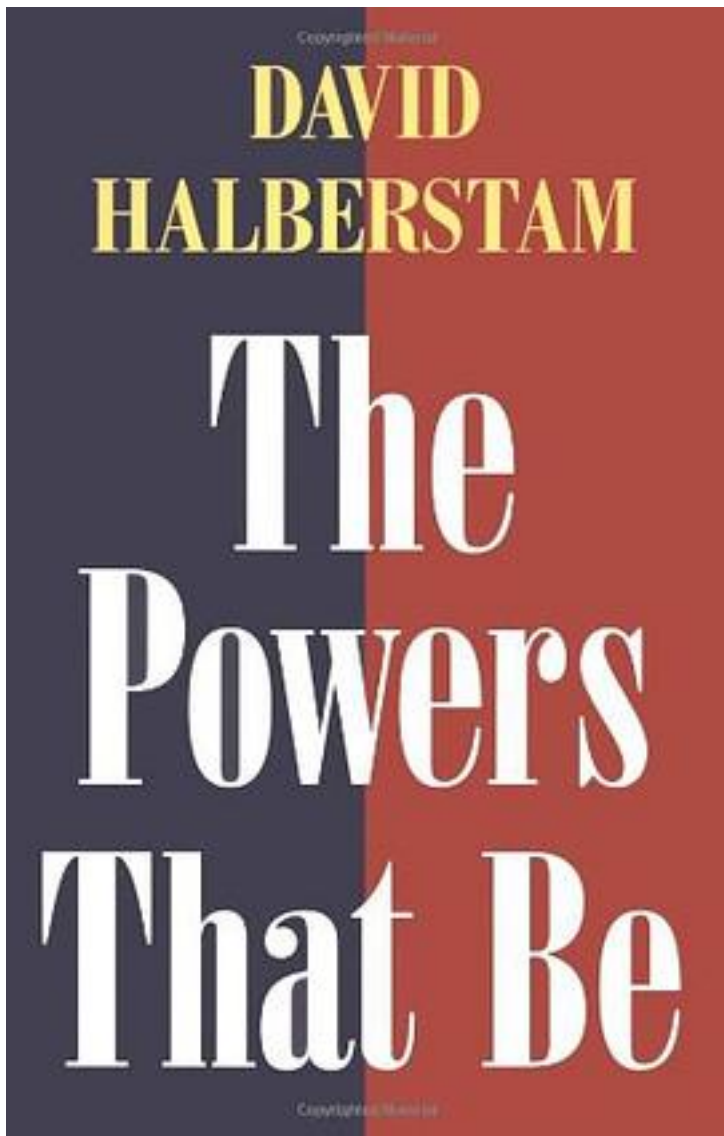


# The Powers That Be



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著者:David Halberstam

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Crackling with the personalities, conflicts, and ambitions that transformed the media from something that followed the news to something that formed it, "The Powers That Be" is David Halberstam's forceful account of the rise of modern media as an instrument of political power, published here with a new introduction by the author. Beginning with FDR's masterful use of radio to establish the sense of a personal, benevolently paternal relationship with the American people and culminating in the discovery and coverage of the Watergate break-in, Halberstam tracks the firm establishment of the media as a potent means of shaping both public opinion and public policy. He tells the story through vivid, intimate portraits of the men, women, and politics behind four key media organizations: CBS and its board chairman William S. Paley; "Time" magazine and its cofounder Henry Luce; the "Washington Post" and successive publishers Philip Graham and his wife, Katherine; and, the "Los Angeles Times" and publishers Norman Chandler and his son, Otis.

作者介绍:

戴维·哈伯斯塔姆 (David Halberstam)  
美国著名记者兼作家。他50年代曾任《纽约时报》驻外记者，常年在海外工作。1963年因由西贡发回的新闻报道而荣膺当年的普利策奖，从此声名鹊起。1965年后，他连续推出《陷入困境》(The Making of a Quagmire)、《罗伯特·肯尼迪未完成的远征》(The Unfinished Oayssey of Robert Kennedy)、《胡志明——北越的领袖》(North Vietnamese Leader Ho Chi Minh)。1972年他又写出了《出类拔萃之辈》(The Best and the Brightest)，对肯尼迪总统就职后的政治时代作了非常出色的描述。如今大卫·哈伯斯塔姆已成为最受美国人尊敬的记者之一。

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标签

传媒

无冕之王

新闻

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美国

歷史

需借

英語

## 评论

so much humor in his language

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前面写各媒体机构发展史太好看了，和《王国与权力》有的一拼，最后收尾是作者最爱的越战以及水门事件，这两部分涉及时政较多而且偏media critique，以及因为篇幅无法和专门描述这两个事件的著作相比（比如作者本人的The Best and the Brightest），可读性偏弱

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CBS,华盛顿邮报，纽约时报，洛杉矶时报所购成的美国媒介话语权中心，戴维哈伯斯坦的笔下娓娓道来。

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David Halberstam's forceful account of the rise of modern media as an instrument of political power.

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## 书评

用词和大陆的习惯很不一样，经常弄的我为一个词语的意思揣摩良久，GOOGLE了一下，没有查到译者相关资料

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老外码字的作家特别是20世纪之后的美国那些每天做着帝国梦的宵小之辈，写的或世俗或科幻的小说~~~怎么说呢~大多继承了西方传统大河小说的漫长，却大多没有继承他们前辈的才气和典雅。配兰顿书屋的回收纸印出来的毛边平装一大厚本正合适，用天朝光亮雪白的好纸头就未免暴殄天物...

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看了不记得是谁的推荐，晚上跑去季风买的这本书，我不是一个冲动的人，因为最近几个月确实对传媒比较感兴趣。自己是做技术的，常年看网上网下的新闻，书报杂志甚多，从没考虑过新闻或者说消息的来源和加工过程，所以当我开始想这个问题的时候，自然而然关心传媒了。有个人讲得...

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