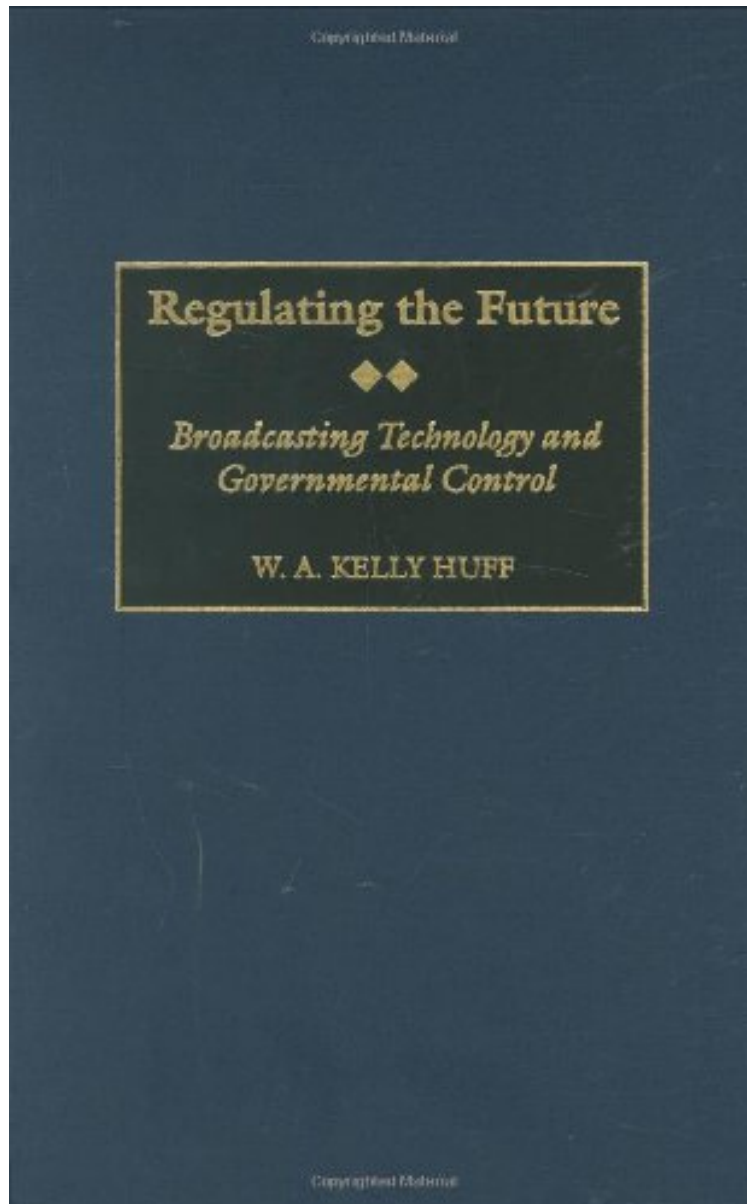


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Regulating the Future: Broadcasting Technology and Governmental Control (Contributions to the Study of Mass Media and Communications)

W.A. K. Huff

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W.A. K. Huff : Regulating the Future: Broadcasting Technology and Governmental Control (Contributions to the Study of Mass Media and Communications) before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Regulating the Future: Broadcasting Technology and Governmental Control (Contributions to the Study of Mass Media and Communications)*:

This comprehensive study examines the case of AM stereo and subsequent technologies to demonstrate the FCC's evolution from stern to reluctant regulator. It also examines emerging technologies, such as multichannel television sound, digital audio broadcasting, and high definition television, and discusses their impact on the evolution of broadcast regulation. In the 1980s the tension between governmental control and the marketplace resulted in the FCC's deregulation of TV and radio, electing to set only technical operating parameters and allowing legal operation of any system that meets those minimal standards. Huff argues that this approach is likely to influence regulatory approaches to other new developments in broadcast technologies. The extensive overview of the industry and the study of the interrelationships between the technologies will appeal to communication scholars in the fields of radio and television as well as interest industry professionals.

"[A] must' read for management in the broadcasting industry, for students and teachers of electronic media."-James E. Fletcher Vice President for Instruction The University of Georgia-Athens"Regulating the Future is without question one of the most important books yet written about broadcast regulation in the United States. It might be the most important."-Gerard Donnelly, Ph. D. Chair and Associate Professor Northwest Missouri State University., "[M]akes a valuable and substantial contribution to our understanding of many key technological issues confronting the electronic media. Intelligent, concise, and highly comprehensive, Huff's book is an asset to those of us who study the myriad important developments in the broadcast field and their impact on the audience."-Michael C. Keith, Ph. D. Senior Lecturer Communication Boston College"Regulating the Future: Broadcasting Technology and Governmental Controls chronicles two decades of FCC indecision in establishing technical standards...offers readers and incisive analysis of the impact of digitization upon broadcasting and the commission's subsequent efforts to chart the regulatory course of technological development."-Bruce Mims Department of Mass Communications Southeast Missouri State UniversityAbout the AuthorW.A. KELLY HUFF is Professor of Communication in the Department of Communication at Truett-McConnell College. He is the author of more than 70 publications and papers on communication, electronic media, and journalism.