

Mass Media In The USA

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The topic of the research is «Mass media in the USA». It is topical because mass media of the United States are world-known and a lot of people use American mass media, especially internet resources.

The subject matter is peculiarities of different types of mass media in the USA.

The aim of the survey is to study the types of mass media that are popular in the USA nowadays. To achieve the aim the authors fulfill the following tasks:

1. to define the main types of mass media in the USA;
2. to analyze the popularity of different kinds of mass media in the USA;
3. to mark out the peculiarities of American mass media.

The mass media are diversified media technologies that are intended to reach a large audience by mass communication. There are several types of mass media: the broadcast media such as radio, recorded music, film and television; the print media include newspapers, books and magazines; the outdoor media comprise billboards, signs or placards; the digital media include both Internet and mobile mass communication. [4].

In the USA the main types of mass media today are:

- newspapers;
- magazines;
- radio;
- television;
- Internet.

NEWSPAPERS

The history of American newspapers goes back to the 17th century with the publication of the first colonial newspapers. It was James Franklin, Benjamin Franklin's older brother, who first made a news sheet. It was called «The New England Courant». [3].

The United States have about 1,300 daily newspapers. Most daily newspapers are distributed locally. A few of the best-known newspapers such as The Wall Street Journal can be found throughout the country.

Here is a list of the 7 U.S. newspapers with the largest combined daily average circulation:

1. Wall Street Journal
2. USA Today
3. New York Times
4. Los Angeles Times
5. Washington Post
6. Daily News
7. New York Post

The number of daily newspapers in the U.S. has declined over the past half-century. For comparison, in 1950, there were 1,772 daily papers while in 2000, there were 1,480 daily papers.

MAGAZINES

The magazine industry in America was established in 1741 in the historical city of Philadelphia, PA. The 1st American magazine boom occurred between 1825 and 1850. During this period more than 2,000 magazines were founded. The reason was literacy boom. [1,p.261].

Nowadays there are over 11,000 magazines and periodicals in the United States. They cover all topics and interests. Quite a few have international editions, e.g. National Geographic, Reader's Digest, Cosmopolitan, Vogue, Time, etc. The best known weekly newsmagazines are Time, Newsweek. They serve as a type of national press.

Here is a top 10 most popular magazines in the USA:

1. AARP (the American Association of Retired Persons)
2. The Costco Connection
3. Game Informer
4. Better Homes & Gardens
5. Reader's Digest
6. Good Housekeeping
7. National Geographic
8. Family Circle
9. People
10. Woman's Day

RADIO

The interwar period is primarily associated with the rapid development of broadcasting. The first test broadcasting station appeared in the United States

before World War I. First radio programs in the USA refer to the end of 1920s. [2,p.110].

The United States does not have a federal government-owned national broadcaster. Most of people in the US listen to their local state radio stations. But station WNYC (W New York City) has the largest audience in the United States. It is about one million listeners each week. It focuses mostly on news and cultural programs.

VOA (Voice of America) provides programming for broadcast on radio, TV and the internet outside of the U.S., in 43 languages. It has the audience of 123 million people each week. The Voice of America was forbidden to broadcast directly to American citizens until July 2013. The intent of the legislation was to protect the American public from propaganda actions.

TELEVISION

In 1930, WNBC (W National Broadcasting Company) opened experimental TV station to test out TV broadcasts. At first, NBC only broadcast for two hours, from 7 to 9 pm. There were no regular TV programs at the time. By the end of 1941, television was getting more popular. [2,p.110].

But only in 1948 there began the big TV boom. Suddenly, everyone wanted a TV set and stores couldn't keep them in stock. Television is the major mass media of the United States. The majority of households have more than one set. The major U.S. broadcast television networks are NBC, CBS (Columbia Broadcasting System), ABC (American Broadcasting Company). They are called «Big Three». Network daytime schedules consist of talk shows and soap operas. In fact, the number of hours of television an average American watches is around 4.5 hours a week. Statistics show that the number of hours spent watching television is highest for women over 55 years of age, and lowest for young men between 18 and 24 years.

INTERNET

Internet is a very popular source of information. It brings news about celebrities, facts or scandals. 80% of Americans use the Internet, which ranks the U.S. 28th out of 211 countries in the world.

Here is top 10 Most Popular News Websites:

1. Yahoo! News
2. Huffington Post
3. CNN(Cable News Network)
4. Google News

5. New York Times
6. Fox News
7. NBC News
8. The Guardian
9. USA Today
10. Washington Post

Yahoo! is a globally known Web portal and a search engine which provides such services as Yahoo Directory, Yahoo Mail, Yahoo News and others. About 700 million people visit Yahoo websites every month. [4].

The analysis allows to come to the following conclusions:

- the main types of the U.S. mass media today are newspapers, magazines, radio, television and Internet;
- television is the major mass medium of the United States. Household ownership of television sets in the country is 96.7%;
- the United States does not have a federal government-owned national broadcaster;
- the number of daily newspapers in the U.S. has declined over the past half-century.

Thus, the assigned tasks have been fulfilled and the assigned aim has been achieved.

References

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