



MediaSpeak: Three American Voices

Roy F. Fox

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This book defines and analyzes the content, structure, and values of three predominant types of public discourse, which are labeled Doublespeak, Salespeak, and Sensationspeak. These media messages are examined to determine how they are constructed and how they influence individuals, ideology, and culture. Discussions are illustrated with a diverse range of examples from popular culture, magazines, Internet sites, politics, television, and film. Fox argues that the Information Age has replaced actual reality with representations of reality. He states that electronic media dominates our lives. Together, these three voices saturate media and technology, profoundly influencing American culture. Fox suggests specific strategies for recognizing and understanding these coded messages.

This lively and informative discussion will appeal to anyone who is interested in learning how print and electronic media manipulate both individuals and society as a whole. The extensive research will appeal to media, communications, journalism, and cultural studies scholars alike.

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