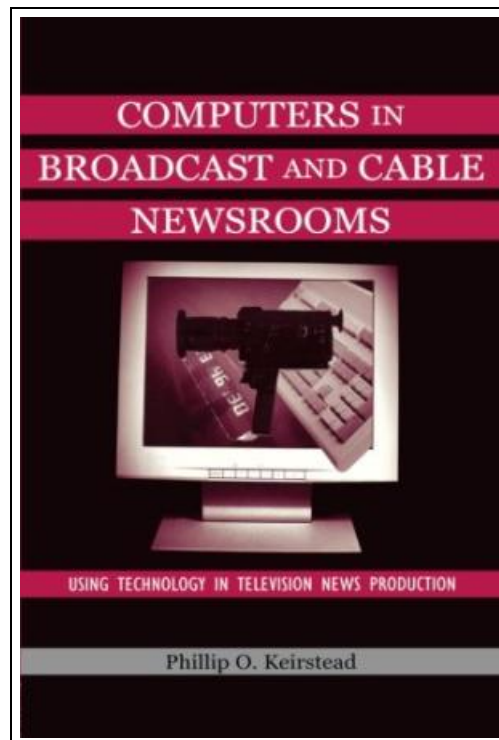


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Taylor Francis Inc, United States, 2004. Paperback. Condition: New. New. Language: English . Brand New Book ***** Print on Demand *****. Computers in Broadcast and Cable Newsrooms: Using Technology in Television News Production takes readers through the use of computers and software in the broadcast/cable newsroom environment. Author Phillip O. Keirstead began writing about television news technology decades ago in an effort to help television news managers cope with technological change. In this text, he demonstrates the myriad ways in which today's journalism is tied to technology, and he shows how television news journalists rely on varied and complex technologies to produce timely, interesting, and informative broadcasts. Using a hands-on, practical approach to cover the role computers play in various parts of the newsroom, the volume will be of great practical value to undergraduate and graduate students in advanced broadcast/news television courses.



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