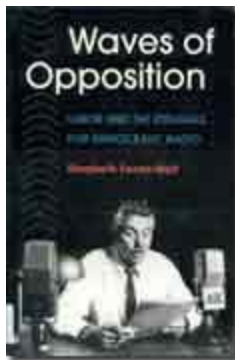


Viewer discretion advised : taking control of mass media influences

Jeffrey McCall
Lanham, MD : Rowman & Littlefield Publishers, 2007.

302.2 MCC

Shows where our media have gone wrong and what we can do about it. Illustrates the problems with much of contemporary media content, why it is this way, and how consumers can actively shape the media. Author further highlights the overwhelming influence of big media corporations in dictating cultural standards and the government's role in regulating the media.



Waves of opposition : labor and the struggle for democratic radio

Elizabeth Fones-Wolf
Urbana, IL : University of Illinois Press, 2006.

384.5443 FON

Describes and analyzes the battles over the powerful new medium of radio, which helped spark the massive upsurge of organized labor during the Depression. The author demonstrates its importance as a weapon in an ideological war between labor and business, where corporations used radio to sing the praises of individualism and consumerism, while unions emphasized equal rights, industrial democracy, and social justice.

We Changed the World: Memoirs of a CNN Global Satellite Pioneer

Sidney Pike
St. Paul, MN : Paragon, 2005.

791.450 PIK

Sidney Pike was a pioneer and evangelist for the global television channels and the news services that are taken for granted today. His story is the most thorough chronicle of all the changes before the global information revolution led by CNN.



We the media : grassroots journalism by the people, for the people

Dan Gillmor
Beijing ; Sebastopol, CA:
O'Reilly, 2006.



302.23 GIL

Tells the story of how Internet has changed Big Media's monopoly on the news and sheds light on the deep shift in how news are made and consumed. Shows how anyone can produce news coverage using personal blogs, Internet chat groups, email, and a host of other tools.

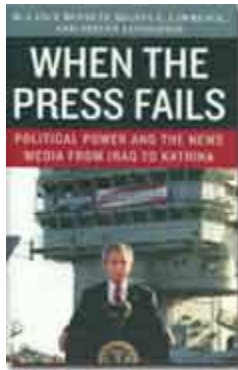
Women and the Media: Diverse Perspectives

Edited by Theresa Carilli, Jane Campbell
Lanham, MD : University Press of America,
2005.



302.23 WOM

Collection of 19 descriptive and empirical articles examining media depictions and highlighting significant contributions. This anthology has a cultural focus and addresses issues of race, ethnicity, class, and sexuality.



When the press fails : political power and the news media from Iraq to Katrina

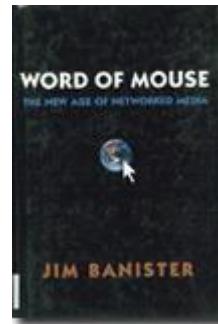
W. Lance Bennett,
Regina G. Lawrence,
and Steven Livingston
Chicago, IL :
University of Chicago
Press, 2007.

071.3 BEN

Argues that reporters' dependence on official sources disastrously thwarts coverage of dissenting voices from all but the most influential circles, and concludes by proposing new practices to reduce reporters' dependence on power.

Word of mouse : the new age of networked media

Jim Banister
Chicago, IL : Agate,
2004.



303.48 BAN

An essential guide to how the rapid convergence of media and digital technology will unfold over the coming years, and how our conceptions of "programming" and "consumers" will be transformed by the increasing primacy of network media. A must-read for everyone from business and media professionals to regular consumers.

Writing your journal article in 12 weeks : a guide to academic publishing success

Wendy Laura
Belche
Thousand Oaks, CA
: SAGE
Publications, 2009.

070.5 BEL

Revolutionary approach to enabling academic authors to overcome their anxieties and produce the publications that are essential to succeeding in their fields. Each week, readers learn a particular feature of strong articles and work on revising their articles accordingly. At the end of twelve weeks, they send their articles to a journal. This invaluable resource is the only guide that focuses specifically on publishing humanities and social science journal articles.



Your past and the press! : controversial presidential appointments ...

By Joseph Michael
Green
Dallas, TX : University
Press of America,
2004.

302.234 GRE

Through exploring the public depiction of Judge Robert Bork and Professor Lani Guinier, this book elucidates how interest groups and the media influence the confirmation process for top-level government appointees.