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Nota di contenuto	Intro -- Contents -- Tables and Figures -- Acknowledgments -- Introduction -- Chapter One. American Political Parties and the Press -- Chapter Two. New Directions in American Journalism -- Chapter Three. Advertising and the Press -- Chapter Four. Newspapers as Businesses -- Chapter Five. Shaping and Packaging the News: Luring Readers and Advertisers -- Chapter Six. The Commercialization of News -- Appendix 1. Content Analysis Scheme -- Appendix 2. Content Analysis Tables -- Notes -- Selected Bibliography -- Index.
Sommario/riassunto	This work traces the major transformation of newspapers from a politically based press to a commercially based press in the 19th century. Gerald J. Baldasty argues that broad changes in American society, the national economy and the newspaper industry brought about this dramatic shift.