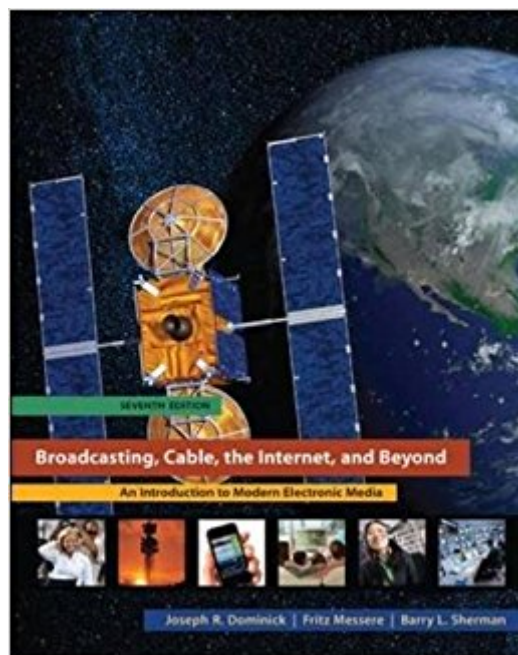


The book was found

# Broadcasting, Cable, The Internet, And Beyond: An Introduction To Modern Electronic Media (College le Overruns)



## Synopsis

This survey of the field of modern electronic media includes the new technologies, regulations, programming, and competition that affect our world and the broadcasting industry. The text conveys the excitement of the industry in a highly accessible style that makes even the most difficult information understandable.

## Book Information

Series: College le Overruns

Paperback: 352 pages

Publisher: McGraw-Hill Education; 7 edition (March 31, 2011)

Language: English

ISBN-10: 0073512036

ISBN-13: 978-0073512037

Product Dimensions: 8 x 0.5 x 9.9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 17 customer reviews

Best Sellers Rank: #25,715 in Books (See Top 100 in Books) #25 in [Books > Textbooks >](#)

[Communication & Journalism > Journalism](#) #45 in [Books > Computers & Technology >](#)

[Networking & Cloud Computing > Internet, Groupware, & Telecommunications](#) #51 in [Books >](#)

[Engineering & Transportation > Engineering > Telecommunications & Sensors](#)

## Customer Reviews

Barry L. Sherman is Lambdin Kay Professor and Director of the George Foster Peabody Awards at the Grady College of Journalism and Mass Communication, University of Georgia. Chairman of the Department and Associate Director of the Peabody Awards from 1986 to 1991, he was founding Director of the Dowden Center for Telecommunication Studies. In 1995, he was named Frank Stanton Fellow by the International Radio & Television Society in recognition of "outstanding contributions to electronic media education." He has also been a Fellow at the National Cable Television Center and Museum in Denver and the Freedom Forum Media Studies Center in New York. A graduate of Queens College, the City University of New York (B.A., 1974; M.A., 1975), and Penn State (Ph.D., 1979) Dr. Sherman teaches and conducts research in the areas of broadcast and cable management and audience behavior. His research and consulting clients have included CapCities/ABC, The Canadian Broadcasting Company, the National Association of broadcasters, Paragon, among others. His writings have appeared in a variety of professional and

trade publications, including Journal of Communication, Journal of Broadcasting and Electronic Media, Communication Education, Journalism Quarterly, and Channels. Fitz J. Messere is Associate Professor, Communications Studies at SUNY Oswego. He has worked extensively in the field and is an Annenberg Faculty Fellow. Joseph R. Dominick received his undergraduate degree from the University of Illinois and his Ph.D. from Michigan State University in 1970. He taught for four years at Queens College of the City University of New York before coming to the College of Journalism and Mass Communication at the University of Georgia where, from 1980 to 1985, he served as head of the Radio-TV-Film Sequence. Dr. Dominick is the author of three books in addition to The Dynamics of Mass Communication and has published more than thirty articles in scholarly journals. From 1976 to 1980, Dr. Dominick served as editor of the Journal of Broadcasting. He has received research grants from the National Association of Broadcasters and from the American Broadcasting Company and has consulted for such organizations as the Robert Wood Johnson Foundation and the American Chemical Society.

DO NOT RENT FROM I rented this book for \$30 and mailed it back on time.. I barely used the book and they sent it back to me and charged me an additional \$150 for "cover damage" the book looks exactly the same as when i got it originally. Take a picture of the book when you get first receive it. Also this book was used so im not quite sure why i have to pay the full \$180 stole from me and i will never use this site again. And I want you to see great caution when renting books off of this site.

Rented this for a class. Loved that I could get for the semester at a great price

this book i'm using for my Intro to radio broadcasting class and got in just in time for class. I am so excited to learn much more and I've pre-read some pages and its very informative! Thanks to my Prime Student it came in quick shipping and i love it.

Interesting read. Very technical. Clearly defines the state of news and radio today.

great for a class i had

good deal

Good book for the college kid.

This book meets my standards

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

Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media (College le Overruns) Beyond Powerful Radio: A Communicator's Guide to the Internet Age - News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Cable-Driven Parallel Robots: Proceedings of the Third International Conference on Cable-Driven Parallel Robots (Mechanisms and Machine Science) Cable Left, Cable Right: 94 Knitted Cables Machine Learning (McGraw-Hill International Editions Computer Science Series) (College le Overruns) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Internet Business Insights: Lessons Learned and Strategies Used by 101 Successful Internet-Based Entrepreneurs (Internet Business Books) ESP8266: Programming NodeMCU Using Arduino IDE - Get Started With ESP8266 (Internet Of Things, IOT, Projects In Internet Of Things, Internet Of Things for Beginners, NodeMCU Programming, ESP8266) Ted Turner: Cable Television Tycoon (Makers of the Media) The Kids' College Almanac: A First Look at College (Kids' College Almanac: First Look at College) How to Succeed in High School and Prep for College: Book 1 of How to Succeed in High School, College and Beyond College The Broadcast Century and Beyond: A Biography of American Broadcasting Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres Electronic Media: An Introduction Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials Reference Card

[Contact Us](#)

[DMCA](#)

Privacy

FAQ & Help