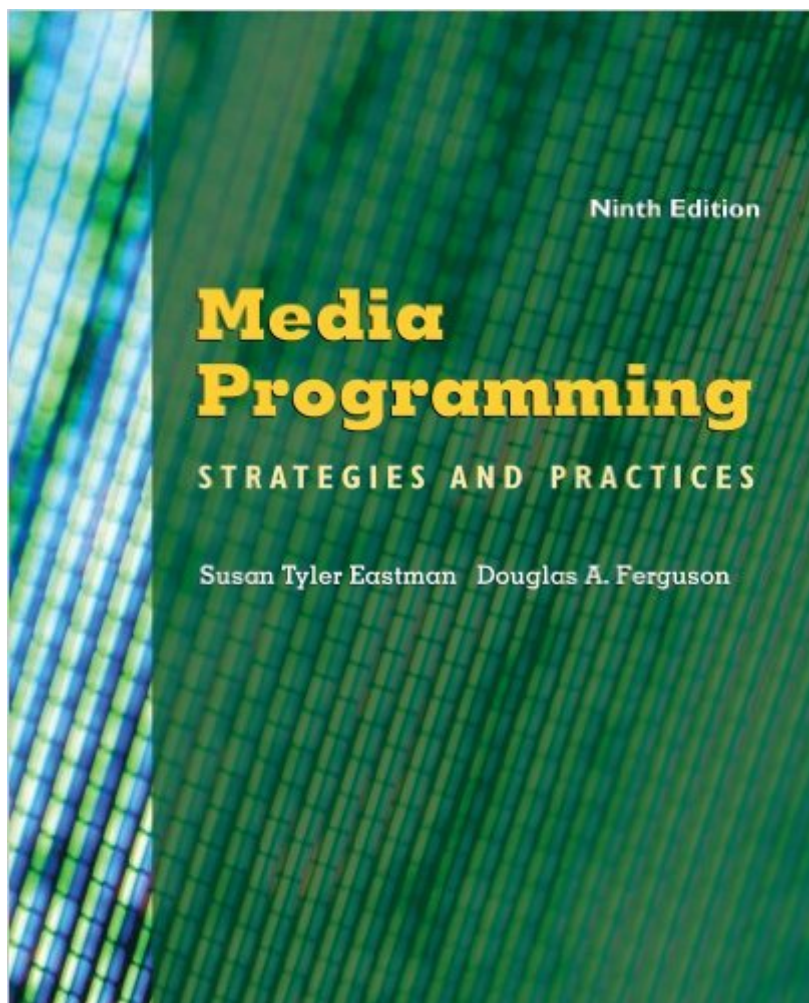


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Media Programming: Strategies And Practices



Synopsis

Current, relevant, and student-friendly, MEDIA PROGRAMMING delivers the most accurate coverage of the techniques and strategies used in the programming industry today. Reflecting the latest developments from real-world practice, this market-leading text covers all aspects of media programming for broadcast and cable television, radio, and the Internet with clear illustrations and examples to which you can relate. It offers in-depth coverage of emerging trends, including multiplatform strategies, cross-media, new media, high definition media, new programming strategies, and wireless and pay-per-view media. It explains how programs (units of content) are selected (or not selected), arranged, evaluated and promoted with the need to consider pressures from technology, financing, regulations, policies, and marketing. Covering the latest trends and issues in the industry, MEDIA PROGRAMMING includes practical examples, insight from noted industry authorities, a useful website, and an expanded glossary to reflect the latest trade jargon and practices.

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