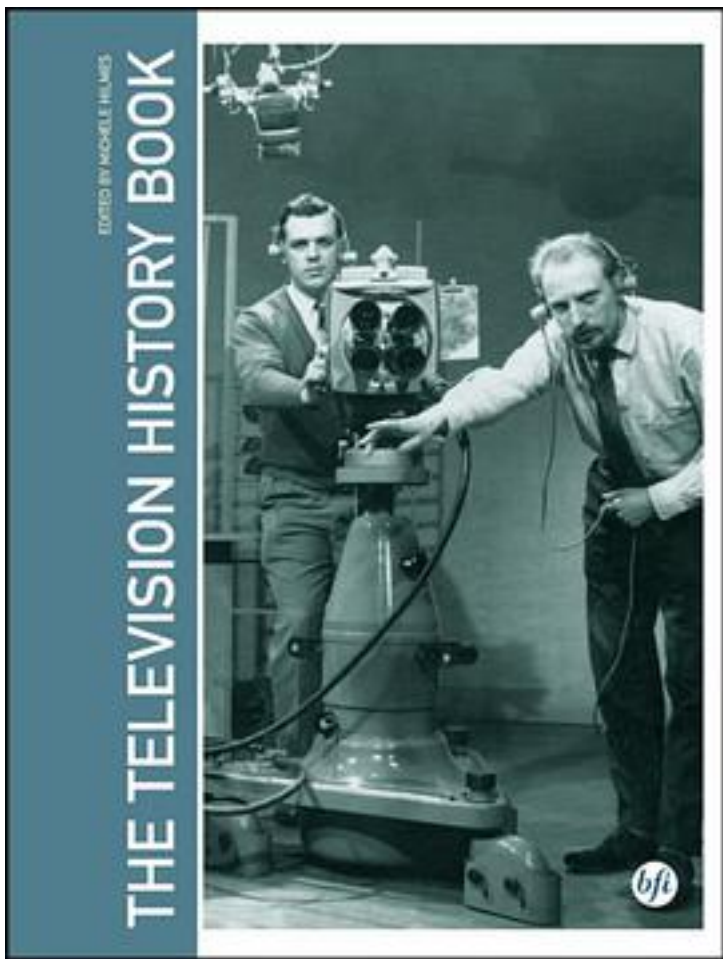


The Television History Book



[The Television History Book_ 下载链接1](#)

著者:Hilmes, Michele (EDT)/ Jacobs, Jason (EDT)

出版者:Univ of California Pr

出版时间:2004-2

装帧:Pap

isbn:9780851709888

During the second half of the 20th century, the developments in television broadcasting exerted an immeasurable influence over our social, cultural and economic practices. This volume presents an overview, written by leading media

scholars, which traces the history of broadcasting in two major centres of television development and export: Great Britain and the USA. With this integrated format, "The Television History Book" encourages readers to make connections between events and tendencies that both unite and differentiate these national broadcasting traditions. From the origins of the public service and commercial systems of broadcasting to the contemporary period of technological and economic convergence, this book provides an accessible overview of the history of television technology, institutions, policies, programmes and audiences.

作者介绍:

目录:

[The Television History Book_ 下载链接1](#)

标签

评论

[The Television History Book_ 下载链接1](#)

书评

[The Television History Book_ 下载链接1](#)