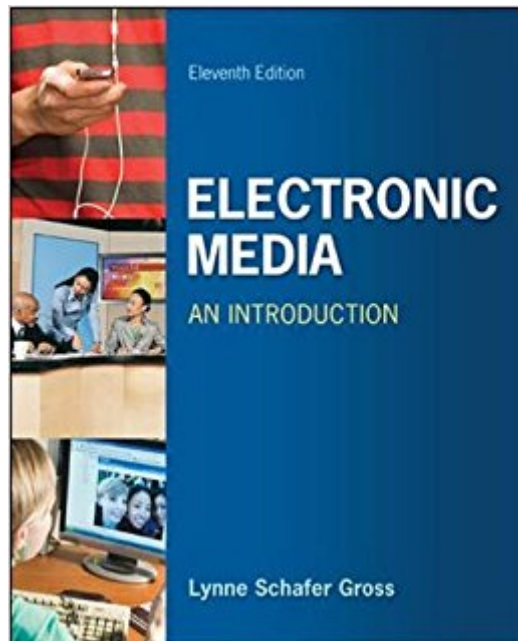




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Electronic Media: An Introduction



Synopsis

Electronic Media: An Introduction provides students the essentials for interacting with electronic media whether they plan to become media producers or shrewd media consumers. The text discusses the most current media forms and the functions of those forms as they relate to advertising, promotional, regulatory, ethical and global issues. Students will explore types of media careers and learn how to obtain those jobs by developing networking and interviewing skills and by preparing strong application materials.

Book Information

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Customer Reviews

Lynne Schafer Gross is presently a Professor in the Department of Radio-TV-Film at California State University, Fullerton. She has written ten other textbooks and hundreds of magazine articles. In 1999 she was the recipient of the Frank Stanton Award for Distinguished Contribution to Electronic Media Education and in 1997 she received the Distinguished Education Service Award from the Broadcast Education Association. She is a past governor of the Academy of Television Arts and Sciences and has also chaired that organization's Library Committee and Student Activities Committee. As Past President of the Broadcast Education Association she increased membership 24% and funding 59%. Professionally, she is currently Associate Producer for the video series "Journeys Below the Line" and in the past she was Director of Programming for Valley Cable TV and the producer of numerous radio and TV programs for public, commercial, and cable outlets. Her teaching and consulting have taken her to many countries

including Malaysia, Swaziland, Estonia, Australia, Guyana, and Russia. Her doctorate is from UCLA.

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