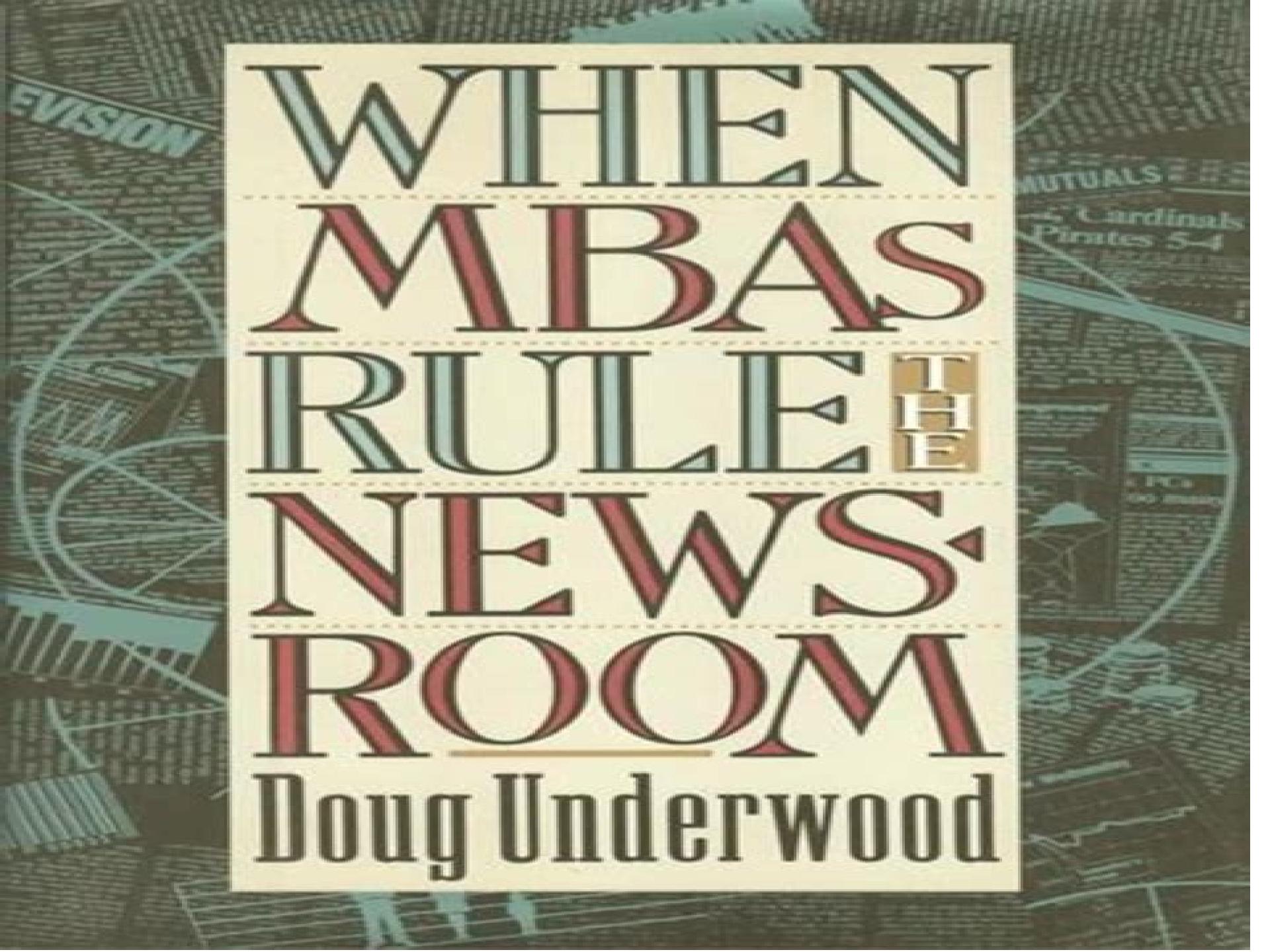


WHEN MBAS RULE THE NEWS ROOM

Doug Underwood



When Mbas Rule The Newsroom

Robert Perrin

When MBAs Rule The Newsroom:

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Uncertain Guardians Bartholomew H.

Sparrow, 1999-05-04 The news media are often seen as a fourth branch of government serving as a check on the other three. This text argues that this is a mistaken notion the media's decisions affect the government's policy making as well as the processes and outcomes of the political system

Boundaries of Journalism Matt Carlson, Seth C. Lewis, 2015-03-05 The concept of boundaries has become a central theme in the study of journalism. In recent years the decline of legacy news organizations and the rise of new interactive media tools have thrust such questions as what is journalism and who is a journalist into the limelight. Struggles over journalism are often struggles over boundaries. These symbolic contests for control over definition also mark a material struggle over resources. In short boundaries have consequences. Yet there is a lack of conceptual cohesiveness in what scholars mean by the term boundaries or in how we should think about specific boundaries of journalism. This book addresses boundaries head on by bringing together a global array of authors asking similar questions about boundaries and journalism from a diverse range of perspectives methodologies and theoretical backgrounds. *Boundaries of Journalism* assembles the most current research on this topic in one place thus providing a touchstone for future research within communication media and journalism studies on journalism and its boundaries.

