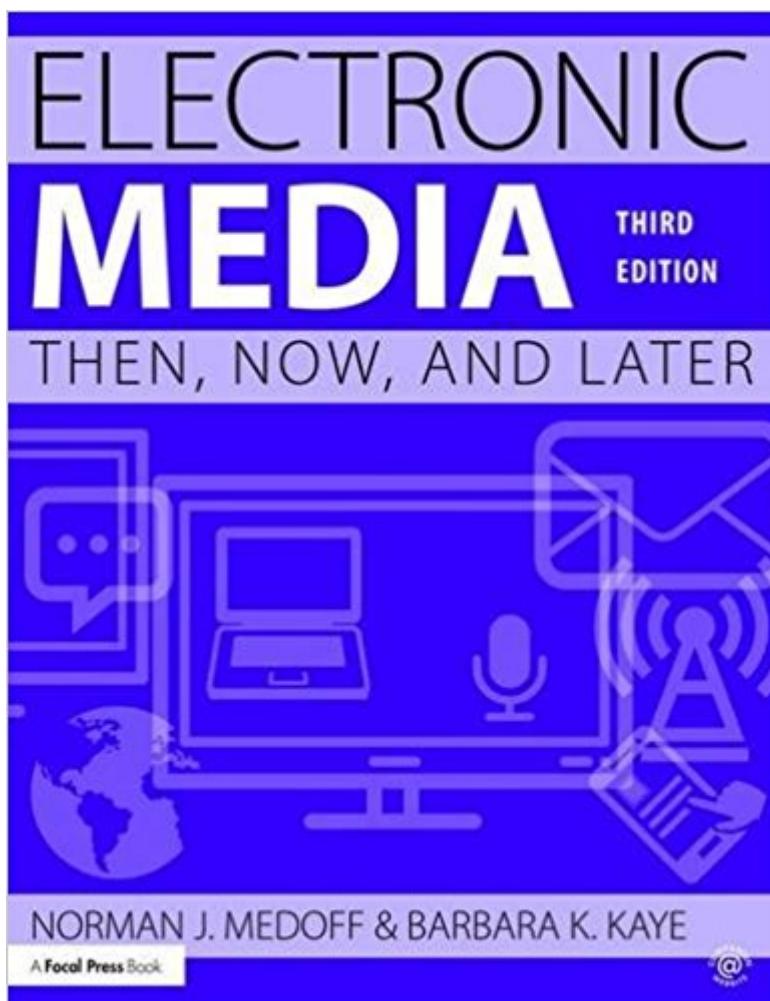


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# Electronic Media: Then, Now, And Later



## **Synopsis**

Electronic Media: Then, Now, and Later provides a synopsis of the beginnings of electronic media in broadcasting and the subsequent advancements into digital media. The Then, Now, and Later approach focuses on how past innovations laid the groundwork for changing trends in technology, providing the opportunity and demand for evolution in both broadcasting and digital media. An updated companion website provides links to additional resources, chapter summaries, study guides and practice quizzes, instructor materials, and more. This new edition features two new chapters: one on social media, and one on choosing your entertainment and information experience. The then/now/later thematic structure of the book helps instructors draw parallels (and contracts) between media history and current events, which helps get students more engaged with the material. The book is known for its clear, concise, readable, and engaging writing style, which students and instructors alike appreciate. The companion website is updated and offers materials for instructors (an IM, PowerPoint slides, and test bank)

## **Book Information**

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## **Customer Reviews**

Norman J. Medoff, Ph.D., is Director of the School of Communication at Northern Arizona University. He has taught and served as an administrator at three different universities, produced numerous television and corporate video projects, and has overseen the productions of many students. Dr. Medoff has authored articles in scholarly journals as well as trade and consumer magazines. He has also written textbooks on the Internet and mass media, television production,

and electronic media. He has been the recipient of a Fulbright Specialist Grant. In addition, he is a past president of the Broadcast Education Association. Barbara K. Kaye (Ph.D., Florida State University) is Professor in the School of Journalism & Electronic Media at the University of Tennessee à “Knoxville. Her research interests are in the areas of media effects and consumer uses of new communication technologies. She examines how the emergence of the Internet, blogs, social media, and new television program delivery platforms influence political attitudes and how they have changed media use behavior. She also studies the uses and effects of profanity on broadcast and cable television programs. She has co-authored five textbooks, published more than 60 journal articles and book chapters and has taught in Italy and Austria.

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