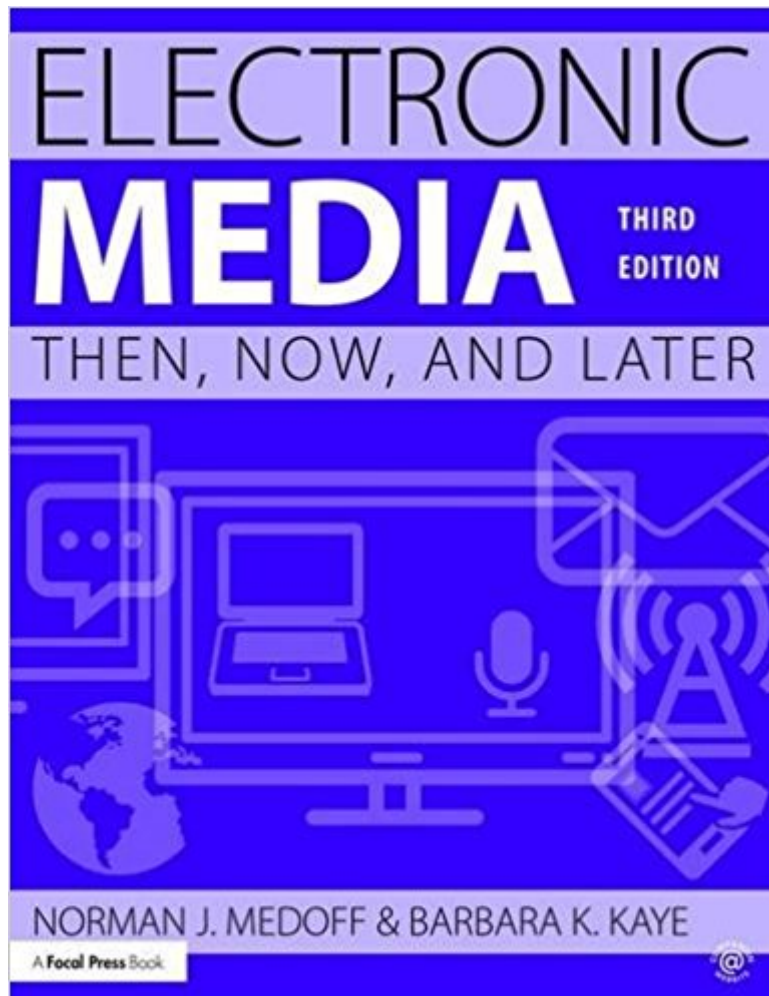




Ebook Directory
the best source of ebook

The book was found

Electronic Media: Then, Now, And Later



Synopsis

Electronic Media: Then, Now, and Later provides a synopsis of the beginnings of electronic media in broadcasting and the subsequent advancements into digital media. The Then, Now, and Later approach focuses on how past innovations laid the groundwork for changing trends in technology, providing the opportunity and demand for evolution in both broadcasting and digital media. An updated companion website provides links to additional resources, chapter summaries, study guides and practice quizzes, instructor materials, and more. This new edition features two new chapters: one on social media, and one on choosing your entertainment and information experience. The then/now/later thematic structure of the book helps instructors draw parallels (and contracts) between media history and current events, which helps get students more engaged with the material. The book is known for its clear, concise, readable, and engaging writing style, which students and instructors alike appreciate. The companion website is updated and offers materials for instructors (an IM, PowerPoint slides, and test bank)

Book Information

Paperback: 340 pages

Publisher: Focal Press; 3 edition (January 12, 2017)

Language: English

ISBN-10: 1138903205

ISBN-13: 978-1138903203

Product Dimensions: 8.4 x 0.9 x 10.9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #106,322 in Books (See Top 100 in Books) #18 inÂ Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Television & Video #103 inÂ Books > Textbooks > Communication & Journalism > Journalism #214 inÂ Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction

Customer Reviews

Norman J. Medoff, Ph.D., is Director of the School of Communication at Northern Arizona University. He has taught and served as an administrator at three different universities, produced numerous television and corporate video projects, and has overseen the productions of many students. Dr. Medoff has authored articles in scholarly journals as well as trade and consumer magazines. He has also written textbooks on the Internet and mass media, television production,

and electronic media. He has been the recipient of a Fulbright Specialist Grant. In addition, he is a past president of the Broadcast Education Association. Barbara K. Kaye (Ph.D., Florida State University) is Professor in the School of Journalism & Electronic Media at the University of Tennessee â€” Knoxville. Her research interests are in the areas of media effects and consumer uses of new communication technologies. She examines how the emergence of the Internet, blogs, social media, and new television program delivery platforms influence political attitudes and how they have changed media use behavior. She also studies the uses and effects of profanity on broadcast and cable television programs. She has co-authored five textbooks, published more than 60 journal articles and book chapters and has taught in Italy and Austria.

[Download to continue reading...](#)

Electronic Media: Then, Now, and Later Washington, D.C., Then and Now: 69 Sites Photographed in the Past and Present (Then & Now Views) Phoenix Then and Now (Then & Now) Klaus-Dieter John: Hope in the Land of the Incas (Christian Heroes: Then & Now) (Christian Heroes Then and Now) Then and Now Bible Maps: Compare Bible Times with Modern Day - Overhead Transparencies (Then & Now Bible Maps at Your Fingertips) Beijing Then and Now (Then & Now Thunder Bay) Prague Then and Now (Then & Now Thunder Bay) Havana Then and Now (Then & Now) San Juan Then and Now (Then & Now Thunder Bay) Puerto Rico Then and Now (Then & Now Thunder Bay) Sydney Then and Now (Then & Now) New Orleans Then and Now (Then & Now) Kansas City Then and Now (Then & Now Thunder Bay) Seattle Then and Now (Then & Now Thunder Bay) Albuquerque Then and Now (Then & Now Thunder Bay) Atlantic City Then and Now (Then & Now Thunder Bay) The Truth About Your Future: The Money Guide You Need Now, Later, and Much Later Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)