

Broadcast
Programming
Strategies for Winning
Television and Radio
Audiences

Susan Tyler Eastman

Note: This is not the actual book cover

Broadcast Programming Strategies For Winning Television And Radio Audiences

Christian Drosten



Broadcast Programming Strategies For Winning Television And Radio Audiences:

Broadcast Programming Susan Tyler Eastman,1981 **Broadcast Programming, Strategies for Winning Television and Radio Audiences** Susan Tyler Eastman,Sydney W. Head,Lewis Klein,1981 **Desperately Seeking the Audience** Ien Ang,2006-06-28 Millions of people all over the world are avid members of the television audience Yet despite the central place television occupies in contemporary culture our understanding of its complex and dynamic role in everyday life remains surprisingly limited Focusing on the television audience Ien Ang asks why we understand so little about its nature and argues that our ignorance arises directly out of the biases inherent in prevailing official knowledge about it She sets out to deconstruct the assumptions of this official knowledge by exploring the territory where it is mainly produced the television institutions Ang draws on Foucault s theory of power knowledge to scrutinize television s desperate search for the audience and to identify differences and similarities in the approaches of American commercial television and European public service television to their audiences She looks carefully at recent developments in the field of ratings research in particular the controversial introduction of the people meter as an instrument for measuring the television audience By defining the limits and limitations of these institutional procedures of knowledge production Ien Ang opens up new avenues for understanding television audiences Her ethnographic perspective on the television audience gives new insights into our television culture with the audience seen not as an object to be controlled but as an active social subject engaging with television in a variety of cultural and creative ways *Communication Yearbooks Vols 6-33 Set* Various,2021-12-02 The Communication Yearbook annuals originally published between 1977 and 2009 publish diverse state of the discipline literature reviews that advance knowledge and understanding of communication systems processes and impacts across the discipline Topics dealt with include Communication as Process Research Methodology in Communication Communication Effects Taxonomy of Communication and European Communication Theory Information Systems Division Mass Communication Research Mapping the Domain of Intercultural Communication Public Relations Feminist Scholarship Communication Law and Policy Visual Communication Communication and Cross Sex Friendships Across the Life Cycle Television Programming and Sex Stereotyping InterCultural Communication Training Leadership and Relationships Media Performance Assessment Cognitive Approaches to Communication **The Mass Audience** James Webster,Patricia F. Phalen,2013-11-05 In the early 20th century a new and distinctive concept of the audience rose to prominence The audience was seen as a mass a large collection of people mostly unknown to one another that was unified through exposure to media This construct offered a pragmatic way to map audiences that was relevant to industry government and social theorists In a relatively short period of time it became the dominant model for studying the audience Today it is so pervasive that most people simply take it for granted Recently media scholars have reopened inquiry into the meaning of audience They question the utility of the mass audience concept characterizing it as insensitive to differences among audience members inescapably

bound up with discredited notions of mass society or serving only a narrow set of industrial interests The authors of this volume find that these assertions are often false and unwarranted either by the historical record or by contemporary industry practice Instead they argue for a rediscovery of the dominant model by summarizing and critiquing the very considerable body of literature on audience behavior and by demonstrating different ways of analyzing mass audiences Further they provide a framework for understanding the future of the audience in the new media environment and suggest how the concept of mass audience can illuminate research on media effects cultural studies and media policy

Communication Yearbook 21 Michael Roloff,2012-03-22 Communication Yearbook 21 reflects the rich diversity of the field of communication both in terms of content areas and methods The topics of the eleven reviews range from interpersonal influence to media practices and effects The authors address issues such as organizational democracy and change intercultural negotiation journalism and broadcasting practices the management off crisis and the relationship between media and the presidency The volume was originally published in 1998 In addressing these issues narratives historical accounts and meta analytic techniques are employed

Broadcast Programming Charles Clift,Archie Greer,1981

The Museum of Broadcast Communications Encyclopedia of Radio Museum of Broadcast Communications,2004 A premise of this unique encyclopedia is that radio broadcasting is so pervasive that its importance can be easily overlooked More than 600 articles provide ample illustration of the role this medium plays throughout the world From radio s invention to radio on the Internet the cross referenced and thoroughly indexed articles analyze over 100 years of topics programs issues people and places and provide leads to further reading Some 250 photographs give visual context to an often unseen world Scholars old time radio admirers and curious readers will appreciate the unparalleled comprehensiveness of this source The Top 20 Reference Titles of the Year American Libraries May 2004

[McQuail's Reader in Mass Communication Theory](#) Denis McQuail,2002-04-22 This text is a companion to McQuail s Mass Communication Theory but can be used independently It is a resource of statements drawn from communication studies media sociology and cultural studies

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Radio and Television: Supplement One: 1977-1981 William E. McCavitt,1982 A cumulative media studies resource for students and scholars from a publisher at the forefront of reference publishing

We Changed the World Sid Pike,2005-10-14 Sidney Pike s story is the most thorough chronicle that exists As he met with media and government leaders around the world trying to sell CNN programming he faced both the forces that stimulated the changes and those that offered resistance to them Sidney Pike was a pioneer and evangelist for the global television channels and the news services that are taken for granted today This should be read by all students of telecommunication and by anyone interested in the role the media played in globalization and democratization Jacket

Media Asia ,1994

Audio Video Market Place ,1984

Bibliographic Guide to Theatre Arts New York Public Library. Research Libraries,1985 **Scientific and Technical**
Books and Serials in Print ,1984 **Broadcasting in America** Sydney W. Head,Christopher H. Sterling,1982 **The**
Writers Directory ,2013

The Enigmatic Realm of **Broadcast Programming Strategies For Winning Television And Radio Audiences:** Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing short of extraordinary. Within the captivating pages of **Broadcast Programming Strategies For Winning Television And Radio Audiences** a literary masterpiece penned by way of a renowned author, readers set about a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those who partake in its reading experience.

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