

### **Chapter Summary** – Module Three

Books are the oldest commercial form of the mass media. They are the only mass medium that is supported by consumers rather than advertisers, although product placement has begun to creep into the book publishing business. Books began by serving an educated, affluent, highly elite readership of religious gatekeepers. Today, they are a form of popular culture that has spread throughout most literate societies. Issues that concern all of the mass media were first brought forth when books became an inexpensive form of both entertainment and information. Censorship and control are hotly debated even today. Books helped create a more democratic society, and were instrumental in the development of this country. Conglomerate ownership of publishing and superstores are common in the book industry today. Online publishing and e-books are forcing the publishing business to deal with media convergence. Many books today provide the stories and content for other media such as films, television programs and videos.