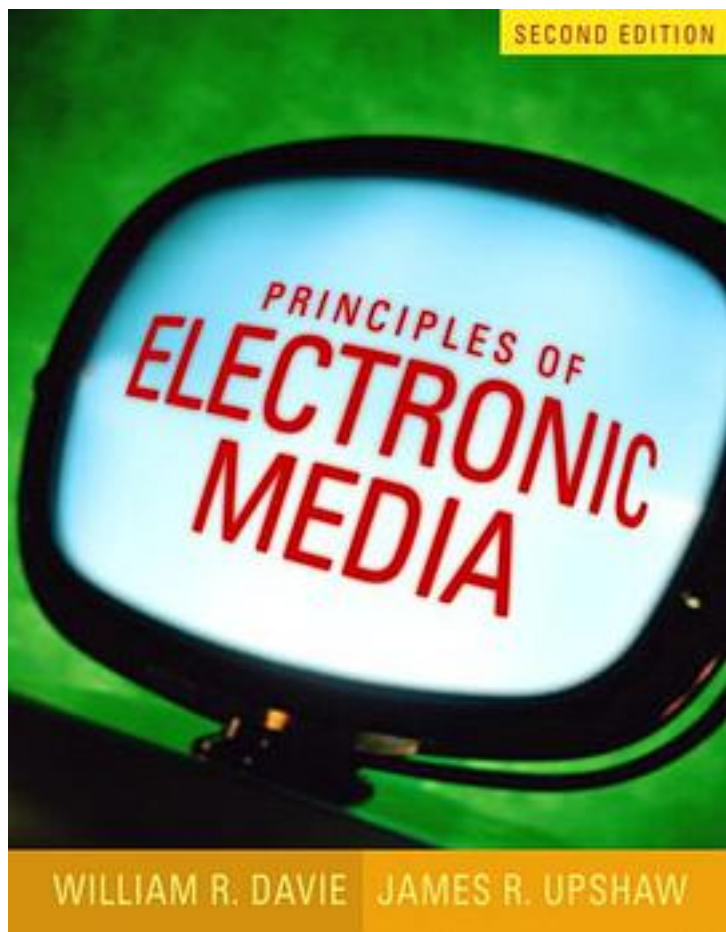


Principles of Electronic Media



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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.

作者介绍:

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