

# Electronic Media VS Print Media, *with Two Examples of Each*



Print media is any media that is printed on paper and read physically.

**Examples:**

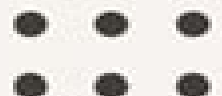
- Daily Sun Newspaper
- Drum Magazine



Electronic media is any media that uses electricity or digital technology to send messages.

**Examples:**

- Radio (e.g. Ukhozi FM)
- Social Media (e.g. Facebook, WhatsApp)



# Electronic Media Ratings Electronic Media Guides

**RD Boyd**



## **Electronic Media Ratings Electronic Media Guides:**

Electronic Media Criticism Peter B. Orlik, 2008-11-19 Electronic Media Criticism introduces readers to a variety of critical approaches to audio and video discourse on radio television and the Internet The book applies key aesthetic sociological philosophical psychological structural and economic principles to arrive at a comprehensive evaluation of both programming and advertising content It includes numerous critiques to illustrate the ways in which critical expression can be structured providing readers with feasible and flexible tools for focused and rational analysis of electronic media product as well as enhanced understanding of the role and essential ingredients of criticism itself These insights range from the perceptions of Plato and Aristotle to the research that motivates twenty first century marketing and advertising Electronic Media Norman J. Medoff, Barbara Kaye, 2013-03-20 Electronic Media connects the traditional world of broadcasting with the contemporary universe of digital electronic media It provides a synopsis of the beginnings of electronic media in broadcasting and the subsequent advancements into digital media Underlying the structure of the book is a See It Then See It Now See It Later approach that focuses on how past innovations lay the groundwork for changing trends in technology providing the opportunity and demand for change in both broadcasting and digital media FYI and Zoom In boxes point to further information tying together the immediate and long ranging issues surrounding electronic media Career Tracks feature the experiences of industry experts and share tips in how to approach this challenging industry Check out the companion website at <http://www.routledge.com/cw/medoff/9780240812564> for materials for both students and instructors

**Federal Register** ,1998-05-06 **Electronic Media Ratings** Karen Buzzard, 1992 Explains the processes by which viewership of broadcast and cable programs is defined and calculated and how these figures are used by the industry to sell advertising time and judge whether or not programming is successful *Guide to College Courses in Film and Television* ,1978 **Gale Directory of Publications and Broadcast Media** ,2006 Identifies specific print and broadcast sources of news and advertising for trade business labor and professionals Arrangement is geographic with a thumbnail description of each local market Indexes are classified by format and subject matter and alphabetical by name and keyword **Marketer's Guide to Media** ,2000 **Bibliographic Guide to Business and Economics** New York Public Library. Research Libraries, 1986 **National Guide to Funding for Libraries and Information Services** Jeffrey A. Falkenstein, 2001

**International Media Guide** ,1993 **Subject Guide to Books in Print** ,1993 Library & Information Science Abstracts ,2005 *The Internet Research Guide* Timothy K. Maloy, 1999 This guide to the Internet has been revised to reflect the latest developments in Web technology and to bring readers up to date on techniques for hunting down information in cyberspace Rather than focusing on connection and navigation the book explains how to research specific subject areas Providing information on using browsers Newsgroups and Listservs it covers researching for general corporate small business finance law journalism academic literature and the social and hard sciences Individual chapters for national big city and

regional reporters are included as well as detailed sections on specialized research libraries newspaper archives and e mail

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1876-1949 R.R. Bowker Company,1982      **Australian Periodicals in Print** ,1991      *The Broadcasting Yearbook* ,1992

*Audience Ratings* Hugh Malcolm Beville,1988 First published in 1988 Routledge is an imprint of Taylor Francis an  
informa company

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