A historical overview of the effects of new mass media: Introductions in magazine publishing during the twentieth century

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Abstract

This paper provides an overview of the positive and negative effects of new mass media introductions on the magazine publishing industry from an historical perspective. Since the early 1900s, the trends of new media both displacing magazines as well as spurring magazine sales and introductions are evident through the introduction of feature films, sound recordings, radio, television, computers, and the World Wide Web. New media have a tendency to both displace magazines, but also cause increasing specialization. The overriding goal of this paper is to provide a perspective for magazine publishers and scholars as they address the increasing penetration of the World Wide Web.

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Advertisers pay the mass media to distribute their messages, and without advertising many newspapers, magazines, radio and television programs would be far different (James Wilson and Stan Le Roy Wilson, 1998: 296). Conclusion Obviously, the twentieth century was a very critical stage for advertising relationship with media in general. As we know, advertising plays an essential part in determining the kinds of mass media that predominate in our world. Its main role is in making most of the operating revenue for newspapers, magazines, radio, television, and even Internet websites. Bradford Colton Lightcap and William Anthony Peek. The Effects of Digital Media on Advertising Markets. Yumpo.com. Duke University.