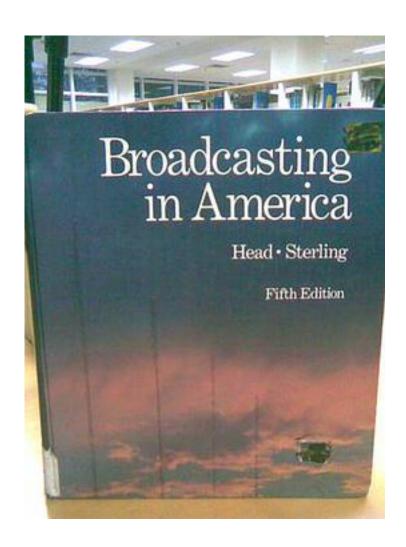
## Broadcasting in America, Brief Version



Broadcasting in America, Brief Version\_下载链接1\_

著者:Head, Sydney W./ Sterling, Christopher H./ Schofield, Lemuel B.

出版者:Addison-Wesley

出版时间:1995-9

装帧:Pap

isbn:9780205555376

"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.
作者介绍:
目录:
Broadcasting in America, Brief Version_下载链接1_
标签
评论
Broadcasting in America, Brief Version_下载链接1_
<b>书评</b>
Broadcasting in America, Brief Version_下载链接1_