



Time, Change, and the American Newspaper (Routledge Communication Series)

George Sylvie, Patricia D. Witherspoon

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Time, Change, and the American Newspaper focuses on newspapers as organizations, examining the role of change in the newspaper industry and providing a model from which to view and respond to change. Authors George Sylvie and Patricia D. Witherspoon discuss environmental and organizational influences on contemporary newspapers, and they analyze newspapers within the larger context of all organizations. This more general perspective provides insights into the nature of change, the change process, the rationale for organizational changes, resistance to such changes, and initiation and implementation strategies.

In its examination of change, this volume explores the causes of newspaper change, how newspaper change takes shape, and when change does not work. This consideration sets the stage for detailed case studies examining the roles of new technology, product, and people as change agents in newspapers. The discussion concludes with the impact of change--or lack of it--on the contemporary newspaper industry and the subsequent impact of newspaper change on society. Sylvie and Witherspoon propose future directions of change and of newspaper decision-making processes pertaining to change, and they offer suggestions for changes in newspaper structures and thought processes.

Providing a sound, theoretically-based approach to the topic of change and American newspapers, this volume is essential reading for educators and students in journalism, media/newsroom management, media economics, organizational behavior/communication, and related areas. It also provides a wealth of insights and practical knowledge for newspaper publishers, editors, and practicing journalists.

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