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Annotated Bibliography

How Media Entertainment Affects the Youth

Bakker, Gerben. “*How Motion Pictures Industrialized Entertainment*.” The Journal of Economic History, vol. 72, no. 4, 2012, pp. 1036–1063. JSTOR.

Motion pictures constituted a revolutionary new technology that transformed entertainment performances from a rivalrous service into a labor-intensive service of anon-rivalrous commodity. Technological changes in spectator entertainment included the use of larger steel frames for venues that expanded audience capacity and the reproducible celluloid master performances that allowed the same performances to be shown in many venues simultaneously. Combining growth accounting with a new output concept showed productivity growth in entertainment which surpassed in any manufacturing industry between 1900 and 1938. Such rapid growth is inconsistent with the hypothesis that productivity growth in personal services is inherently lower than in manufacturing. By 1938 motion pictures provided entertainment even at marginal hours and in marginal places, offered an unprecedented variety of performances, especially for smaller towns, offered sound and sometimes color, close-ups and loudspeakers equalizing the auditorium experience. They gave every consumer the chance to see a superstar instantly in their own town. While it is not difficult to grasp this revolution in entertainment provision intuitively, no attempt has been made to quantify the productivity growth.

Briggs, Asa. “1960 – *Mass Entertainment: The Origins of a Modern Industry*.” Australia's Economy in Its International Context: The Joseph Fisher Lectures, Volume 2: 1956-2012, edited by Kym Anderson, University of Adelaide Press, South Australia, 2012, pp. 49–76. JSTOR,

The provision of entertainment has never been a subject of great interest either to economists or to economic historians – at least in their working hours. Yet in twentieth century conditions it is proper to talk of a highly organized entertainment industry, to distinguish within it between production and distribution, to examine forces making for competition, integration, concentration and control, and to relate such study to the statistics of national income and output, the development of advertising, international economic relations and – not least – to the central economic concept of the market which in the twentieth century is as much concerned with leisure as it is with work. In this article Briggs shows how and why a so-called mass entertainment industry emerged. Before the rise of radio and television, the revolution in mass entertainment was a revolution outside the home: now it is a revolution from within. One of the biggest social differences in our world is the revolutionary change in the amount and use of leisure and within that leisure a transformation in the provision of entertainment.

Maisel, Richard. *“The Decline of Mass Media”*. The Public Opinion Quarterly, vol. 37, no. 2, 1973, pp. 159–170. JSTOR,

This article examines media growth trends over the past twenty years and finds the interpretation of them greatly distorted. Contrary to past expectations, mass media is becoming increasingly important. A new, three-stage theory of social change and media growth, formulated in recent years, challenges many of the ideas long accepted in the study of modern communication systems. According to this theory, the third stage now evident in the United States, is characterized by a declining growth rate for mass media and increasing growth rate for specialized communication directed to smaller, more homogeneous audiences. If this theory is correct, the mass media will contrary to past expectations- play a less important role in the future, and the focus of scientific attention should be shifted to specialized media. This article reviews media growth trends in the United States during the period 1950-70 to determine whether the claims of the three-stage theory are warranted.

Moore, Harry Estill. *“Mass Communication in the South”*. Social Forces, vol. 29, no. 4, 1951, pp. 365–376. JSTOR,

 “Mass Communication in the South” is a newspaper article that reviews existing information about changes in mass communication patterns accompanying urbanization in the south. This paper reviews some of the existing information about changes in mass communication patters accompanying urbanization in the south, and to suggest some implications of this information. It would seem to be almost as obvious that one of the most important concomitants of urbanization, both as cause and effect, has been the change which has come about in our means of communication. Because of the availability of data, and lack of resources for original research, discussions are limited largely to a few major areas: newspaper circulation, radio stations and receiving sets, public library facilities and telephones. These are all devices whereby information and ideas are transmitted throughout the southern region. To the extent that urbanism depends upon raid and accurate secondary means of communication, it would seem that these media outlets might be used as rough indices of the degree of urbanization attained within the region.

Shrum, L. J. “*The Psychology of Entertainment Media: Blurring the Lines between Entertainment and Persuasion”*. Routledge, 2012. Print.

This book is precisely about how the lines between entertainment and persuasion have become increasingly blurred and how these blurred lines might either facilitate or inhibit changes in attitudes, beliefs, and perceptions. This contributed volume represents a multidisciplinary investigation of an age-old process (persuasion) in a relatively new guise (e.g., product placements, brand films and television programs, sponsorships). Its intent is to explore how persuasion works in these contexts and to expand the notion of what constitutes persuasion, hopefully resulting in a more knowledgeable field and a more knowledgeable consumer. Within this framework operates lack of more creative term, a variation of informed consent: audience members consent to be persuaded as long as they are informed of the persuasion attempt. At least that’s the way it’s supposed to work for advertising: a paid, non-personal persuasive communication from an identified source. The chapters that comprise this book are divided into three broad areas. These areas are potential effects of embedding promotions within entertainment media content, the persuasive power of the entertainment media content itself, and individual differences in the interplay between media usage and media effects.

Spitulnik, Debra. *“Anthropology and Mass Media”*. Annual Review of Anthropology, vol. 22, 1993, pp. 293–315. JSTOR,

This brief review has left many critical issues untouched, while at the same time attempting to crystallize some emerging issues and directions for future research. Mass media- defined in the conventional sense as the electronic media of radio, television, film and recorded music, and the print media of newspapers, magazines and popular literature – are at once artifacts experiences, practices and processes. They are economically and politically driven, linked to developments in science and technology and like most domains of human life, their existence is inextricably bound up with the use of language. Given these various modalities and spheres of operation, these are numerous angles for approaching mass media anthropologically: as institutions, as workplaces, as communicative practice, as cultural products as social activities as aesthetic forms, and as historical developments. But beyond approaching specific facets of mass media anthropologically, it seems that the greater challenges lies in integrating the study of mass media into our analyses of the “total social fact” of modern life.

Valkenburg, Patti M., and Jessica Taylor Piotrowski. “*Plugged In: How Media Attract and Affect Youth”*. Yale University Press, 2017. Print.

A study of the complex relationship between children and media in the digital age. Authors Valkenburg and Piotrowski examine the role of media in the lives of children from birth through adolescence, addressing complex issues of how media affects the young and what adults can do to encourage responsible use. Now, as never before, young people are surrounded by media thanks to the sophistication and portability of technology that puts it literally in the palms of their hands. This important study looks at the sunny side, such as the countless opportunities of educational media for learning, and the potential of social media for identity development and the dark side, including whether digital gaming is harmful or helpful, the effects of placing tablets and smartphones in the hands of toddlers, the legitimacy of parental concerns about media multitasking, and more. Each chapter gives an overview of existing theories and research on a particular topic.