

CHAPTER 10: MEDIA REFORM

I. Introductory Overview Essay of Reform Movement	5K Words
II. Theory of Media Reform Movement	
Socialization, Social Control, and Propaganda	2-5K Words
<ul style="list-style-type: none">• Framing Theory• Marxism/Neo-Marxism,	
III. Historical Development of Reform Movement	
Evolution of Early Broadcasting	1-2K Words
<ul style="list-style-type: none">• Public Regulation of Broadcast Media• Federal Communication Commission• Fairness Doctrine and Mass Media• Media Ownership – Regulation and Consolidation• Creation of Public Broadcasting Systems	
Consequences of the Rightwing Backlash to the New Left	1-2K Words
<ul style="list-style-type: none">• The Powell Doctrine and the Chamber of Commerce,• Talk Radio• Alternative Media and Independent Ownership• Public Access Media• Community Radio/Television• Internet “Grassroots” Campaigning• Investigative Journalism and Activism• The Internet as Public Domain/Digital Freedom Movement• Electronic Frontier Foundation• Center for Digital Democracy	
Media Watchdog Groups	1-2K Words
<ul style="list-style-type: none">• Watchdog Groups and Public Policy: Center for Public Integrity• Watchdog Groups and Industry: Center for Media and Democracy, PR Watch• Watchdog Groups and Mass Media: Fairness and Accuracy in Media	
Special Interest Groups and the Media	1-2K Words
<ul style="list-style-type: none">• Parents and Children• Regulation of Media of Content Motion Picture of America Rating System	

- Parents Television Council
- Parents' Music Resource Center (1985-95)
- Communications Decency Act (1996)
- Child On-line Protection Act (1998)
- Feminism and Images of Women in the Media
- NOW Controversy and the Pornography Industry
- The Christian Right and the Media
- Morality in Media (Conservative Inter-faith Group)
- White Ribbon Campaign Against Pornography
- Minority Representation in Media and Black Owned Media
- BET/Def Jam Records

IV. Key Moments

500-1K Words Each

National Educational Television (Renamed the Public Broadcasting Service) Founded (1953)

Parents Music Resource Center Campaigns For Recording Industry Censorship (1985)

U.S. Supreme Court Mandates Fairness Doctrine in Broadcasting (1969-87)

V. Intersection with Other Reform Movements

Media Reform and Christian Patriotism, Civil Rights Movement, Pacifism/Anti-War Movement, and Women's Rights Movement

2-5K Words

VI. Future of Reform Movement

Debate Continues over Media Ownership

2-5K Words

VII. Author Suggested Illustrations, Tables, and Documents

Total Words

16.5-31K Words