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Nota di contenuto	Cover; CONTENTS; PREFACE; 1. POLITICAL PROBLEM, POLITICAL SOLUTIONS; Media, Markets, and Policies; U.S. Media System Not "Naturally" Profit Driven; Subsidizing the Press; The Rise of Broadcasting; The Neoliberal Period; 2. UNDERSTANDING U.S. JOURNALISM I: CORPORATE CONTROL AND PROFESSIONALISM; Journalism's Great Crisis; Rise of Professional Journalism; Limitations of Professional Journalism; The Commercialization of Journalism; Covering the Corporate Scandal; 3. UNDERSTANDING U.S. JOURNALISM II: RIGHT-WING CRITICISM AND POLITICAL COVERAGE; Conservative Critique of the "Liberal Media" Right-Wing Political Campaign against the Media Partisan Coverage in Peace and War; Journalism's Litmus Test: Election Coverage; Missing the Story-From DC to Florida; 4. THE AGE OF HYPER-COMMERCIALISM; Rise of Advertising; Hyper-Commercialism and Media; The Crumbling Wall; Hyper-Commercialism's New Frontiers; Advertising and Policy; 5. THE MARKET UBER ALLES; Is the Media System a Competitive Market?; Conglomeration and Synergy; Is the Market Appropriate to Regulate Media?; Creativity versus Commerce in the Conglomerate Era; So Do Commercial Media Give People What They Want? The Case for the Status Quo 6. MEDIA POLICIES AND MEDIA REFORM; Technology and the Internet; Policy Making in the Internet Era; Media

Ownership Policies; Media and Antitrust Law; Public Broadcasting, Yesterday and Today; Invigorating Public Media; 7. THE UPRISING OF 2003; Media Reform Movement Comes to Life; Powell and Copps Take the Stage; Beltway Opposition Stiffens; Powell's Three Arguments; Opposition Grows Beyond the Beltway; Left and Right Unite; From FCC to Congress; Trench Warfare; Epilogue: The Hardest Battle Has Been Won; NOTES; INDEX; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P QR; S; T; U; V; W; Y

Sommario/riassunto

The symptoms of the crisis of the U.S. media are well-known—a decline in hard news, the growth of info-tainment and advertorials, staff cuts and concentration of ownership, increasing conformity of viewpoint and suppression of genuine debate. McChesney's new book, *The Problem of the Media*, gets to the roots of this crisis, explains it, and points a way forward for the growing media reform movement. Moving consistently from critique to action, the book explores the political economy of the media, illuminating its major flashpoints and controversies by locating them in the political economy of
