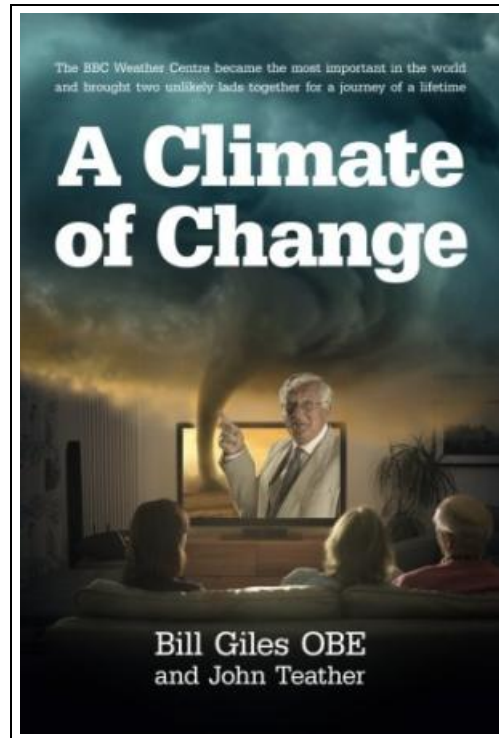


A Climate of Change (Paperback)



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Reviews

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A CLIMATE OF CHANGE (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Weather is a national obsession. It is well-known to be the first topic in any conversation. It either delights or depresses. When we have long hot periods we look for rain, and after the rain we seek the sun. Our weather in the UK is a topic of conversation throughout the world as it illustrates the stoic nature of the British! Nobody who lives on our island is excluded from the effects of our weather, be it a mother hoping for sun on her daughter s wedding day, to those caught in the recent flooding, to those who daily live their lives with the weather such as farmers and fishermen. Ever since the first radio broadcasts by the BBC in 1926 weather was a feature. Even when the first public Television service started in 1936 it included a weather forecast. Then in 1954 the BBC introduced the first weather TV forecast with a weatherman . Today we take for granted our weather forecasts not realising the technological and presentational changes that have taken place over the years. Good television always looks easy, because all of the elements come together to produce a result that is more than the sum of all its parts. The journey from 1954 to today involved a whole range of innovations for both the Met Service and the BBC, not only technical, but understanding how to communicate our very complicated atmosphere in a way that the man in the street could readily understand. Bill Giles OBE, one of the nation s best-known weather presenters, and John Teather, the founder of the BBC Weather Centre worked together to revolutionise how weather was presented and turn the...



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