Contemporary Radio Programming Strategies
Routledge Library Editions Radio

Choice

In recent years, there has been growing interest in Turkey, stemming from the country’s developing role in regional and global politics, its expanding economic strength, and its identity as a predominantly Muslim country with secular political institutions and democratic processes. This Handbook provides a comprehensive and wide-ranging profile of modern Turkey. Bringing together original contributions from leading scholars with a wide range of backgrounds, this important reference work gives a unique in-depth survey of Turkish affairs, past and present. Thematically organised sections cover: Turkish history from the early Ottoman period to the present Turkish culture Politics and international relations Social issues Geography The Turkish economy and economics Presenting diverse and often competing views on all aspects of Turkish history, politics, society, culture, geography, and economics, this handbook will be an essential reference tool for students and scholars of Middle East studies, comparative politics, and culture and society.

Future Radio Programming Strategies

For a full list of entries and contributors, sample entries, and more, visit the Routledge International Encyclopedia of Women website. Featuring comprehensive global coverage of women's issues and concerns, from violence and sexuality to feminist theory, the Routledge International Encyclopedia of Women brings the field into the new millennium. In over 900 signed A-Z entries from US and Europe, Asia, the Americas, Oceania, and the Middle East, the women who pioneered the field from its inception collaborate with the new scholars who are shaping the future of women's studies to create the new standard work for anyone who needs information on women-related subjects.

Current Research in Britain
Produced in association with the Museum of Broadcast Communications in Chicago, the Encyclopedia of Radio includes more than 600 entries covering major countries and regions of the world as well as specific programs and people, networks and organizations, regulation and policies, audience research, and radio's technology. This encyclopedic work will be the first broadly conceived reference source on a medium that is now nearly eighty years old, with essays that provide essential information on the subject as well as comment on the significance of the particular person, organization, or topic being examined.

**Books in Print, 2004-2005**

**Whitaker's Book List**

Communication in the Age of Suspicion explores and interrogates the relationship between media and trust. It begins by examining the decline of trust in key institutions and the relationship between Trust Studies and Media Studies. Fourteen international contributions follow, focusing on a variety of genres and examining a number of media forms. Can we speak of The End of Trust? The book concludes by delineating three emergent themes, before outlining implications for media communication and future directions for research in this Age of Suspicion.

**Sports-talk Radio in America**

Yingjin Zhang guides the reader through the development of Chinese film criticism, pointing out that Western critics have studied a comparatively small number of films from a much larger body of work, often with a unidirectional Eurocentric bias. The result has been that the few have influenced the many, perpetuating a cycle of production of films from China that bow to the Western notion of "Chineseness." As a corrective, the author introduces readers to a much larger canon of film and proposes a multidirectional model of film studies, one that allows for a Western reading of Chinese film yet also recognizes Chinese cinema's own voice. Yingjin Zhang is Professor of Chinese Literature and Film, Comparative Literature, and Cultural Studies at University of California, San Diego.

**Quarterly of Film, Radio and Television**

**Yishu**

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BFI Film and Television Handbook

Contemporary Authors

The Routledge Handbook of Modern Turkey

Television in Contemporary Asia

Fundamental beliefs is what the reader will be exploring here -- a common understanding of what the radio enterprise should be about: entertainment and information. A major thrust of this book is to arrive at a set of fundamental beliefs about the values and realities of the radio business in regard to entertainment programming -- a set of beliefs that may or may not be right, true, or forever, but that might at least provide a basis for developing programming strategies. This second edition of Future Radio Programming Strategies seeks to answer the
question: "What do listeners really want from radio?" Some of the answers are derived from "users-and-gratifications" research in the mass media. Instead of focusing on what mass media do to people, the users-and-gratifications perspective seeks to discover what people do with mass media. The functionalist viewpoint of such research basically says that a medium is best defined by how people use it. Having looked at some of the audience research that comes from sources other than the standard ratings companies, the book then goes on to demonstrate new ways that formats, production procedures, and announcing styles can meet audience needs and desires. Although the volume concludes with several original methods for selecting and presenting airplay music based on the audience’s moods and emotional needs, it does not insist upon a singular, formulaic approach for constructing or modifying a music format. Instead, it attempts to involve the reader in thinking through the process of format development. Two audio tapes are also available for use with the book. The tapes contain nearly 3 hours of important, detailed information and provocative points from the book. Exclusive audio examples include: * the sense of acoustic space in music; * hi-fi versus lo-fi listening environments; * subjective perception of the announcer's distance from the listener; * audio editing rates; * comparison of luxury versus inexpensive car listening experiences; and * the components of emotions that are expressed vocally. The tapes also include new sections about the threats to traditional radio from specialized digital audio services, competition for the listener's attention from computer-based media, and additional proof of how music can be chosen on the basis of listeners' emotional reactions and mood needs.

