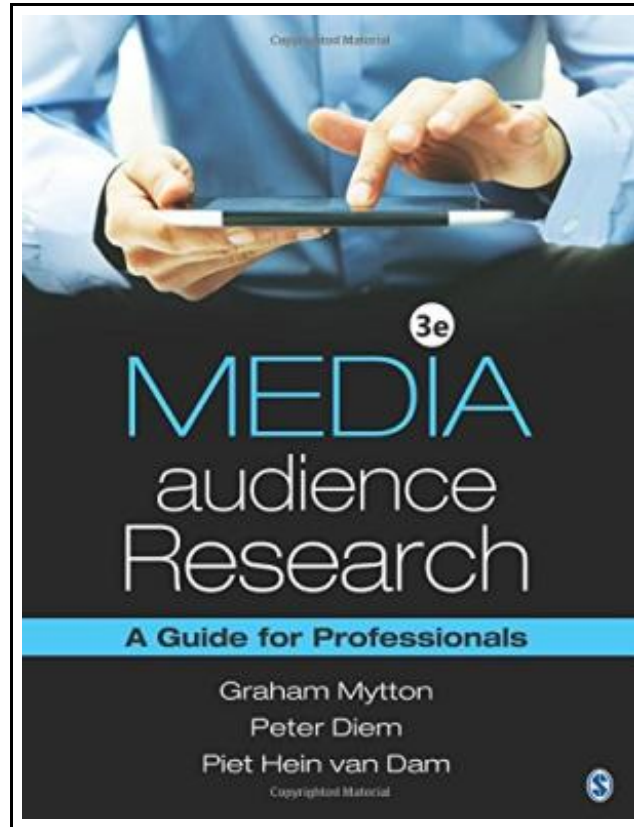


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Sage Publications Ltd Dez 2015, 2015. Taschenbuch. Book Condition: Neu. 241 x 184 x 22 mm. Neuware - Graham Mytton is an independent media research consultant and trainer based in Dorking, UK. He began his media research career in Tanzania as a student in 1967. He carried out extensive audience research for his doctoral thesis on the role of mass media in nation building in that country before moving to Zambia in 1970, where he conducted audience research for the national broadcaster. From 1973 to 1976, he worked as a reporter, presenter and producer in the African section of the BBC World Service working on programmes such as Focus on Africa and a weekly documentary. He also worked on current affairs programmes on BBC Radio 4, a UK domestic radio network. From 1976 to 1982, he was Head of the BBC's Hausa language service for West Africa. From 1982 to 1996, he was Head of Audience Research for the BBC World Service, and finally he created the World Service's first Marketing department, becoming its Controller before leaving it in 1998 to work as an independent audience research specialist and trainer. He was a founder member of the Pan African Media Research Organization, and was awarded the Piet Smit Achiever Award for 2012 in recognition of services to media research in Africa. He is Honorary Fellow of the Bangladesh Marketing and Social Research Society. Englisch.



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