



## Broadcast Journalism: In the 21st Century

By K. M. Shrivastava

New Dawn Press. Hardback. Book Condition: new. BRAND NEW, Broadcast Journalism: In the 21st Century, K. M. Shrivastava, A geographical focus on the United Kingdom, the United States, and India offers international contrasts and comparisons in this look at the evolution of broadcasting and the impact of technology on media. Broadcast equipment, software, and production techniques are discussed with real examples from radio and television news production. Key figures including Steve Case, Ted Turner, Walt Disney, and Rupert Murdoch are profiled, with a discussion of why broadcasting is dominated by large corporations. Information on the code of ethics that governs this fourth estate highlights different challenges presented to private and international channels.



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