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Electronic Media connects the traditional world of broadcasting
with the contemporary universe of digital electronic media. It
provides a synopsis of the beginnings of electronic media in
broadcasting, and the subsequent advancements into digital media.

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Underlying the structure of the book is a "See It Then, See It Now, See It Later" approach that focuses on how past innovations lay the groundwork for changing trends in technology, providing the opportunity and demand for change in both broadcasting and digital media. FYI and Zoom-In boxes point to further information, tying together the immediate and long-ranging issues surrounding electronic media. Career Tracks feature the experiences of industry experts and share tips in how to approach this challenging industry. Check out the companion website at <http://www.routledge.com/cw/medoff-9780240812564/> for materials for both students and instructors.

Now in its fourth edition, this book is one of the leading texts on the evolution of electronic mass communication in the last century,

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giving students a clear understanding of how the media of yesterday shaped the media world of today. Now Media, Fourth Edition (formerly Electronic Media: Then, Now, Later) provides a comprehensive view of the beginnings of electronic media in broadcasting and the subsequent advancements into "now" digital media. Each chapter is organized chronologically, starting with the electronic media of the past, then moving to the media of today, and finally, exploring the possibilities for the media of the future. Topics include the rise of social media, uses of personal communication devices, the film industry, and digital advertising, focusing along the way on innovations that laid the groundwork for "now" television and radio and the Internet and social media. New to the fourth edition is a chapter on the amazing world of virtual reality technology, which has spawned a "now" way of

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communicating with the world and becoming a part of video content, as well as a discussion of the impacts of the COVID-19 pandemic on media consumption habits. This book remains a key text and trusted resource for students and scholars of digital mass communication and communication history alike. The new "now" edition also features updated online instructor materials, including PowerPoint slides and test banks. Please visit www.routledge.com/cw/medoff to access these support materials.

Electronic Media Law is written for mass media students, not for future lawyers, so the text is straightforward and explains "legalese." The author covers First Amendment law, political broadcasting rules, broadcast content regulations, FCC rules for station operations, cable regulation, media ownership rules, media

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liability lawsuits, intrusive newsgathering methods, media restrictions during wartime, libel, privacy, copyright, advertising law, freedom of information, cameras in the court, and privilege.

Electronic Media Law and Regulation is a case-based law text that provides students with direct access to case law as well as the context in which to understand its meaning and impact. The text overviews the major legal and regulatory issues facing broadcasting, cable, and developing media in today's industry. Presenting information from major cases, rules, regulations, and legal documents in a concise and readable form, this book helps current and prospective media professionals understand the complex realm of law and regulation. Students will learn how to avoid common legal pitfalls and anticipate situations that may have potential legal

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consequences. This sixth edition provides annotated cases with margin notes, and new chapters address such timely issues as media ownership, freedom of information, entertainment rights, and cyber law.

The book explains the new vocabulary of media moguls, such as bandwidth, digital rights management, customer relations management, distributed work groups, centralized broadcast operations, automated playlists, server-based playout, repurposing, mobisodes, TV-to-DVD, and content management.

The professional broadcasting experience of this talented author team offers students considering careers in television, radio, or the Web a firm grounding in the field. Students will gain a basic

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understanding of the history and technical foundations of electronic media as well as the daily business realities and likely future challenges facing today's media professionals. Throughout the main text and in the stand-out "ProTalk" boxes, students meet industry leaders and visionaries who chart the future of electronic media. The authors' accessible and engaging writing style fosters understanding and encourages critical thinking on the complex issues that surround the way our culture interacts with the broadcasting media. New to this Second Edition NEW 4-color design! The first four-color book in this market gives this high-tech and very vibrant industry the visual appeal it deserves in a textbook. The new "Sidebar" feature unifies boxed material that covers a broad range of valuable material, from industry statistics and organizational charts, to media conglomerates and technological

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advances. Updated "ProTalk" boxes introduce readers to emerging and established industry leaders in radio, television and Web broadcasting Enhanced coverage of media professionals of diverse backgrounds, such as Native American, African American and Asian American, provide students with an accurate reflection of the broadcasting industry today. New and timely coverage of current events throughout every chapter, including discussions of reporting in Iraq, the Democratic primary race, the 2004 presidential elections, highly publicized court cases, and corporate scandals, give students valuable insights into the realities of working in the industry. Entertainment coverage--from reality TV to specialized radio talk shows--has been updated throughout every chapter, bringing electronic media into the cultural world of students and energizing class discussions

