



Digital Technology and the Future of Broadcasting: Global Perspectives (Electronic Media Research Series)

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This volume presents timely discussions on how digital technology is reshaping broadcasting and the media in the United States and around the world. It features contributions from distinguished scholars and young researchers, representing work that spans domestic and international issues of technological change and the implications for broadcasting and related media in a global context.

Among the many issues covered are:

- The impact of digital technology on the structure of broadcasting organizations and regulation;
- The nature of broadcast content or media programming and how it is delivered at home and abroad;
- Engagement and interaction of the public with broadcasting and social and mobile media; and
- The reshaping of revenue models for broadcasters and media organizations globally.

The first two parts of the volume, addressing research challenges, issues, and advances in global broadcasting, are competitively reviewed research papers which were presented at the BEA2014 Research Symposium. The third part focuses on international perspectives, with chapters from broadcasting scholars and paper discussants at the Research Symposium. This section provides reflection on the problems and prospects for research, education, and public policy that arise in this era of rapid and continuing change.

As a benchmark of the remarkable changes taking place in today's media environment, the volume sets an agenda for future research on the implications of digital technology for broadcasting and broadcasting education.

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