



Electronic Media Criticism: Applied Perspectives

Peter Orlik

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* Only book on electronic media criticism to cover both radio and television, broadcast and non-broadcast, commercials, as well as programs * Not just academic, many practical, hands-on tips and exercises * Two sample sitcom scripts * Includes discussion on ethics and values

Peter B Orlik is professor and founder of the Broadcast & Cinematic Arts Dept. at Central Michigan University. He has written over 40 books, articles and monographs on the electronic media. Mr Orlik's professional experience includes work as a free-lance writer and an advertising agency copywriter, a radio program director and assistant creative services director. This book provides a strong foundation in critical approaches. It applies key aesthetic, sociological, psychological, structural and economic insights to the practical evaluation of programming and advertising content of radio and television. This book offers the tools necessary to analyze the success or failures of your electronic media productions. Other features include two sample sitcom scripts, a unique discussion on ethics and values, analysis and perspectives on reality programming, and numerous storyboards, cartoons and essays providing multi-dimensional perspectives on television and radio.

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