Part III: Electronic Media: A Broader

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View has been restructured to first introduce students to legal and ethical frameworks of the field, and then to the theories and research they will apply on the job. From there students are poised to understand and explore the highly regulated world of public broadcasting and, ultimately, electronic media's role and effects in the world. Praise for "Principles of Electronic Media" "The authors do more than survey the field of electronic media; they encourage students to envision and determine their potential roles within today's media landscape." "Antone J. Silvia, University of Rhode Island" ..".a textbook that could become a staple of students studying electronic media." "Kenneth A Fischer, Southern Illinois University"

The rise of digital media has been widely regarded as transforming

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the nature of our social experience in the twenty-first century. The speed with which new forms of connectivity and communication are being incorporated into our everyday lives often gives us little time to stop and consider the social implications of those practices. Nonetheless, it is critically important that we do so, and this sociological introduction to the field of digital technologies is intended to enable a deeper understanding of their prominent role in everyday life. The fundamental theoretical and ethical debates on the sociology of the digital media are presented in accessible summaries, ranging from economy and technology to criminology and sexuality. Key theoretical paradigms are explored through a broad range of contemporary social phenomena – from social networking and virtual lives to the rise of cybercrime and identity theft, from the utopian ideals of virtual democracy to the Orwellian

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nightmare of the surveillance society, from the free software movement to the implications of online shopping. As an entry-level pathway for students in sociology, media, communications and cultural studies, the aim of this work is to situate the rise of digital media within the context of a complex and rapidly changing world.

"Wonderfully practical....just what every media writer needs."

Christopher H. Sterling George Washington University * Learn what it takes to write for commercials, news, documentaries, corporate, educational, animation, games, the internet, and dramatic film & video productions * Outlines the key skills needed for a successful media writing career The demand for quality and knowledgeable multi-platform writing is always in high demand. An Introduction to Writing for Electronic Media presents a survey

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of the many types of electronic media you can write for, and explains how to do it. Musburger focuses on the skills you need to write for animation versus radio or television news versus corporate training. Sample scripts help you learn by example while modeling your own scripts. Production files illustrate the integral role writers' play in the production process, and individual movie frames allow you compare these to the real scripts. Armed with the skills developed in this book, a media writer can apply for a variety of positions in newsrooms, advertising firms, motion pictures or animation studios, as well as local and national cable operations. Robert B. Musburger, Ph.D., is Professor Emeritus and former Director of the School of Communication, University of Houston, USA. He has worked for 20 years in professional broadcasting, serving as camera operator, director, producer, and writer.

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Musburger has received numerous awards for his video work and teaching and he continues to work in electronic media with his Seattle, WA., consulting firm, Musburger Media Services. "[An] authoritative and clearly written description of the processes involved in writing for film, radio and television production."
Raymond Fielding, Dean Emeritus Florida State University

Given the prominence of the electronic media in the 21st century, it is crucial that both media professionals and consumers know how to decipher and evaluate media content, the assumptions on which that content is based, and the constraints to which it is subject.

Electronic Media Criticism offers a variety of critical approaches to audio and video discourse. Rather than restricting itself to one perspective, the book applies key aesthetic, sociological,

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philosophical, psychological, structural, and economic principles to arrive at a comprehensive evaluation of both programming and advertising content. Maintaining the approach of the original volume, this second edition includes: * updated chapters to reflect the current media world, including sample reviews and illustrations, * material pertaining to "new media"--because the book is process-oriented rather than medium-oriented, Internet referents are interspersed in discussion of the various critical perspectives, * two additional scripts for critical analysis--an episode of The Simpsons and an installment of the dark Canadian comedy The Newsroom, and * new exercises for further practice in applying critical procedures. Orlik interweaves the insights of industry and academic authorities, recognizing that both orientations are essential in the development of a valid and viable critical outlook. Written for

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media students and practitioners, all readers of this volume will gain feasible and flexible tools for focused and rational analysis of electronic media products, as well as improved understanding of the role and essential ingredients of criticism itself.

A timely survey that addresses the relationship between art and electronic technology, including mechanics, light, graphics, robots, virtual reality and the web.

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