

_____ 2nd edition _____

BROADCASTING
and
TELECOMMUNICATION

_____ an introduction _____

John R. Bittner

_____ 2nd edition _____

BROADCASTING
and
TELECOMMUNICATION

_____ an introduction _____

John R. Bittner

The University of North Carolina at Chapel Hill

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PREFACE

Today, the field of broadcasting is changing almost as fast as books and journals can record the transition. No longer can we be content to study electronic media by concentrating on radio and television stations, or, for that matter, even cable and satellites. We have arrived at the age of telecommunications. It encompasses a multitude of new media and demands the integration of these media in both theory and practice.

This new edition, also for introductory courses, incorporates this total approach to the study of electronic communication, examining everything from the history of the telegraph to the future of personal computers. In addition to the strengths of the first edition, which have been retained, this new edition includes:

- * A new chapter on computers and data processing, including an examination of how personal computers are affecting the changing world of broadcasting and telecommunication.

- * A new chapter on emerging telecommunication and consumer technologies, including cellular radio, digital audio and television, videodiscs, and others.

- * A new chapter on the telegraph and telephone and how they evolved to complement such modern technologies as television and the computer.

- * A new chapter on teletext and videotex and what the future holds for these experimental media.

- * A new chapter on programming from the view of the program director, who must make the strategic decisions in a competitive marketplace.

- * New material on common carrier regulations.

- * New material on national and international controls over telecommunication.

- * An expanded chapter on cable.

- * Updating of important material on satellite communication.

- * Updating of information on research into the uses and effects of broadcasting and telecommunication.

The text continues to examine traditional fields of study found in the first edition, including the historical basis of radio and television, educational and public telecommunication, corporate telecommunication, ratings, the research process, economics, and international broadcasting. It also includes a glossary and a library and data-based search guide for broadcasting and telecommunication.

A comprehensive Instructor's Manual also accompanies the text.

J.R.B.

ACKNOWLEDGMENTS

When the first edition of this text appeared, both the author and the publisher were unprepared for the warm and enthusiastic acceptance it received. It is not without a sincere desire to thank every colleague and friend that I must resort to a blanket "thank you." It is, instead, a desire not to miss any individual who deserves my gratitude for offering comments, suggestions, and reviews to change, expand the scope, and make improvements in this new edition.

I would be remiss not to thank Virginia McCarthy, my production editor on this text, who brought her expertise and patience to bear on the development of the book from manuscript to finished product. The production, marketing, editorial, and sales organization of Prentice-Hall, Inc. also deserve my gratitude. When this book arrives on the shelf, it will mark a ten-year anniversary with the same publisher, a time that has developed into a productive, but most importantly, a warm and supportive relationship.

As an author, I am deeply indebted to the students in my classes at The University of North Carolina at Chapel Hill, to the staff I had when serving as general manager of a broadcasting station, and also to the staff I worked with as a television journalist and radio news director. These acknowledgments are insufficient to express my deep thanks and the many contributions you have made to this book.

So many people in the broadcasting in-

dustry have contributed that it is almost impossible to keep count. The networks, professional organizations, stations, attorneys, state broadcasting organizations, including those in Indiana and North Carolina, and others have been of tremendous assistance.

This edition, like the first, has demanded the finest resource librarians to help an author negotiate the maze of new library technologies. Staff at The University of North Carolina at Chapel Hill, Duke University, DePauw University and the Durham and Chapel Hill public libraries were extremely helpful.

Living near the Research Triangle Park made the latest information on new technologies readily available. A number of firms in the Park helped, but IBM, G.E., Corning Glass Works, and Burroughs Wellcome deserve special mention.

Faculty and staff of the Department of Radio, Television and Motion Pictures, the Department of Speech Communication, and the School of Journalism at UNC helped with their supportive comments, review of new material, and assistance in locating sources and citations.

This new edition arrives a bit later than either the author or publisher planned. That it arrived at all is to the credit and faith that came from people such as Bryce and Pam Dodson. It was also helped by the friendship and warmth of my own faculty in the Department who were there when needed during a year that needed a lot.

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