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Media Selling

Broadcast, Cable, Print, and Interactive



Third Edition



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Electronic Media Management, Revised Peter Pringle, Michael F Starr, 2013-06-26 The fifth edition of a classic text features important updates that reflect the enormous changes that have taken place in recent years the Internet as an important information transmission format that is here to stay and convergence among media This edition features thorough discussions on the Internet and convergence as well as reflects the latest information on broadcast and cable regulations and policies It also includes a fresh batch of case studies and study questions As in previous editions this book also covers management theory audience analysis broadcast promotion and marketing

Keith's Radio Station John Allen Hendricks, Bruce Mims, 2014-08-07 Keith's Radio Station offers a concise and insightful guide to all aspects of radio operations explaining the functions performed within every professionally managed station Now in its ninth edition this book continues its long tradition of guiding readers to a solid understanding of who does what when and why This new edition explains what radio in America has been where it is today and where it is going Covering the basics of how programming is produced financed and delivered across a spectrum of technologies including the newest technological trends such as streaming and podcasting satellite and HD Radio John Allen Hendricks and Bruce Mims argue that the future of radio remains bright and strong as it continues to evolve with emerging technologies New to this edition New and updated essays from industry leaders discussing how radio is evolving in an era of rapidly changing technology A thorough examination of Internet radio online music services and mobile listening devices An analysis of how new technologies have fragmented the advertising dollar A discussion of station website content and promotional usage of social media A revised examination of technologically advanced strategies used in traffic and billing departments Updated full color photos and illustrations The new companion website features content for both students and instructors including an instructors manual lecture slides test questions audio examples of key concepts quizzes for students and links to further resources

The Radio Station John Hendricks, Bruce Mims, 2018-05-01 The Radio Station offers a concise and insightful guide to all aspects of radio broadcasting

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uses language to relate to different groups by appealing to ethnic pride language identity and the power prestige that using a particular language variety entails Section three Language and the Media explores how the media contributes to our construction of identity Section four Language and Discourse shows how written discourse can appropriate construct and parody identity **Standard & Poor's Creditweek** ,2000-11

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