

Randle, Quint. “A Historical Overview of the Effects of New Mass Media Introductions on Magazine Publishing During the 20th Century”, first Monday vol. 6 Num. 9, Sep 2001

・戦後アメリカのメディアにおいて中心的な位置にあった一つ——雑誌。なかでもグラフ雑誌として、ライフ、ルック、サタデイ・イブニング・ポストは有名で、いずれも 60 年代末から 70 年代初頭に休刊または廃刊。

・テレビの登場と雑誌の需要の衰退。General interest consumer magazines continued to flourish throughout the 1950s and into the early 1960s. But as the cost of four color television sets decreased, and television’s overall penetration went up — 97 percent by 1969 — the economic ride the general interest and picture magazines had enjoyed came to end. The immediacy and emotional depth of color television displaced the four-color general interest and picture magazines.

・グラフ雑誌の主題の変容を生じさせる Reacting to the loss of these resources, the magazine industry rebounded by developing an increasing number of special-interest magazines. This new resource was made up of readers who wanted specialized or more detailed information they couldn’t get in the general electronic media, and advertisers who wanted to spend money on a more specific, target audience. So, the magazine industry became more specialized leading to a proliferation of special interest magazines beginning in the 1970s on through to today (Abrahamson, 1996). This was the beginning of the trend known as niche publishing.

・ニッチな情報を主題とした雑誌はむしろテレビの一般化に対して需要が見込まれたが、グラフ雑誌という視覚性に頼った雑誌の衰退は明らかであると言える。

・上記の指摘はインターネットにおいても同様。But this may be an indication of another level of increased specialization by the magazine industry: the relatively general magazines of today lose circulation while the even more specialized niche magazines gain. Just as the general interest mass market magazines lost consumers and advertisers to television in the 1950s and 1960s, today’s relatively generalized special-interest publications (large circulation) are losing readers while an increasing number of even more specialized magazines are being launched.