each chapter with a review of the movie's box office performance. The book also has a bibliography of works consulted for each film, and a more general list of books and articles related to Ridley Scott's career.

Clearly, Parrill recognizes the importance of Ridley Scott to narrative film. He is able to present each film in a critical fashion, showing both the positive and negative issue with each, as well as how Scott's career progressed through each movie. The book is meant to be an academic study and Parrill succeeds in showing how Ridley Scott is a filmmaker enjoying both commercial and artistic success:

Joel W. Tscheme
Bryant & Stratton College

Why Americans Hate the Media and How It Matters. Jonathan M. Ladd. Princeton, NJ: Princeton University Press, 2012. P/bk 270 pp. ISBN 978-0-691-14786-4. Price $26.95.

Jonathan M. Ladd, in *Why Americans Hate the Media and How It Matters,* explores the reasons for the decline of public trust in the institutional news media of the USA. The author starts by giving the historical background of the problematic interaction between the American media, the government, and the two main political parties. He then brings in the public, the long-lost or usually ignored central piece of the jigsaw; the target of both the media and the US government (or governments in general in democratic countries throughout the world).

The author presents a brief historical overview of the printing press from the invention of movable type to the twentieth century, covering the journey of the media from the amateur press to professionalized modem forms, including print media, radio, television stations, and news blogs on the internet. Ladd scmtinizes how the relationship between the media and governments has changed according to various circumstances. Politicians have constantly endeavored to suppress and convert the media into a handy tool for propaganda, which has been the essential cause of troubled waters between political parties and the media. Consequently, the media are customarily viewed as biased, deliberately attempting to manipulate readers and/or viewers.

Ladd makes extensive use of statistical information as well as conducting his own surveys to provide a solid basis for his arguments. He presents exhaustive research on the antagonistic media-US government-public triangle in an attempt to identify its roots historically, politically, economically, and sociologically. One of the book's main strengths is the way in which it shows how public distrust in the media has increased due to two factors; more intense competition (with a corresponding decline in journalistic integrity); and political polarization between the two main parties, which has encouraged them to attack the media for supporting the rival party. Ladd believes that such attacks, while essentially groundless, have a profound effect on the ways in which the public at large perceives the media. The two factors Ladd identifies as having caused this mistrust are not necessarily coterminous.

One might say that a similar situation *vis-à-vis* the media and its public prevails in the Republic of Turkey as well as in the USA, even though the political cultures are very different. Political parties try to control the mainstream media in Turkey mainly in two ways; first, by offering state contracts to the highest bidders - many of which are corporations with diverse commercial interests with their own media outlets; and second, by insinuating (sometimes threateningly) - that the media should not be critical of the government, especially when that government has offered their parent companies substantial contracts. As a result, the media are perceived by many sections of the public as a means for corporations to pursue and achieve commercial and industrial prosperity as well as political influence.

In addition, different sectors of the media embrace various political ideologies: if one party holds a substantial majority, then the media supporting them automatically has access to power. This determines the kind of news that they consider fit to print: many human interest stories or exposés of corruption are consciously ignored, so that the media retains its dominant political influence. This serves to further the belief that the media try to manipulate public opinion, while being themselves manipulated by the dominant oligarchy. The strong bond between politics, ideology and economics in Turkey may well be said to be the major cause of decreasing public distrust towards the media. Further research following the footsteps of Ladd would certainly illuminate this relationship to even greater lengths.

Ali H. Kocatürk
Kadir Has University, İstanbul