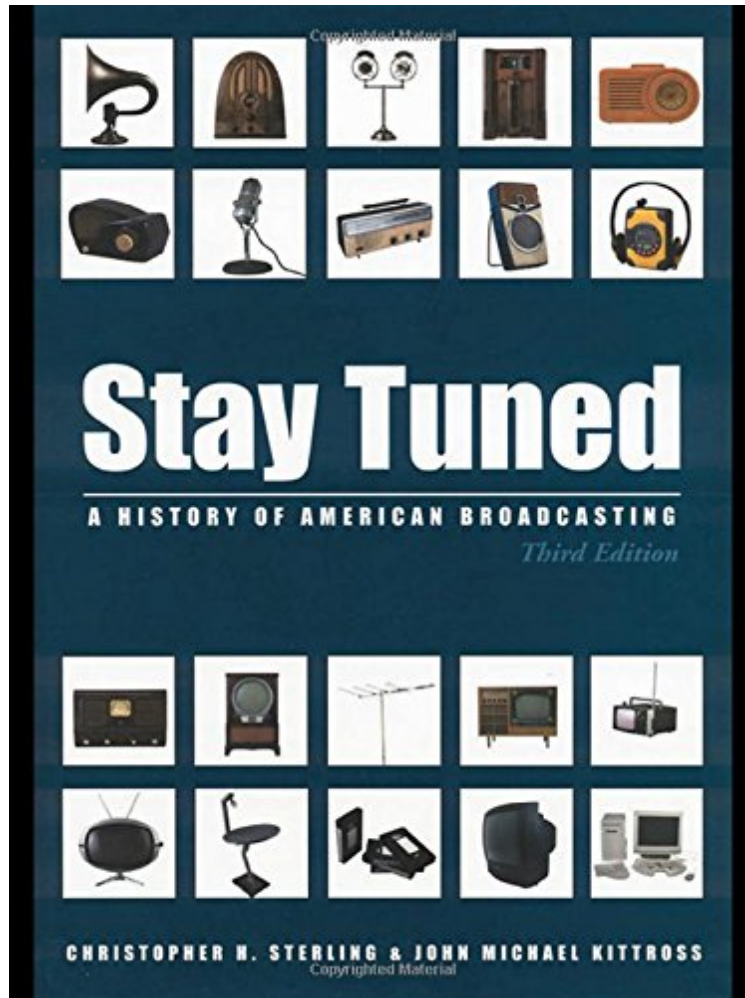


[Read and download] Stay Tuned: A History of American Broadcasting, 3rd Edition (LEA's Communication Series)

Stay Tuned: A History of American Broadcasting, 3rd Edition (LEA's Communication Series)

Christopher H. Sterling, John Michael Kittross
DOC | *audiobook | ebooks | Download PDF | ePub



 Download

 Read Online

#1558462 in Books Lawerence Erlbaum Associates 2001-11-01Original language:EnglishPDF # 1 10.00 x 7.00 x 2.00l, 4.21 #File Name: 08058262461006 pages | File size: 78.Mb

Christopher H. Sterling, John Michael Kittross : Stay Tuned: A History of American Broadcasting, 3rd Edition (LEA's Communication Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Stay Tuned: A History of American Broadcasting, 3rd Edition (LEA's Communication Series):

1 of 2 people found the following review helpful. The book is a little bit over kill and a lot boring.By Bonnie HayesIf you the encylopedia version of tv or radio and no exciting information, this is it. I wanted a book to pull info from to lead my Broadcast video classes disucussions, and this it not the best one. It reads a little like a computer instruction manual - very dry.The book did come in good condition, with some passages highlighted, which helped to see what the previous reader found relevant.0 of 1 people found the following review helpful. Five StarsBy Trung V. Tranvery

good1 of 1 people found the following review helpful. Essential Radio HistoryBy Leon A. SteinbergA valuable and comprehensive review of the development of radio. Unfortunately this latest edition is over ten years old and therefore cannot provide the the provide the latest developments in the field.

Since its initial publication in 1978, Stay Tuned has been recognized as the most comprehensive and useful single-volume history of American broadcasting and electronic media available. This third edition has been thoroughly revised and updated to bring the story of American broadcasting forward to the 21st century, affording readers not only the history of the most important and pervasive institution affecting our society, but also providing a contextual transition to the Internet and other modern media. The enthusiasm of authors Christopher H. Sterling and John Michael Kittross is apparent as they lead readers through the development of American electronic mass media, from the first electrical communication (telegraph and telephone); through radio and television; to the present convergence of media, business entities, programming, and delivery systems, including the Internet. Their presentation is engaging, as well as informative, promoting an interest in history and making the connections between the developments of yesterday and the industry of today. Features of this third edition include: *chronological and topical tables of contents; *new material reflecting modern research in the field; *a new chapter describing historical developments from 1988 through to the current day; *an expanded bibliography, including Web site and museum listings; *an updated and expanded glossary and chronology; and *extensive statistical data of the development of television and radio stations, networks, advertising, programming, audiences, and other aspects of broadcasting. Designed for use in undergraduate and graduate courses on the history of American mass media, broadcasting, and electronic media, Stay Tuned also fits well into mass communication survey courses as an introduction to electronic media topics. As a chronicle of American broadcasting, this volume is also engaging reading for anyone interested in old radio, early television, and the origins and development of American broadcasting.