



Head's Broadcasting in America: A Survey of Electronic Media

By Michael A. McGregor, Paul D. Driscoll, Walter Mcdowell

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After fifty years of market prominence and incredible demand from loyal users, *Head's Broadcasting in America's* tenth edition returns as the celebrated market leader in its field with its renowned treatment of electronic media as a social force and with a distinguished new author team from Sydney Head's legacy school, the University of Miami.

Head's Broadcasting in America distinguishes itself by presenting electronic media both as products of contemporary social forces and as social forces in their own right. This text will introduce you to the exciting changes taking place in electronic media. It will help you examine the emerging information infrastructure and the accelerating convergence of various electronic media forms. It will also help you explore the role electronic media plays in many academic areas, ranging from economics to law, from history to social science. You will find this industry more accessible as you experience broadcasting dually through the people and the products that have shaped the history of this medium and through your own experiences with broadcasting in your daily life.

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Editorial Review

From the Back Cover

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About the Author

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