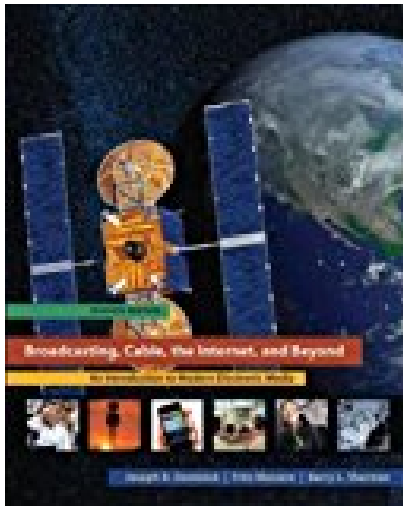


Broadcasting Cable the Internet and Beyond An Introduction to Modern Electronic Media B&B Journalism



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BOOK 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.

BROADCASTING CABLE THE INTERNET AND BEYOND AN INTRODUCTION TO MODERN ELECTRONIC MEDIA B&B JOURNALISM

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