



Vision Statements and Community Radio Programming Schedules

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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Radio still remains one of the most relevant and oldest means of disseminating information. With the increasing number of programmes and stations catering to various sectors of society, it is mandatory that all spheres of the community are catered for. This book looks at vision statements of community radio and how they are implemented, so as to create a cohesion between the vision and the product. It also looks at various theories pertaining to media and communication. | Format: Paperback | Language/Sprache: english | 144 gr | 220x150x5 mm | 84 pp.



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