



Exploring Electronic Media: Chronicles and Challenges

Peter B. Orlik, Steven D. Anderson, Louis A. Day, W. Lawrence Patrick

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Exploring Electronic Media: Chronicles and Challenges is a concise and insightful textbook covering the dynamics of contemporary electronic media. Rapidly evolving technologies have expanded this field exponentially, creating a wealth of information that is often hard to put into perspective. Taking an approach that balances media history with contemporary analysis, *Exploring Electronic Media* is as practically useful as it is instructionally informative.

- Written by leading authors who collectively bring a wealth of not only teaching, but also multifaceted industry experience to the subject
- Covers the historical influences and contemporary issues in programming, technology, regulation and the business of media
- Features chapter reviews and discussion questions, as well as an introductory chapter that orients the reader to the broad electronic media landscape
- Explores the fundamentals for understanding human communication as an underpinning to the study of media communication systems
- Considers the future and great potential in this ever-changing field.

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