**Bibliographic Guide to Theatre Arts**

Entries contain personal and career information on contemporary authors as well as their published writings and work in progress

**Library Journal**

**Forthcoming Books**

**Music, Radio and the Public Sphere**

An inside look at the hosts, hot spots, and history of sports-talk radio Sports-Talk Radio in America looks at major-, medium-, and small-market stations across the United States that feature an all-sports format, with a focus on the unique personalities and programming strategies that make each station successful. Broadcasters, journalists, and academics provide insight on how and why this media phenomenon has become an important influence of American culture, examining the “guy talk” broadcasting approach, the traditional sports-emphasis approach, “HSOs” (hot sports opinions), localism in broadcasting, how sports talk radio builds “communities” of listeners, and how reckless, on-air comments can actually build ratings. For better of worse, millions of (mostly) male listeners indulge their obsession with sports to the exclusion of virtually everything else.
available on the radio dial—music, news, and political talk. This unique book examines how this “niche of the niche” has formed a bond between its hosts and their rabid, passionate, and loyal audiences, spinning the dial from the largest, best-known stations in big-league markets to smaller stations in Collegetown, USA, including Philadelphia's WIP, “The Ticket,” KTCK in Dallas, WEEI in Boston, “The Team,” WQTM in Orlando, KJR in Seattle, KOZN “The Zone” Omaha, Nebraska, WGR and WNSA in Buffalo, Kansas City's WHB, and “The Fan,” WFAN in New York, the first all-sports radio station and the blueprint for the format. Sports-Talk Radio in America puts you in the studio with Mike and the Mad Dog, Angelo Cataldi, Howard Eskin, “The Musers” (“Junior” Miller and George Dunham), Norm Hitges, John Dennis and Gerry Callahan, Dan Sileo, Howard Simon, and Art Wander. Sports-Talk Radio in America examines: how stations create an environment in which listeners become part of a social group (social-identity and self-categorization theories) personality-driven programming the station's commitment to local teams and their fans how exploring controversial topics beyond sports broadens station's appeal and attracts upscale, affluent audience how an abundance of live, play-by-play broadcasting, creating plenty of available content college sports in a town without a major professional sports team how local sports is framed by hosts and callers the conflicted relationship between sports-talk radio and the print media and much more! Sports-Talk Radio in America is a must-read for academics and professionals working in radio-television and popular culture.

Books in Print

What purpose does the news media serve in contemporary North American society? In this collection of essays, experts from both the United States and Canada investigate this question, exploring the effects of media concentration in democratic systems. Specifically, the scholars collected here consider, from a range of vantage points, how corporate and technological convergence in the news industry in the United States and Canada impacts journalism's expressed role as a medium of democratic communication. More generally, and by necessity, Converging Media, Diverging Politics speaks to larger questions about the role that the production and circulation of news and information does, can, and should serve. The editors have gathered an impressive array of critical essays, featuring interesting and well-documented case studies that will prove useful to both students and researchers of communications and media studies.

Contemporary Radio Programming Strategies

Communication in the Age of Suspicion

Screening China

This book, first published in 1990, offers an in-depth analysis of the 'fundamental beliefs' of radio. This refers to the common understanding of what the radio enterprise is - and should be - about: entertainment and information. A major thrust of this book is to arrive at a set of fundamental beliefs about the values and
the realities of the radio business in regard to entertainment programming - a set of beliefs that may or may not be right, or forever, but that might at least provide a basis for developing programming strategies. Most other books on radio programming describe the formats and programming that already exist. This one starts with a clean sheet of paper and the question 'What do listeners really want from radio?'

