

y 2013
81 40

PRINCIPLES OF
**ELECTRONIC
MEDIA**

PART ONE

Introduction to Electronic Media

- CHAPTER 1** Overview 1
- CHAPTER 2** History of Radio and Television 14
- CHAPTER 3** Cable and Satellite 44
- CHAPTER 4** Radio and Television Technology 66
- CHAPTER 5** Digital Domains 92

PART TWO

The Business of Electronic Media

- CHAPTER 6** The Industry 114
- CHAPTER 7** Programming and Distribution 142
- CHAPTER 8** Broadcast News 174
- CHAPTER 9** The Audience 196
- CHAPTER 10** Advertising and Promotions 218

PART THREE

Electronic Media: A Broader View

- CHAPTER 11** Law 244
- CHAPTER 12** Professional Ethics 278
- CHAPTER 13** Theory and Research 304
- CHAPTER 14** Public Broadcasting 330
- CHAPTER 15** The World 362