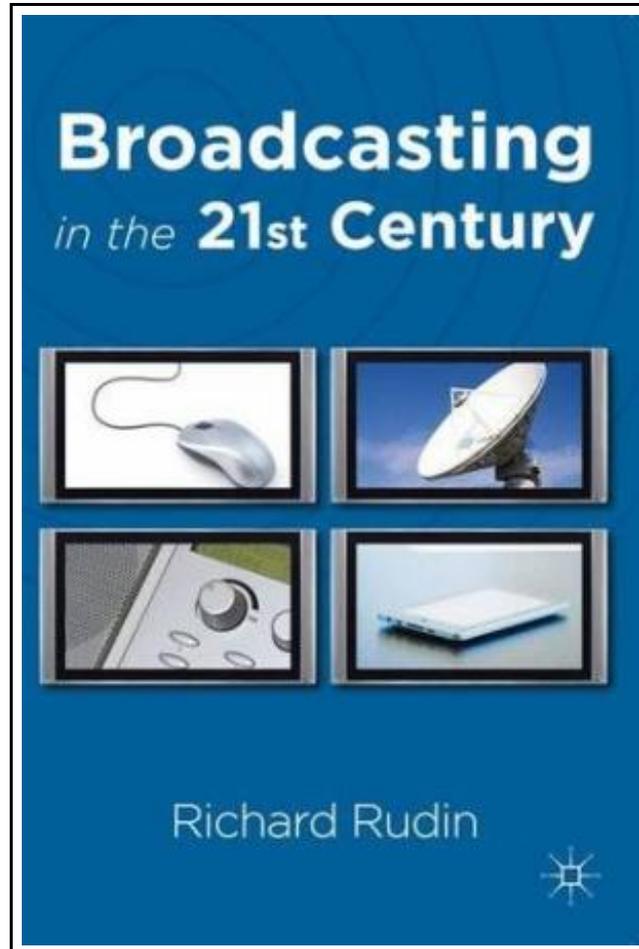


## Broadcasting in the 21st Century



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Palgrave MacMillan, United Kingdom, 2011. Paperback. Book Condition: New. 232 x 154 mm. Language: English . Brand New Book. The 21st century is already seeing fundamental changes in broadcasting. No longer are audiences limited to watching or listening to television and radio at the times and places dictated by the broadcasters, or on radio or TV sets . Broadcasting in the 21st Century demonstrates how traditional television and radio is being both challenged and supported by technological developments, including convergence and social media. Drawing on interviews with industry personnel and featuring case studies and research from many countries, including that from the UK, USA, China, India and South Africa, Richard Rudin explains not only the significance of these changes but also how many of the functions and pleasures of broadcasting that were established in the 20th century are being enhanced by new media. Opening with a substantial account of how broadcasting developed in the 20th century, the author goes on to explore how new media forms are changing audiences pleasures, expectations and demands. Rudin s illuminating study highlights the changing relationship between audiences and broadcast output to examine a range of subjects including: - the impact of citizens journalism - political coverage - international TV formats and news output - the continuing appeal of radio as a distinct medium - debates over bias, truth and trust in broadcasting and broadcasters. In addition, Broadcasting in the 21st Century addresses a range of broadcast forms and genres including the coverage of general elections, Reality TV and pirate radio.



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