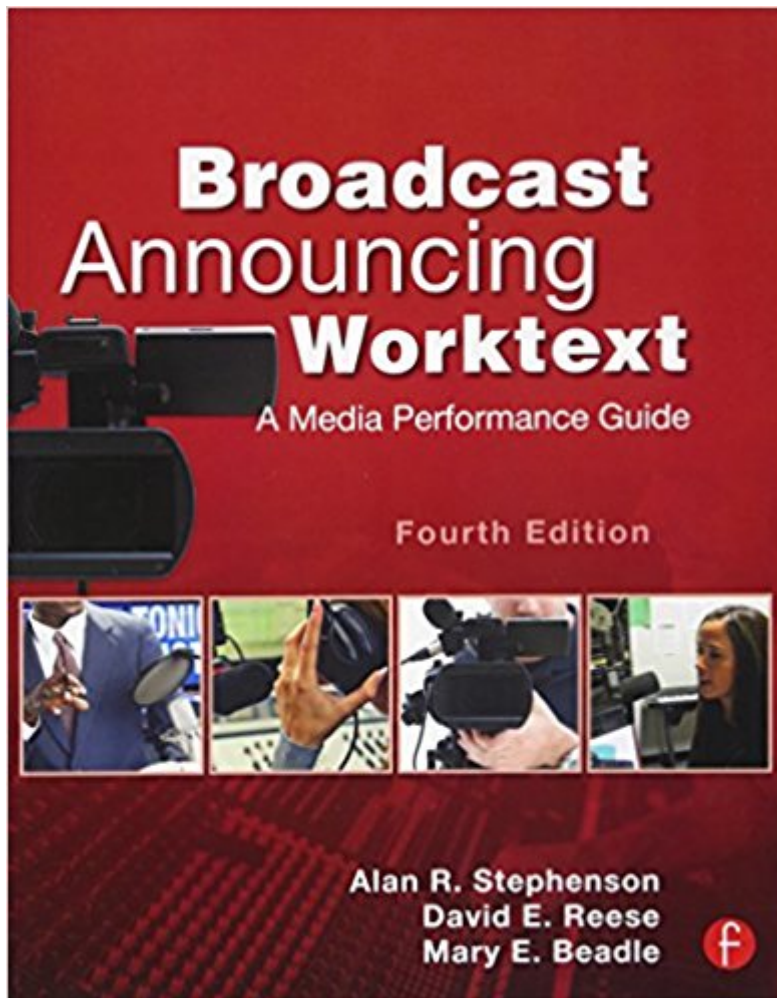




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Broadcast Announcing Worktext: A Media Performance Guide



Synopsis

The Broadcast Announcing Worktext provides you with the skills, techniques, and procedures necessary to enter this highly competitive field of broadcast performance. Factual information is presented in easy-to-digest modules and projects that encourage active participation. Each chapter concludes with a self-study section students can use to test themselves. The companion website illustrates techniques and concepts with audio and visual examples that help students to learn better broadcast performance techniques. New to this edition are brand new audio clips and videos, interviews with industry professionals, and updated content throughout, including a new section on social media in the news.

Book Information

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Average Customer Review: 3.8 out of 5 stars 5 customer reviews

Best Sellers Rank: #62,268 in Books (See Top 100 in Books) #2 in [Books > Humor & Entertainment > Radio > History & Criticism](#) #4 in [Books > Humor & Entertainment > Radio > Reference](#) #11 in [Books > Humor & Entertainment > Television > Reference](#)

Customer Reviews

"This book is conversational, accurate, not long-winded, professional, direct, and concise."

--Professor Clayland H. Waite, Radford University

This book provides the aspiring broadcast performer with the skills, techniques, and procedures necessary to enter this highly competitive field. In addition to the principles of good performance, this text addresses the importance of audience and how to change message to communicate effectively to various groups. Television and radio studio environments, announcer specializations and responsibilities, and developing a broadcast delivery style are just a few of the many topics covered. Factual information is presented in brief, easy-to-digest modules and is enhanced with self-study questions and projects that encourage active participation. The self-study sections allow

for a practical hands-on application of key concepts in the material. The Worktext format, with many real-life examples, combines both traditional textbook learning and practical experience. New to this edition:. Expanded sections on techniques. Practice scripts. Instructor's manual

Some parts seem a little outdated, while others seem to have been updated recently.

Very repetitious but contains valuable basic information if interested in perusing a career in broadcasting. Very easy read.

Came just how it was described !

Very helpful

Although this is a textbook there aren't any page numbers. Its SO hard to follow along with class assignments because its divided by chapters and location numbers(which makes it even more confusing). I missed an assignment because i didnt know where the reading ended?

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