

Broadcast/Cable/Web Programming: Strategies and Practices (with InfoTrac) (Wadsworth Series in Production)

Susan Tyler Eastman, Douglas A. Ferguson

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In this revision of the market-leading text, Susan Eastman and Douglas Ferguson, two noted scholars and experts in the area of broadcast programming, provide students with the most accurate and current information on the techniques and strategies used in the programming industry. The text has helped professors teach this course with clear current illustrations and examples, and just right approach of student friendly writing. Comprehensive, accurate and up- to- date, the text covers all aspects of programming for broadcast, cable, radio, and the Web.



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