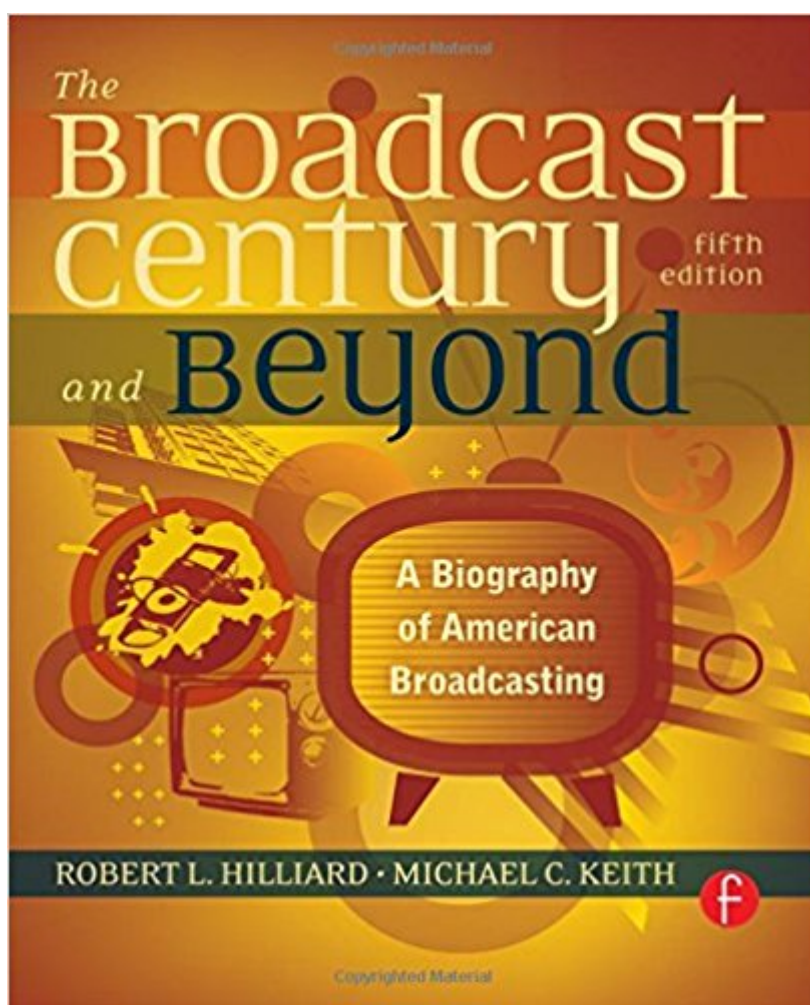


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# The Broadcast Century And Beyond: A Biography Of American Broadcasting



## Synopsis

The Broadcast Century and Beyond is a popular history of the most influential and innovative industry of the century. The story of broadcasting is told in a direct and informal style, blending personal insight and authoritative scholarship. The book vividly depicts the events, people, programs, & companies that made television & radio dominant forms of communication. This edition includes coverage of the technologies that have emerged over the past decade & discusses the profound impact they have had on the broadcasting industry in political, social, & economic spheres. The industry has been completely revolutionized with the advent of YouTube, podcasting, iphones, etc., and the authors discuss the impact on broadcasting. New sidebars scattered throughout the book showcase the intersections of broadcast history, & colors these events through a social, cultural, & political lens.

## Book Information

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## Customer Reviews

"A masterwork that seamlessly weaves an array of complex elements into the story - elements such as entrepreneurship, technological developments, government regulation, patent wars, advertising, news, programming innovations, and celebrities.. The authors are to be commended for their year-by-year chronological approach and for smoothly incorporating big-picture issues, concrete examples and social context into that chronological framework. Students, therefore, get a strong sense of the when along with plenty of the so what.. The book is absolutely packed with seemingly

minor historical tidbits that, actually, can be used as springboards for discussions of major current issues - for example, the inculcation of advertising messages into programming content, something prevalent through the history of broadcasting in blatant ways (The Philco Hour, The Lucky Strike Dance Orchestra)."--American Journalism

Robert L. Hilliard, Ph.D., is Professor of Media Arts and former Dean of Graduate Studies at Emerson College. He was Chief of the Educational/Public Broadcasting Branch of the F.C.C., Chair of the Federal Interagency Media Committee, and a former broadcasting writer and producer. Among his 25 books on the media is the classic *Writing for Television, Radio, and New Media*, now in its 7th edition. With Michael C. Keith he coauthored *Global Broadcasting Systems and Waves of Rancor*, which was named by President Clinton to his 1999 yearly reading list of 12 books. Hilliard's latest book is *Media, Education, and America's Counter-Culture Revolution*.

Yay, another college textbook. Actually, this book isn't all that bad. It has a timeline that runs on the top of every page, which is helpful for quizzes and such. The text is easy to read, and each chapter follows the same format. The content wasn't all that in depth so there wasn't a big need for notes.

I bought this for a college course. It has been a joyful read. So far I've done well on tests. The info within this book has been useful and interesting. I recommend!

This account of broadcast history is interesting as it is rich in detail, and provides some anecdotal accounts from the author(s) as they are part of that history themselves. Not a bad read.

it's cheaper here than my bookstore. Great book, easy to understand. Timeline in the chapters pretty much sums up what happens in that year. Summary after every chapter.

Sucked

I am very lucky to happen to be one of the authors, Professor Keith's student. His class was full of fun stories and I have never thought that a history class could be this fun! The textbook is easy to read, very interesting. This course lets me understand a lot of American history from a broadcast perspective. I will highly recommend anyone buying this book, or physically take Professor Keith's 'Broadcast century issues' class at Boston College.

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