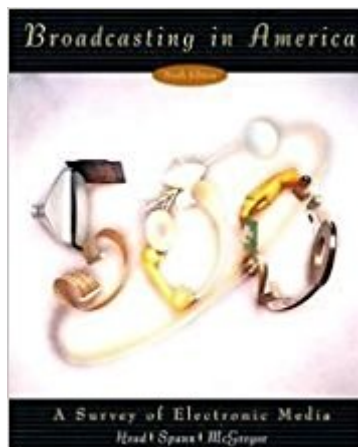


The book was found

Broadcasting In America



Synopsis

Broadcasting in America, Brief Version delivers a succinct version of the original survey text and covers the major areas of broadcasting: history, technology, economics, programming, ratings, regulation, and international issues. In 14 concise chapters, BIA, Brief is tailor-made for a semester's worth of study. New to this edition is its holistic approach to broadcasting, examining the convergence of various electronic media and taking a global view. With an authoritative and focused tone, the authors' craft a text that is richly informative. Supplemental exhibits include case studies, diagrams, charts, vignettes, and personality profiles. This text presents a distinctive view that media is both a product of social forces and a social force in its own right. --This text refers to the Paperback edition.

Book Information

Hardcover: 608 pages

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Customer Reviews

Boring old fashioned text packed with information no one wants to know. Now outdated so aren't you glad you didn't read it.

LOVED IT RECEIVED ON TIME IN. JUST AS DESCRIBED.

I have the 1994 version. Talk about out of date; amazing how fast things change.

This is a popular text for your basic college TV and Radio intro class. I have used it for several years

myself and it's a fine overview of the subject. Gets pretty technical on electronic stuff and has less on broadcast history and personalities (in my view). Also, since the death of one author the book has become more dated each year and will continue to do so unless they do a fairly significant rewrite.

It was not the 9th edition that saw on the website that was posted at the time I made the order. And it has a different cover and the chapters. It was a disappointment!!! See the one on the website book has the wording of 500s printing on it.

Among the historical aspects of broadcasting covered are: development, technology, economics, programming, impact, regulation, and international aspects. The book's beginning tells us that broadcasting has consequences and that theme runs through the text. We're given clear definitions of the key terms used by media professionals and a historical context of their development. Appropriate charts, graphs, and photos add an element of visual explanation to accompany the written descriptions. The sections on regulation and audience research emphasize the importance of those two components for students interested in entering the field. This book is a good introduction to the industry's founding and place in American culture.

This book covers the history of radio and tv well, but it really isn't too current with some of the new broadcasting standards and new research methods going on.

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