

INTRODUCTION...



☎ FOCUS OF THE BILL

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☎ LEVELING THE PLAYING FIELDS

☎ THE SPLIT OF THE SABC INTO THE PUBLIC BROADCASTING AND COMMERCIAL BROADCASTING **DIVISIONS**

☎ EXPANDING AND OPENING THE BROADCASTING SECTOR

Broadcasting An Introduction

Robert L. Hilliard



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The media that use and electronic devices to access the content is known as electronic media The most commonly used electronic media include audio and video recordings multimedia presentations CD ROM slide presentations and online content Electronic media can be in analog electronic data or in digital electronic data format Devices that are used in the electronic communication processes such as telephone desktop computer radio television game console and handheld device are also considered as electronic media The distribution of video or audio content to a wide audience through mass communication medium is referred to as broadcasting Electronic broadcasting includes radio broadcasting film and TV broadcasting and the use of social media communication This book provides comprehensive insights into the field of electronic media and broadcasting Most of the topics introduced herein cover new techniques and their applications Through this book we attempt to further enlighten the readers about the new concepts in this field *Digital Broadcasting* Jo Pierson,Joke Bauwens,2015-04-23 Digital Broadcasting presents an introduction to how the classic notion of broadcasting has evolved and is being reinterpreted in an age of digitization and convergence The book argues that digital broadcasting is not a contradiction in terms but on the contrary both terms presuppose and need each other Drawing upon an interdisciplinary and international field of research and theory it looks at current developments in television and radio broadcasting on the level of regulation and policy industries and economics production and content and audience and consumption practices

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formerly Chapters 12 and 13 have been placed earlier in the book to follow respective history chapters and more accurately reflect the sequence used to teach the course

Understanding television Robert L. Hilliard,1969 **Perspectives on Radio and Television** F. Leslie Smith,1979 **Broadcasting and Telecommunication--An Introduction** John R. Bittner,1985 **Television broadcasting** Robert L. Hilliard,1978 **Introduction to Broadcasting** Gordon E. Mills,Norman C. Tarbox,1978 **Radio Broadcasting** Robert L. Hilliard,1974 **Introduction to Radio Broadcasting** , *Radio Broadcasting* Robert L. Hilliard,1967 *The Political Economy of Television Sports Rights* T. Evens,P. Iosifidis,P. Smith,2013-08-27 Sport on television is big business but it is about more than just commerce Using a range of national case studies from Europe and beyond this book analyses the political economic social and regulatory issues raised in relation to the buying and selling of television sports rights *Radio broadcasting. An introduction to the sound medium. [By various authors.] Edited by Robert L. Hilliard, etc. (Second edition, revised and enlarged.).* Robert L. Hilliard,1974 **American Broadcasting** Harrison Boyd Summers,Joseph Marion Ripley,Lawrence Wilson Lichty,1967

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