Media Management in the Age of Giants Dennis F. Herrick, 2012-08-15 The emergence of giant media corporations has created a new era in mass communications. The world of media giants with a focus on the bottom line makes awareness of business and financial issues critical for everyone in the industry. This timely new edition of a popular and successful textbook introduces basic business concepts terminology history and management theories in the context of contemporary events. It includes up to date information on technology and addresses the major problem facing media companies today. How can the news regain profitability in the digital age. Focusing on newspaper television and radio companies Herrick fills his book with real life examples interviews with media managers and case studies. In a time when all the rules are changing because of digital technology conglomeration and shifting consumer habits this text is a vital tool for students and working journalists.

The Terrorism Spectacle Steven Livingston, 2019-06-26 How terrorism is portrayed by the news media and thus perceived by the public is directly linked to government's foreign policy goals. Steven Livingston demonstrates the complex interactions among the press the public and political actors in illuminating a policymaking process that relies on image management as one strategy in achieving policy objectives not just in combating terrorism but also in handling other foreign policy problems

Politics and the Press Pippa Norris, 1997 Contains 12 contributions including some original research by scholars journalists and media executives at Harvard's Joan Shorenstein Center. Contributions focus on the influence of the press on the policy apparatus of government and the impact of economics and changes in communications technology on

news reporting The volume also includes perspectives on minorities and women as members of the news industry Annotation copyrighted by Book News Inc Portland OR *Handbook for College Research* Robert Perrin,1997 Complete concise and specially designed for easy access this guide to the process of writing the research paper features a no nonsense handbook format that helps students quickly find the information they need The Third Edition of Handbook for College Research provides the latest information on locating and evaluating print and electronic source material as well as documenting sources in four different styles the APA Chicago CBE and updated MLA guidelines In addition to guiding students in the stages of writing the research paper planning drafting and revising this edition includes convenient in text annotations with each citation providing clear visual models of the four styles Coverage of electronic research includes the latest information on conducting electronic research interpreting search engines evaluating Internet and other electronic sources and documenting electronic sources in the four documentation styles **Rewriting the Newspaper** Thomas R.

Schmidt,2019-06-19 Between the 1970s and the 1990s American journalists began telling the news by telling stories They borrowed narrative techniques transforming sources into characters events into plots and their own work from stenography to anthropology This was more than a change in style It was a change in substance a paradigmatic shift in terms of what constituted news and how it was being told It was a turn toward narrative journalism and a new culture of news propelled by the storytelling movement Thomas Schmidt analyzes the expansion of narrative journalism and the corresponding institutional changes in the American newspaper industry in the last quarter of the twentieth century In doing so he offers the first institutionally situated history of narrative journalism s evolution from the New Journalism of the 1960s to long form literary journalism in the 1990s Based on the analysis of primary sources industry publications and oral history interviews this study traces how narrative techniques developed and spread through newsrooms advanced by institutional initiatives and a growing network of practitioners proponents and writing coaches who mainstreamed the use of storytelling Challenging the popular belief that it was only a few talented New York reporters Tome Wolfe Jimmy Breslin Gay Talese Joan Didion and others who revolutionized journalism by deciding to employ storytelling techniques in their writing Schmidt shows that the evolution of narrative in late twentieth century American Journalism was more nuanced more purposeful and more institutionally based than the New Journalism myth suggests **Mass Media Issues** George R. Rodman,1989

Asne-1989: Proceedings of the 1989 Convention of the American Society of Newspaper Editors , The Impact of Satisfaction and Dissatisfaction on Perception of Reporter Performance and Decision Orientation Among City Editors at Daily Newspapers Charles Roy St. Cyr,2002 **JQ. Journalism Quarterly** ,2000 Includes section Book reviews and other bibliographical material **Mediating the Message** Pamela J. Shoemaker,Stephen D. Reese,1996 Provides a comprehensive review of the functions and factors which influence media content decisions It analyzes research in this area and evaluates the theoretical perspectives typically used in these studies in an attempt to establish a new theory of

media content **Inside Corporate U** Marilee Reimer,2004 The effects of corporatization on higher education have been well documented yet there is little analysis of how the ongoing commercialization is affecting women faculty and shaping gender relations within the academic community Inside Corporate U is a timely and original collection that speaks to the gender related shifts and changes resulting from this business as usual approach Critical and eye opening fourteen essays examine how corporate ideology is influencing academic freedom intellectual property rights and independent research employment equity workloads and teaching conditions professional growth and development and how it is challenging the future of feminist pedagogy and Women s Studies The bottom line for these contributors is developing a strategy that preserves and protects the rights that women in the academy have struggled to achieve and that ensures equal access to higher education for all students **Hastings Communications and Entertainment Law Journal (Comm/Ent)** ,1994

The Newspaper Publishing Industry Robert G. Picard,Jeffrey H. Brody,1997 The Newspaper Publishing Industry provides a timely all inclusive approach to the alluring newspaper business Robert Picard and Jess Brody both of California State University at Fullerton offer insight into the economics of a newspaper as a product that delivers both advertising and information They also explore business and management issues ranging from increasing diversity to developing telecommunications based information services The authors place the social technological and economic aspects of this fascinating profession into context **Les médias et l'information aux Etats-Unis depuis 1945** Claude Jean

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