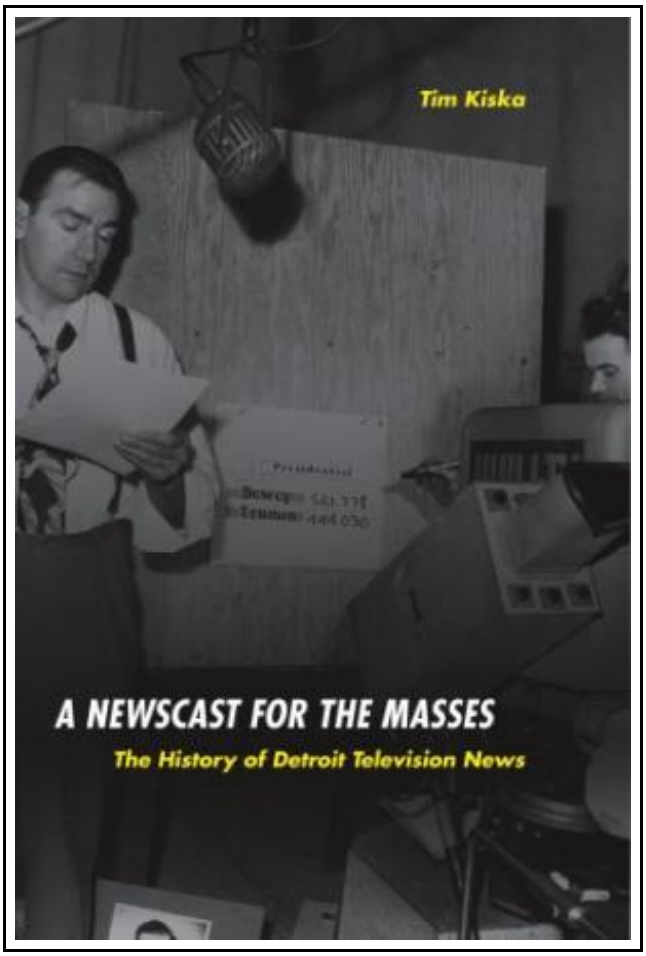
A Newscast for the Masses: The History of Detroit Television Journalism



Filesize: 5.98 MB

Reviews

The ideal ebook i actually study. It usually does not expense too much. You wont really feel monotony at at any time of your own time (that's what catalogs are for relating to should you request me).
(Mrs. Jacklyn Simonis)

A NEWSCAST FOR THE MASSES: THE HISTORY OF DETROIT TELEVISION JOURNALISM

DOWNLOAD

Wayne State University Press. Paperback. Book Condition: new. BRAND NEW, A Newscast for the Masses: The History of Detroit Television Journalism, Tim Kiska, This title explores the development of local television news and the economic and social factors that elevated it to prominence.As the chief source of information for many people and a key revenue stream for the country's broadcast conglomerates, local television news has grown from a curiosity into a powerful journalistic and cultural force. In "A Newscast for the Masses", Tim Kiska examines the evolution of television news in Detroit, from its beginnings in the late 1940s, when television was considered a "wild young medium," to the early 1980s, when cable television permanently altered the broadcast landscape. Kiska shows how the local news, which was initially considered a poor substitute for respectable print journalism, became the cornerstone of television programming and the public's preferred news source.Kiska begins his study in 1947 with the first Detroit television broadcast, made by WWJ-TV. Owned by the Evening News Association, the same company that owned the Detroit News, WWJ developed a credible broadcast news operation as a cross-promotional vehicle for the newspaper. Yet by the late 1960s WWJ was unseated by newcomers WXYZ-TV and WJBK-TV, whose superior coverage of the 1967 Detroit riots lured viewers away from WWJ. WXYZ-TV would eventually become the most powerful news outlet in Detroit with the help of its cash-rich parent company, the American Broadcasting Corporation, and its use of sophisticated survey research and advertising techniques to grow its news audience.Though critics tend to deride the sensationalism and showmanship of local television news, Kiska demonstrates that over the last several decades newscasts have effectively tailored their content to the demands of the viewing public and, as a result, have become the most trusted source of information for...

Read A Newscast for the Masses: The History of Detroit Television Journalism Online
Download PDF A Newscast for the Masses: The History of Detroit Television Journalism

See Also



The Red Leather Diary: Reclaiming a Life Through the Pages of a Lost Journal (P.S.)

Harper Perennial. PAPERBACK. Book Condition: New. 0061256781 Never Read-12+ year old Paperback book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-...

Read ePub »



Pursuit of a Woman on the Hinge of History

Brookline Books/Lumen Editions. PAPERBACK. Book Condition: New. 1571290451 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship...

Read ePub »



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

Read ePub »



The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2, This is a gentle adaptation of the classic tale by Beatrix Potter. Jemima...

Read ePub »



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video...

Read ePub »

Hope for Autism: 10 Practical Solutions to Everyday Challenges (Paperback)

Seaborough Enterprises Publishing, United States, 2015. Paperback. Book Condition: New. Initial ed.. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Hope for Autism: 10 Practical Solutions to Everyday

Download PDF »

Leave It to Me (Ballantine Reader's Circle)

Ballantine Books. PAPERBACK. Book Condition: New. 0449003965 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST

Download PDF »

The Forsyte Saga (The Man of Property; In Chancery; To Let)

Scribner Paperback Fiction. PAPERBACK. Book Condition: New. 0743245024 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship

Download PDF »

Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures) (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and

Download PDF »

Music for Children with Hearing Loss: A Resource for Parents and Teachers (Paperback)

Oxford University Press Inc, United States, 2014. Paperback. Book Condition: New. 228 x 156 mm. Language: English . Brand New Book. Written by an expert in the field who is both a teacher and a

Download PDF »