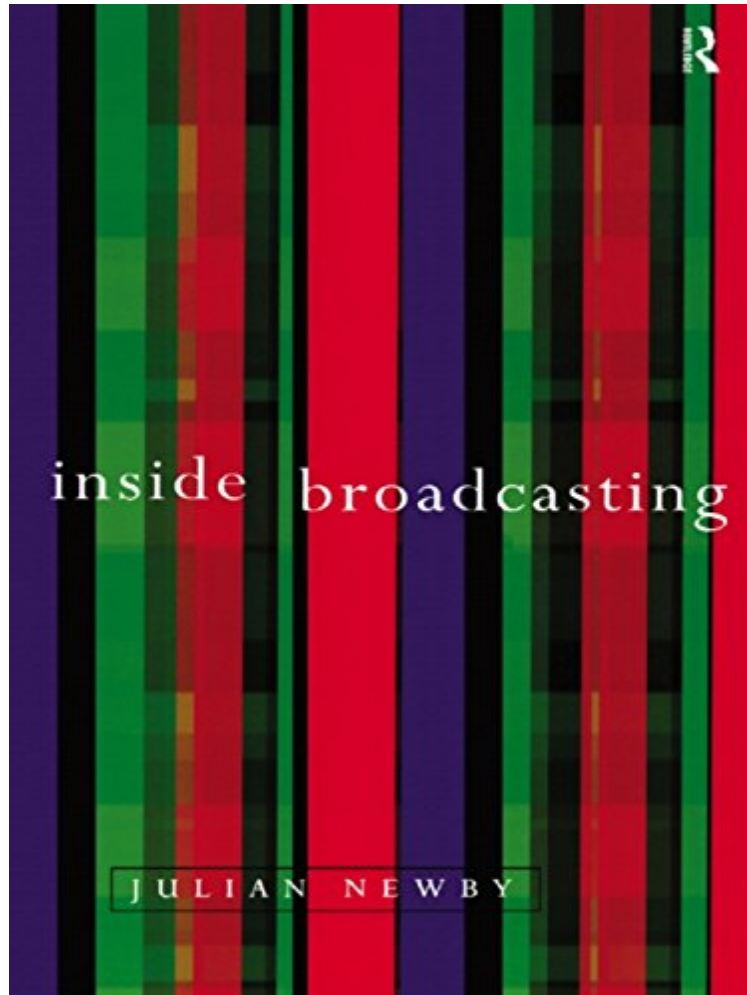


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Inside Broadcasting (Career Builders Guides)

Julian Newby

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Inside Broadcasting provides a comprehensive introduction to a highly rewarding yet competitive industry. It analyses the day-to-day running of both television and radio organisations and examines the jobs involved and how to get them. Inside Broadcasting begins with an informative history of broadcasting in the United Kingdom. It traces the invention of radio and television, from the founding of the BBC and ITV networks through to the end of the terrestrial monopoly and the advent of satellite and pay-per-view television. Julian Newby explains what skills, experience and professional qualifications are required for entry into this profession. He provides detailed job descriptions and explains how each job fits into the industry as a whole. Practical careers advice together with a comprehensive list of

training and educational bodies, companies and professional publications ensure Inside Broadcasting is an essential introduction to a career in radio and television.

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