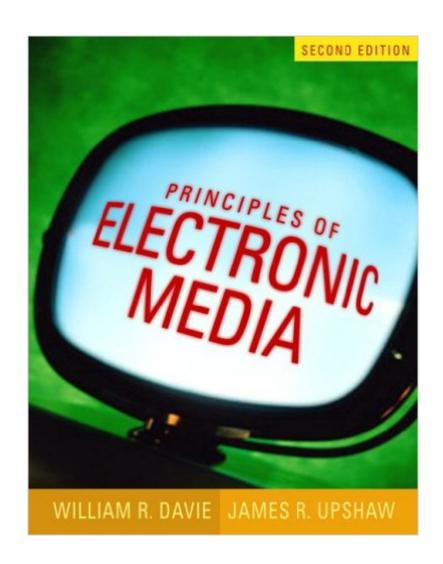
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Principles Of Electronic Media (2nd Edition)





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 standâ "out â œProTalkâ • 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

Paperback: 432 pages

Publisher: Pearson; 2 edition (July 10, 2005)

Language: English

ISBN-10: 0205449751

ISBN-13: 978-0205449750

Product Dimensions: 8.5 x 0.6 x 10.8 inches

Shipping Weight: 1.9 pounds

Average Customer Review: 4.0 out of 5 stars Â See all reviews (2 customer reviews)

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in Books > Textbooks > Communication & Journalism > Media Studies

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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