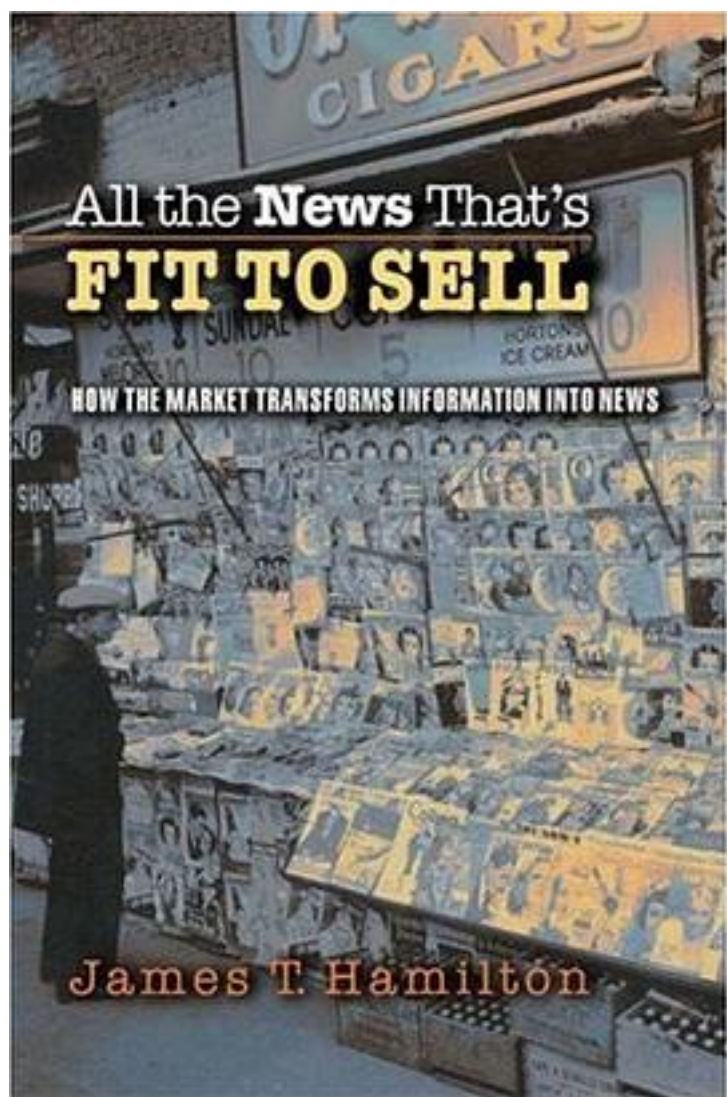


All the News That's Fit to Sell



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That market forces drive the news is not news. Whether a story appears in print, on television, or on the Internet depends on who is interested, its value to advertisers, the costs of assembling the details, and competitors' products. But in *All the News That's Fit to Sell*, economist James Hamilton shows just how this happens. Furthermore, many complaints about journalism--media bias, soft news, and pundits as celebrities--arise from the impact of this economic logic on news judgments.

This is the first book to develop an economic theory of news, analyze evidence across a wide range of media markets on how incentives affect news content, and offer policy conclusions. Media bias, for instance, was long a staple of the news. Hamilton's analysis of newspapers from 1870 to 1900 reveals how nonpartisan reporting became the norm. A hundred years later, some partisan elements reemerged as, for example, evening news broadcasts tried to retain young female viewers with stories aimed at their (Democratic) political interests. Examination of story selection on the network evening news programs from 1969 to 1998 shows how cable competition, deregulation, and ownership changes encouraged a shift from hard news about politics toward more soft news about entertainers.

作者介绍:

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评论

前几章作为定量研究缺点的代表不忍卒读，后几章作为定量研究优点的代表渐入佳境。不过最重要的是本书提供的理解新闻报道的一种另类视野。

从econ的角度讨论media bias……用好几章讲历史然后好几章讲empiricals然后还有好几部分讲经济学的模型，非常全面和综合并且令人信服。我只能说，研究fragmentation和digital news的话，这本书真的是必读……

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