

Joseph Turow
∞ Selected Publications

Books

Joseph Turow and Andrea Kavanaugh (editors), *THE WIRED HOMESTEAD: AN MIT PRESS SOURCEBOOK ON THE INTERNET AND THE FAMILY*. Cambridge, MA: MIT Press, in press for summer 2003.

MEDIA TODAY: AN INTRODUCTION TO MASS COMMUNICATION 2nd edition. Boston: Houghton Mifflin, 2003; 1st edition, 1999.

BREAKING UP AMERICA: ADVERTISING AND THE NEW MEDIA WORLD. University of Chicago Press, 1997; paperback edition, 1998. Chapter 1 **reprinted** in the college composition anthology, *The Contemporary Reader*, Seventh Edition, edited by Gary Goshgarian (Addison Wesley Longman, 2001).

MEDIA SYSTEMS IN SOCIETY: UNDERSTANDING INDUSTRIES, STRATEGIES, AND POWER. New York: Longman, 1992; second edition 1997.

PLAYING DOCTOR: TELEVISION, STORYTELLING, AND MEDICAL POWER. New York: Oxford University Press, 1989.

MEDIA INDUSTRIES: THE PRODUCTION OF NEWS AND ENTERTAINMENT. New York: Longman, 1984.

CAREERS IN MASS MEDIA. Chicago: Science Research Associates, 1984 (editor).

ENTERTAINMENT, EDUCATION, AND THE HARD SELL: THREE DECADES OF NETWORK CHILDREN'S TELEVISION. New York: Praeger, 1981.

GETTING BOOKS TO CHILDREN: AN EXPLORATION OF PUBLISHER-MARKET RELATIONS. Chicago: American Library Association, 1979.

Monographs

Matthew McAllister and Joseph Turow (editors), "Commercialism and the New Media," special issue of *Journal of Broadcasting and Electronic Media* 46:4 (December, 2002).

Joseph Turow and Rachel Gans, "As Seen on TV: Health Policy Issues on TV's Medical Dramas." A Report from the Kaiser Family Foundation, July 2002.

"Web Sites and the 2000 Election." Coordinated and edited three reports to the Pew Charitable Trusts, July 2002.

Joseph Turow, "Public Policies on Children's Websites: Do They Play By the Rules?" Report No. 38 of the Annenberg Public Policy Center, March 2001, 22 pages.

Joseph Turow and Lilach Nir, "The Internet and the Family 2000: The View From Parents, the View from Kids." A Report from the Annenberg Public Policy Center of the University of Pennsylvania, 35 pp.

"The Internet and the Family: The View from Parents, the View from the Press." A Report from the Annenberg Public Policy Center of the University of Pennsylvania under the direction of Joseph Turow, May 1999, 42 pp. **Reprinted** in Spanish by Professor Carole Cummings for a Web site on Youth and Internet established at Diego Portales University in Santiago, Chile.

"Call-In Political Talk Radio: Background, Content, Audiences, Portrayal in Mainstream Media," A Report from the Annenberg Public Policy Center of the University of Pennsylvania under the direction of Joseph Cappella, Joseph Turow and Kathleen Jamieson, and funded by the Ford Foundation and the Carnegie Foundation of New York, August, 1996, 72 pp.

"Program Trends in Network Children's Television, 1948-1978." Washington, DC: Federal Communications Commission, 1979, 74.

Book Chapters

"Introduction to the Wired Homestead," in Joseph Turow and Andrea Kavanaugh (editors), **THE WIRED HOMESTEAD: AN MIT PRESS SOURCEBOOK ON THE INTERNET AND THE FAMILY**. Cambridge, MA: MIT Press, in press for early 2003.

Joseph Turow and Rivka Ribak, "Toward a World System Perspective on Cross-National Web Research" in Robin Mansell, Rohan Samarajiva, and Amy Mahan, *Networking Knowledge for Information Societies: Institutions & Intervention* (Delft, the Netherlands: University of Delft Press, 2002).

"U.S. Television Broadcasting," *Encyclopedia of Communication and Information*. (New York: Macmillan, in press).

With Lilach Nir, "The Internet and the Family: The View From Parents," in Cecilia von Feilitzen and Ulla Carlsson (ed.s), *Children in the New Media Landscape*. (Goteborg, Sweden: UNESCO International Clearinghouse on Children and Violence on the Screen, 2000), pp. 331-348.

"Segmenting, Signaling and Tailoring: Probing the Dark Sides of Target Marketing," in Robin Andersen and Lance Strate (editors), *Critical Studies in Media Commercialism* (New York: Oxford University Press, 2000).

"Marcus Welby, M.D." and "Medic" essays in Horace Newcomb, **THE ENCYCLOPEDIA OF TELEVISION** (Chicago: Fitzroy Dearborn, 1997).

"James Dean in a Surgical Gown," in Lynn Spigel and Michael Curtin (eds.), **THE REVOLUTION WASN'T TELEVISED** (New York and London: Routledge, 1996).

"Geschichtenerzalen im Zeitalter der Medien-Synergie" ("Storytelling and Media Synergy"), in B. Franzmann, et. al. (eds.), **AUF DEN SHULTEN VON GUTENBERG (ON GUTENBERG'S SHOULDERS)** (Mainz, Germany: Stiftung Lesen, 1994), pp. 240-245.

"A Mass Communication Perspective on Entertainment Industries," in J. Curran and M. Gurevitch (eds.), **CULTURE, SOCIETY, AND THE MEDIA** 2nd Edition. London: Edward Arnold, 1992; New York, Routledge, 1992.

