

[Free] Telecommunications: An Introduction to Electronic Media

Telecommunications: An Introduction to Electronic Media

Lynne Schafer Gross

*audiobook / *ebooks / Download PDF / ePub / DOC*

 Download

 Read Online

#7424855 in Books 1994-08Original language:EnglishPDF # 1 9.25 x 7.50 x .75l, #File Name: 0697201384480 pages | File size: 32.Mb

Lynne Schafer Gross : Telecommunications: An Introduction to Electronic Media before purchasing it in order to gauge whether or not it would be worth my time, and all praised Telecommunications: An Introduction to Electronic Media:

0 of 0 people found the following review helpful. Great Media BookBy Carlos EscamillaIts a great book to read for those of people who love to succeed as Historians of Cinema, Radio, and Television. If you like to learn anything new about Radio, Cinema, and Television in various media, this is the book you want to read. I highly recommend it.0 of 0 people found the following review helpful. Good for the BasicsBy NiniNot too fun to read but I mean hey it has a glossary. There just needs to be slightly more interesting content, however it just may be the fact that this is a book my teacher assigned plenty and made us hate it.0 of 0 people found the following review helpful. Introduction to EMBY leslie123nThe book is small and easy to carry, which makes it very convenient. All the information in the books is vital to my studies. A deep grasp of information about electronic media is definitely what it is. All the pages are there and I love the book!

Provides a straightforward account of the radio and television industries and their history, structure, programming practices, equipment, distribution networks, business practices and the laws and regulations surrounding the industry. Included in this ninth edition is coverage of multimedia and virtual reality and new information on successful and unsuccessful innovative programming for the nineties. There are discussions of the many economic, political and cultural factors that are influencing the growth of international telecommunications in various countries, and up-to-

date information on the radio and television systems in various countries, including Russia, Swaziland, Saudi Arabia, China, Japan and Brazil is provided.

About the AuthorLynne Schafer Gross is presently a Professor in the Department of Radio-TV-Film at California State University, Fullerton. She has written ten other textbooks and hundreds of magazine articles. In 1999 she was the recipient of the Frank Stanton Award for Distinguished Contribution to Electronic Media Education and in 1997 she received the Distinguished Education Service Award from the Broadcast Education Association. She is a past governor of the Academy of Television Arts and Sciences and has also chaired that organization's Library Committee and Student Activities Committee. As Past President of the Broadcast Education Association she increased membership 24% and funding 59%. Professionally, she was Director of Programming for Valley Cable TV and the producer of numerous radio and TV programs for public, commercial, and cable outlets. Her teaching and consulting have taken her to many countries including Malaysia, Swaziland, Estonia, Australia, Guyana, and Russia. Her doctorate is from UCLA.