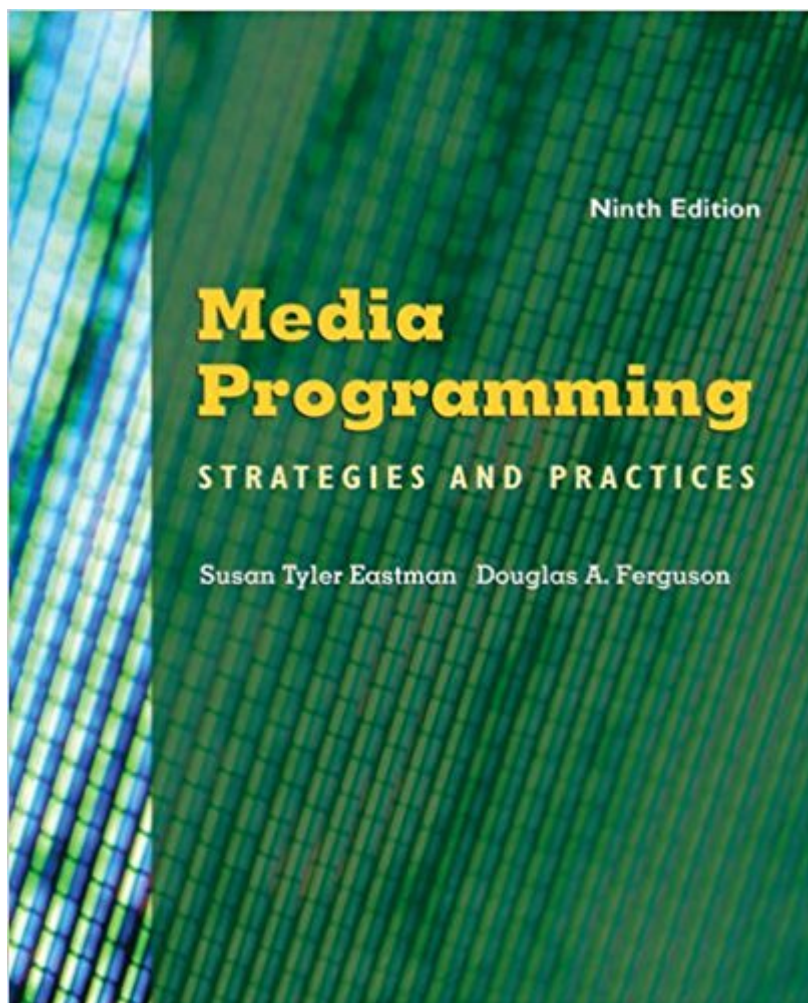The book was found

Media Programming: Strategies And Practices

Synopsis

Current, relevant, and student-friendly, MEDIA PROGRAMMING delivers the most accurate coverage of the techniques and strategies used in the programming industry today. Reflecting the latest developments from real-world practice, this market-leading text covers all aspects of media programming for broadcast and cable television, radio, and the Internet with clear illustrations and examples to which you can relate. It offers in-depth coverage of emerging trends, including multiplatform strategies, cross-media, new media, high definition media, new programming strategies, and wireless and pay-per-view media. It explains how programs (units of content) are selected (or not selected), arranged, evaluated and promoted with the need to consider pressures from technology, financing, regulations, policies, and marketing. Covering the latest trends and issues in the industry, MEDIA PROGRAMMING includes practical examples, insight from noted industry authorities, a useful website, and an expanded glossary to reflect the latest trade jargon and practices.

Book Information

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Programming. 10. Public Television Programming. Part V: AUDIO PROGRAMMING PRACTICES. 11. Music Programming. 12. Informational Programming. Bibliography of Recent Publications. Internet Media Sites. About the Contributing Authors. Index to Program Titles. General Index. --This text refers to an alternate Paperback edition.

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The book was in great condition. It helps my daughter complete all of her writing assignments, so I can say it is serving its purpose.

The content is good. I needed this book for an online class. The book itself looked like it was a little waterlogged.

too expensive for renting a used book

Great book and very helpful!

The market is moving so fast these need to be frequently updated but good background resource if you are studying this field

Excelent!

It came as it said it would

How is it that the KINDLE edition is still $151??? I'm a broke college student, shopping on because I know that they're known for selling books for cheaper than the campus bookstores, and now here I am wanting the KINDLE edition (ELECTRONIC, mind you) and it's costing me a month's worth of

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