



Electronic Media: An Introduction

Lynne Schafer Gross

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Electronic Media: An Introduction provides students the essentials for interacting with electronic media whether they plan to become media producers or shrewd media consumers. The text discusses the most current media forms and the functions of those forms as they relate to advertising, promotional, regulatory, ethical and global issues. Students will explore types of media careers and learn how to obtain those jobs by developing networking and interviewing skills and by preparing strong application materials.

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