



Broadcast Television: A Complete Guide to the Industry (Paperback)

By Walter S. McDowell

Peter Lang Publishing Inc, United States, 2006. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. From unraveling the confusion surrounding digital TV to revealing the inner workings of Nielsen ratings Broadcast Television: A Complete Guide to the Industry takes an impartial and in-depth look at the business of commercial television. Unlike many books addressing this topic, the purpose of this primer is not to support a partisan opinion about what is right or wrong with television but rather to provide objective information from which the reader can make his or her own judgments. To that end the organization and presentation style is also unique in that the industry is explained as a dynamic and interdependent system of technology, economics, and regulation. This systems approach to learning helps the reader understand better the interwoven parts of television business. As a concise and highly focused overview of the business of commercial television, Broadcast Television: A Complete Guide to the Industry can serve as a stand-alone text or as a supplement to other course readings addressing an array of topics involving television today.



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