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Principles Of Electronic Media (2nd Edition)



Synopsis

The professional broadcasting experience of this talented author team offers students considering careers in television, radio, or the Web a firm grounding in the field. Readers will gain a basic understanding of the history and technical foundations of electronic media as well as the daily business realities and likely future challenges facing today's media professionals. Throughout the book and in the stand-out ProTalk boxes, readers meet industry leaders and visionaries who chart the future of electronic media. The authors' accessible and engaging writing style fosters understanding and encourages critical thinking on the complex issues that surround the way our culture interacts with the broadcasting media.

Book Information

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Customer Reviews

Used it for an online communication class. Great information on the history of technology and where we are today. Great price and shipped to my home after classes started.

it really was not in the described conditions, but it was still good for use

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