"Power Roles and News Organizations," in C. Stratos (ed.), *THE WORLD OF NEWS*. Athens, Greece: Gnosis Publishing Company, 1991. Translated into Greek.

"Media Industries, Media Consequences: Rethinking Mass Communication," in J. Anderson (ed.), *COMMUNICATION YEARBOOK*. Newberry Park, CA.: Sage Publications, 1990.

"The Critical Importance of Mass Communication As a Concept," in B. Ruben and L. Lievrow (eds.), *INFORMATION AND BEHAVIOR*. New Brunswick, NJ: Transaction Books, 1990, pp. 9-20.

"Television and Institutional Power: The Case of Medicine," in B. Dervin, L. Grossberg, and E. Wartella, *RETHINKING COMMUNICATION: PARADIGM EXEMPLARS*. Newberry Park, CA.: Sage Publications, 1989, pp. 454-473.

"Publishing Industry," in Erik Barnouw (ed.), *THE INTERNATIONAL ENCYCLOPEDIA OF COMMUNICATION*. New York: Oxford University Press, 1989, Volume 3, pp. 402-406.

"Learning to Portray Institutional Power: The Socialization of Creators in Mass Media Organizations," in Phillip Tompkins and Robert McPhee (eds.), *ORGANIZATIONAL COMMUNICATION: TRADITIONAL THEMES AND NEW DIRECTIONS*. Beverly Hills: Sage Productions, 1985, pp. 211-234.

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"Unconventional Programs on Commercial Television: An Organizational Perspective," in C. Whitney and J. Ettema (eds.), *INDIVIDUALS IN MASS MEDIA ORGANIZATIONS*. Beverly Hills: Sage Publications, 1981, pp. 107-130. Reprinted in D. Thomas, *STUDIES IN MASS COMMUNICATION*. Norwood, New Jersey: Ablex, 1984, pp. 77-95.

"Client Relationship and Children's Book Publishing," in Paul Hirsch, Peter Miller, and F. Gerald Kline (eds) *STRATEGIES FOR COMMUNICATION RESEARCH*. Beverly Hills: Sage Publications, 1978, pp. 79-92.

Articles in Scholarly Journals

"Internet Power and Internet Power and Social Context: A Globalization Approach to Web Privacy Concerns," *JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA*, in press for Summer 2003.

Matthew P. McAllister and Joseph Turow, "Commercialism in the New Media World," *JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA*, 46:4 (December 2002), pp. 505-514.

"Family Boundaries, Commercialism and the Internet," *JOURNAL OF APPLIED DEVELOPMENTAL PSYCHOLOGY*, 22, (2001) 73-86.

"Domestic Zealotry and the Press: The Case of Kevorkian's Euthanasia Incident," JOURNALISM 1:2 (August, 2000), pp. 197-216. (First author, with Arthur Caplan and John Bracken.)

"Television Entertainment and the US Health Care Debate," THE LANCET 347: 9010 (May 4, 1996), pp. 1240-44. **Reprinted** (in Spanish) as "Las series televisas y el debate sobre la sanidad norteamericana," in *Medicina y denos de comunicacion* (Barcelona, Spain: Fundacion Dr. Antonio Esteve, 1997), pp. 37-43.

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"Hospitals and Hospital Administrators on Television," HOSPITALS AND HEALTH SERVICES ADMINISTRATION, Journal of the American College of Hospital Administrators 30:6 (November/December, 1985) 96-106.

"Television, the Treatment of Illness, and the Portrayal of Institutional Change," JOURNAL OF COMMUNICATION 35:4 (Autumn, 1985), 36-52 (first author with Lisa Coe). Reprinted in G. Kreps and B. Thornton (eds.), *Health Communication: Theory & Practice* 2nd Edition (Waveland Press, 1992).

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- "The Role of 'The Audience' in Publishing Children's Books" JOURNAL OF POPULAR CULTURE 16:2 (Fall, 1982) 90-100.
- "Broadcast Television's Publicity Outlets: An Initial Investigation," PUBLIC RELATIONS REVIEW 7:3 (Fall, 1981) 111-123 (first author with Ceritta Park).
- "Non-fiction on Commercial Children's Television: Trends and Policy Implication," JOURNAL OF BROADCASTING 24:4 (Fall, 1980) 437-448.
- "Television Sponsorship Forms and Program Subject Matter," JOURNAL OF BROADCASTING 24:3 (Summer, 1980) 381-399.
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- "Casting For Television: The Anatomy of Social Typing," JOURNAL OF COMMUNICATION 28:4 (Autumn, 1978) 18-24.
- "The Impact of Differing Orientations of Librarians on the Process of Book Selection: A Case Study of Library Tensions." THE LIBRARY QUARTERLY (The University of Chicago Press) 48:3 (July, 1978) 278-292.
- "Another View of Citizen Feedback to the Mass Media," PUBLIC OPINION QUARTERLY 41:4 (Winter, 1977-78) 534-543.
- "Advising and Ordering: Daytime, Prime Time," JOURNAL OF COMMUNICATION 24:2 (Spring, 1974) 138-140.
- "Talk Show Radio As Interpersonal Communication," JOURNAL OF BROADCASTING 18:2 (Spring, 1974) 171-191.
- "Dickens and Fire Imagery," REVUES DES LENGUES VIVANTES 40:4 (Winter, 1974) 359-370 (second author with Benjamin Fisher).