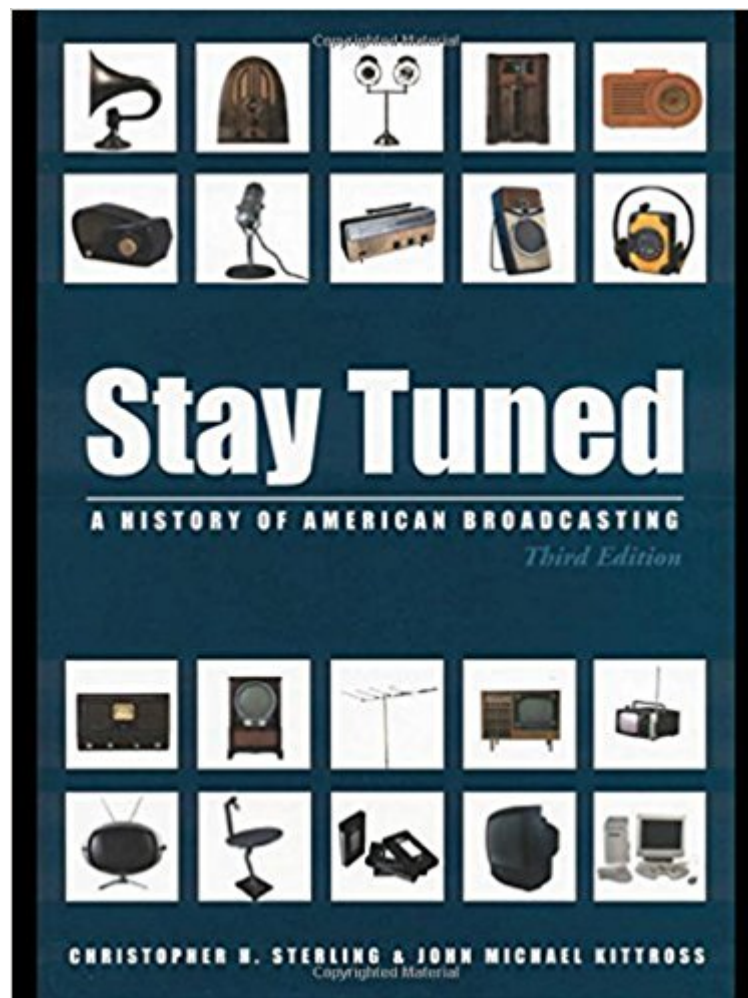




The book was found

Stay Tuned: A History Of American Broadcasting, 3rd Edition (LEA's Communication Series)



Synopsis

Since its initial publication in 1978, *Stay Tuned* has been recognized as the most comprehensive and useful single-volume history of American broadcasting and electronic media available. This third edition has been thoroughly revised and updated to bring the story of American broadcasting forward to the 21st century, affording readers not only the history of the most important and pervasive institution affecting our society, but also providing a contextual transition to the Internet and other modern media. The enthusiasm of authors Christopher H. Sterling and John Michael Kittross is apparent as they lead readers through the development of American electronic mass media, from the first electrical communication (telegraph and telephone); through radio and television; to the present convergence of media, business entities, programming, and delivery systems, including the Internet. Their presentation is engaging, as well as informative, promoting an interest in history and making the connections between the developments of yesterday and the industry of today. Features of this third edition include: *chronological and topical tables of contents; *new material reflecting modern research in the field; *a new chapter describing historical developments from 1988 through to the current day; *an expanded bibliography, including Web site and museum listings; *an updated and expanded glossary and chronology; and *extensive statistical data of the development of television and radio stations, networks, advertising, programming, audiences, and other aspects of broadcasting. Designed for use in undergraduate and graduate courses on the history of American mass media, broadcasting, and electronic media, *Stay Tuned* also fits well into mass communication survey courses as an introduction to electronic media topics. As a chronicle of American broadcasting, this volume is also engaging reading for anyone interested in old radio, early television, and the origins and development of American broadcasting.

Book Information

Hardcover: 1006 pages

Publisher: Lawerence Erlbaum Associates; 3rd edition (November 1, 2001)

Language: English

ISBN-10: 0805826246

ISBN-13: 978-0805826241

Product Dimensions: 2 x 7 x 10 inches

Shipping Weight: 4.2 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #704,683 in Books (See Top 100 in Books) #67 in Books > Humor & Entertainment > Radio > History & Criticism #301 in Books > Politics & Social Sciences > Politics & Government > United States > Legislative Branch #366 in Books > Textbooks > Communication & Journalism > Journalism

Customer Reviews

A valuable and comprehensive review of the development of radio. Unfortunately this latest edition is over ten years old and therefore cannot provide the the provide the latest developments in the field.

If you the encyclopedia version of tv or radio and no exciting information, this is it. I wanted a book to pull info from to lead my Broadcast video classes disucussions, and this it not the best one. It reads a little like a computer instruction manual - very dry. The book did come in good condition, with some passages highlighted, which helped to see what the previous reader found relevant.

very good

[Download to continue reading...](#)

Stay Tuned: A History of American Broadcasting, 3rd Edition (LEA's Communication Series)
Analyzing Media Messages: Using Quantitative Content Analysis in Research (Lea Communication Series)
American History: The People & Events that Changed American History (People's History, American, United States of America, American Revolution, Patriot, United States History Book 1)
Lea este libro si desea tomar buenas fotografÃ­as (Spanish Edition)
Estudio y evaluaciÃ³n de rendimiento de estufas de leÃ±a mejoradas: EvaluaciÃ³n de eficiencia y seguridad (Spanish Edition)
Inventing American Broadcasting, 1899-1922 (Johns Hopkins Studies in the History of Technology)
Cold War Radio: The Dangerous History of American Broadcasting in Europe, 1950-1989
Walk Your Way To Weight Loss 2nd edition: The Ultimate Guide On How To Lose Weight, Burn Fat & Stay Thin With Walking (Weight Loss, Exercise, work out, ... stay thin, energy, fitness, healing)
Take Back Your Life!: Using Microsoft Outlook to Get Organized and Stay Organized: Using Microsoft(r) Outlook(r) to Get Organized and Stay Organized (Bpg-Other)
Splitsville: How to Separate, Stay Out of Court and Stay Friends Too Good to Leave, Too Bad to Stay: Decide Whether to Stay In or Get Out of Your Relationship
Nonviolent Communication: A Language of Life, 3rd Edition: Life-Changing Tools for Healthy Relationships (Nonviolent Communication Guides)
The Republic of Mass Culture: Journalism, Filmmaking, and Broadcasting

in America since 1941 (The American Moment) History: Human History in 50 Events: From Ancient Civilizations to Modern Times (World History, History Books, People History) (History in 50 Events Series Book 1) History: British History in 50 Events: From First Immigration to Modern Empire (English History, History Books, British History Textbook) (History in 50 Events Series Book 11) Survival Communication: 20 Proven Lessons to Stay In Touch With Your Family When the World Goes Silent: (Prepper's Guid, Survival Guide, Survivalist, Safety, ... Survival Skills Book) (Survival Books) World Radio TV Handbook WRTH: The Directory of Global Broadcasting (World Radio TV Handbook)(60th Annv. Edition) Beyond Powerful Radio: A Communicator's Guide to the Internet Age_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media Broadcasting Happiness: The Science of Igniting and Sustaining Positive Change

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)