



Electronic Media: Then, Now, and Later

Norman J. Medoff, Barbara Kaye

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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. 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.

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