**Routledge International Encyclopedia of Women**

**The Cumulative Book Index**

Radio, the most widely used medium in the world, is a dominant mediator of musical meaning. Through a combination of critical analysis, interdisciplinary theory and ethnographic writing about community radio, this book provides a novel theorization of democratic aesthetics, with important implications for the study of old and new media alike.

**Joyce in the Belly of the Big Truck; Workbook**

**Writing for the Electronic Media**

**Radio**

**Broadcasting & Cable Yearbook**

This book is a solid introduction to the music industry for students with no prior experience, offering a comprehensive overview of the people, technologies, and law that impact on all aspects of the music business. Inside the Music Industry focuses primarily on popular/rock music and how it is created, marketed, recorded, and packaged, as well as the various media in which music plays apart, from radio to video, television, print, and film. The second edition has been thoroughly updated to take into account new developments over the last five years, including digital recording and broadcasting technology, changes in the copyright laws, and legal issues raised by new technologies, such as the controversy over "sampling" existing recordings. Throughout the text, new examples, photographs, and charts have been added to enhance the timeliness of the work.
Television in Asia has undergone rapid transformation following the introduction of cable and satellite television in 1991. Although public service channels are largely intact in most Asian Countries, they now compete with private commercial channels from both within and across borders. As a consequence of these developments, the television market in Asia has moved to the forefront of the international arena and is attracting increasing interest among scholars, media analysts and business houses around the world. The book presents original discussions on the most recent developments in Asian television systems in the context of the continually changing global environment. Alongside a detailed examination of television in China and India—the major players in the Asian television scene—this volume also covers Hong Kong, Indonesia, Japan, Korea, Malaysia, Pakistan, the Philippines, Singapore, Sri Lanka and Taiwan. The country-based analyses are supplemented by substantive chapters which deal with various important processes and issues common to the Asian region as a whole. These chapters address the global changes that have stimulated new concerns about the nature, future and cultural independence of the nation-state. The overall focus of the book is on the ways in which television in Asia has responded to new threats and opportunities. The contributors provide evidence against the view that global forces will destroy national and regional differences and argue, instead, that television is an important factor in national development in Asia. Documenting these changes at the national level and their implications for Asian governments and peoples, the volume also describes how new alliances and new identities are coming to the fore as Asia continues to find its place in the world television market. Providing incisive and topical discussions on globalism, national identity and the international television market, this volume is a major contribution to understanding the relationship between national, regional and global factors in the international system. It will be of interest of professionals and scholars in the fields of mass communication, media studies, television and broadcasting journalism and cultural studies.

Converging Media, Diverging Politics

Media Economics

Media Economics: Theory and Practice focuses on the basic principles of economics in the business sector and applies them to contemporary media industries. This
text examines the process of media economics decision making through an exploration of key topics, such as industrial restructuring, regulatory constraints upon media operations, and changing economic value, providing key insights into media business activities. With the structure and value of media industries changing rapidly and sometimes dramatically, this text moves beyond a basic documentation of historical patterns to help readers understand the mechanics of change, offering insight into the processes reproducing contemporary trends in media economics. Thoroughly updated in this third edition, Media Economics focuses on the primary concerns of media economics, the techniques of economic and business analysis, and the overall characteristics of the media environment; and explores contemporary business practices within specific media industries, including newspaper, magazine, television, cable, movie, radio advertising, music, and online industries. New for this edition are chapters on the advertising, book publishing, and magazine publishing industries. Chapters contributed by expert scholars and researchers provide substantial discussions of the crucial topics and issues in the media industry sectors, and emphasize both domestic and international businesses. Offering a thorough examination of the economic factors and forces concerning the media industries, Media Economics is appropriate for use as a course text for advanced media management and economics students. It also serves as an indispensable reference for scholars and researchers in media business arenas.