

Contents

Foreword	
<i>Steven H. Chaffee and Mark Levy</i>	vii
Introduction	1
1. History of the Concept	5
<i>Kurt Lewin's "Theory of Channels and Gate Keepers"</i>	5
<i>David Manning White and "Mr. Gates"</i>	10
<i>Other Gatekeeping Models</i>	11
<i>Gatekeeping and the General Communication Process</i>	16
2. The Gatekeeping Process	18
<i>Antecedents of Gatekeeping</i>	18
Entrance of Items into the Channel	19
Characteristics of the Items	21
The Forces in Front of and Behind Gates	23
Individuals' Personal Attitudes and Values	25
<i>Social Roles of Gatekeeping</i>	27
The Role of Gatekeepers in Creating the Media's Picture of Social Reality	27
Effects of the Gatekeeper's Version of Social Reality on the Audience	30
3. Theorizing About Gatekeeping	32
<i>Individual Level</i>	33
Models of Thinking	34
Second-Guessing	36
Cognitive Heuristics	38
Decision Making	39
Values	43
Characteristics of Individual Gatekeepers	46
Role Conceptions	47
Types of Jobs	48
<i>Communication Routines Level</i>	48

<i>Organizational Level</i>	53
Filtering and Preselection Systems	54
Organizational Characteristics	55
Organizational Boundary Roles	56
Organizational Socialization	59
<i>Extramedia, Social/Institutional Level</i>	60
Sources	60
Audiences	62
Markets	63
Advertisers	64
Government	65
Interest Groups	65
Public Relations	66
Other Media	67
<i>Social System Level</i>	67
4. A New Gatekeeping Model	70
5. Future Research	75
References	78
Author Index	85
About the Author	88