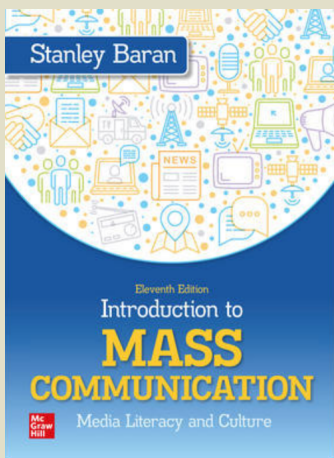


# List of Changes



## Introduction to Mass Communication 11th Edition Stanley Baran

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The new edition maintains its commitment to enhancing students' critical thinking and media literacy skills. New and updated material in this edition reflects the latest developments in new digital technologies and highlights the most current research in the field.

SEE LIST OF CHANGES ATTACHED.

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# Changes to Baran: Introduction to Mass Communication, 11e

## Chapter 1 Mass Communication, Culture, and Media Literacy

- New discussion of news literacy, fake news, and confirmation bias; new example regarding the significance of casting the first non-binary TV character; new discussion of the Nike/Colin Kaepernick controversy.

## Chapter 2 Convergence and the Reshaping of Mass Communication

- New Cultural Forum box discussion of government subsidy for journalism and the formation of Community Information Districts to revitalize local journalism.

## Chapter 3 Books

- New discussion of the popularity of audiobooks; added coverage of the growing public affection and use of public libraries and the Little Free Library movement, as well as the “adaptation explosion” created by streaming networks; new Using Media to Make a Difference box on important books that changed American life.

## Chapter 4 Newspapers

- New Using Media to Make a Difference box on growing philanthropic support for saving journalism and newspapers; added discussion of the return of micropayments for individual articles and the gutting of local newspapers by vulture funds.

## Chapter 5 Magazines

- New Cultural Forum discussion of changes in women’s magazines post #MeToo to become more politically and socially conscious; added coverage of paid memberships, magazine brand licensing, and the marriage of augmented reality and QR codes.

## Chapter 6 Film

- New discussion of special-effects fatigue, what constitutes a “movie” as a case study on the disruption wrought by convergence, and movies based on intellectual property (IP).

## Chapter 7 Radio, Recording, and Popular Music

- New Cultural Forum box on the threat streaming poses to songwriters; added discussion of the explosion in the number of professionally produced podcasts and podcast series, the remarkable staying power of radio, streaming making up for loss of recording sales, and noncommercial FM stations hiring journalists; a new look at the growth of songwriting camps and artificial intelligence (AI) songwriting and what that means for the quality of contemporary music.

## Chapter 8 Television, Cable, and Mobile Video

- New discussion of today’s “Era of Prime TV” (a new golden age of video) and the decline of cable subscriptions as everyone—including the traditional broadcast networks—is getting into streaming; additional Cultural Forum discussion on people’s willingness to cord-cut.

## Chapter 9 Video Games

- Expanded coverage of the video-game addiction debate; new discussion of big-budget AAA games, the obsolescence of the console, and the drive for in-game profits raising ethical issues, especially the collection of children’s data and the use of loot boxes.

## Chapter 10 The Internet and Social Media

- New discussion of the Internet Bill of Rights; new Using Media to Make a Difference box on the dissatisfaction with the Internet shared by users and expressed by Web and social networking pioneers; updated coverage on the Internet and hate, social networking and subjective well-being, connective and collective action, the European Union’s (EU) General Data Protection Regulation, Trump’s twitter feed as an official government source, facial recognition, and the growth of surveillance capitalism.

# Changes to Baran: Introduction to Mass Communication, 11e

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## Chapter 11 Public Relations

- Expanded discussion in the Cultural Forum box of maintaining an organization's reputation and managing crisis in an era of ubiquitous smartphone video and social networking.

## Chapter 12 Advertising

- New discussion of the movement of online advertising away from "toxic content," the growth of performance guarantees across all media, the growth of inhouse agencies, consumer resistance to tracking, and frequency capping.

## Chapter 13 Theories and Effects of Mass Communication

- New Cultural Forum box about whether the media is liberal or not; introduction of second-order agenda setting; updated coverage of the positive effects of entertainment education and the parasocial contact hypothesis (increased racial and cultural understanding as audiences "meet" those unlike themselves).

## Chapter 14 Media Freedom, Regulation, and Ethics

- New discussion of the vanishing ombudsperson and public editor position and the ethics of posting of mugshot galleries; new Cultural Forum discussion of banning hate sites from the Internet; new Making a Difference box raising the question of whether or not journalists should be activists; updated coverage of evaluating news using ethical values.

## Chapter 15 Global Media

- New discussion of Great Britain's Independent Press Standards Organisation; new Making a Difference box on the logic of connective action; updated Cultural Forum discussion of the decline of U.S. ranking in global press freedom; new coverage of the debate over American tech giants participating in Chinese censorship of the Internet; new discussion of the logic of the hybridization hypothesis of globalization's influence on world cultures.



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