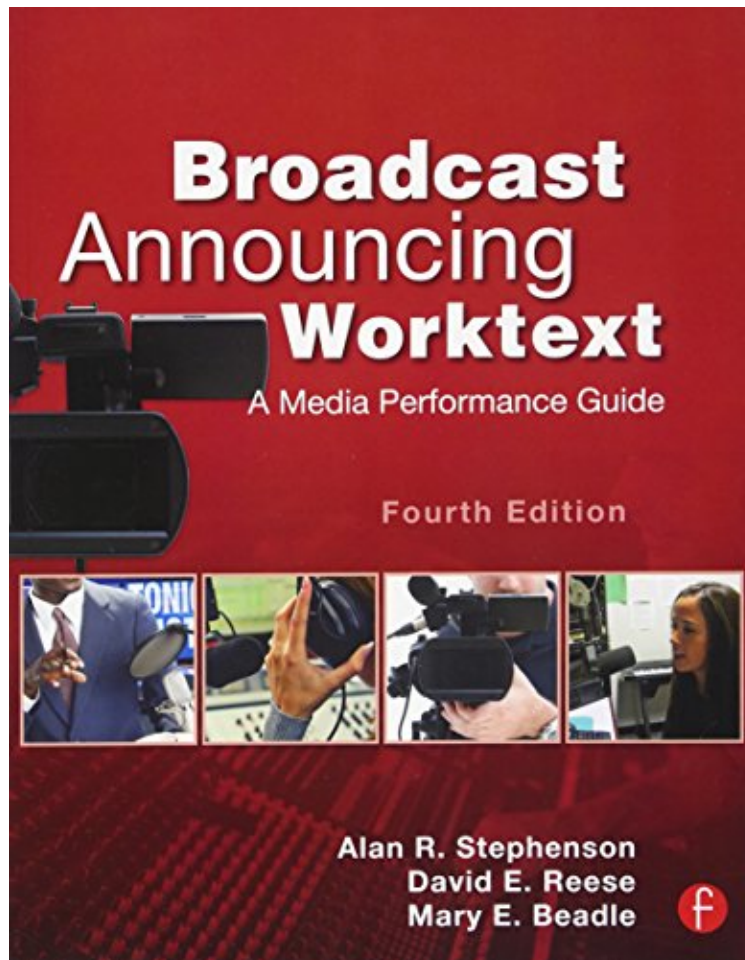


Broadcast Announcing Worktext: A Media Performance Guide

Alan R. Stephenson, David E. Reese, Mary E. Beadle
DOC | *audiobook | ebooks | Download PDF | ePub



 Download

 Read Online

#574073 in Books Focal Press 2013-02-10Original language:EnglishPDF # 1 .80 x 8.50 x 10.90l, 1.90 #File Name: 0240818601347 pages | File size: 75.Mb

Alan R. Stephenson, David E. Reese, Mary E. Beadle : Broadcast Announcing Worktext: A Media Performance Guide before purchasing it in order to gage whether or not it would be worth my time, and all praised Broadcast Announcing Worktext: A Media Performance Guide:

0 of 0 people found the following review helpful. Four StarsBy JoshSome parts seem a little outdated, while others seem to have been updated recently.0 of 0 people found the following review helpful. Easy readBy Jennifer DeleonVery repetitious but contains valuable basic information if interested in perusing a career in broadcasting. Very easy read.0 of 0 people found the following review helpful. Good !By Brittani BrownCame just how it was described !

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.

"This book is conversational, accurate, not long-winded, professional, direct, and concise." --Professor Clayland H. Waite, Radford University

From the Back Cover 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

About the Author Alan R. Stephenson is a Professor of Communications at John Carroll University where he teaches classes in television production and performance, supervises the JCU Media Archives, and directs the graduate program. Prior to his academic work, he spent twenty years in broadcasting and cable in virtually all phases from documentary production to performance and management. His work included regular coaching of professional talent. He has authored numerous articles related to the media field. David E. Reese is a retired professional broadcaster. Prior to entering the academic field he worked in commercial radio in central and western New York and held positions from announcer to account executive to general manager. Most recently, he was General Manager of KUNV radio at the University of Las Vegas, Nevada and taught broadcast courses in the Greenspun School of Journalism and Media Studies. He has also been a manager and professor at John Carroll University (Cleveland, Ohio) and Wabash Valley College (Mt. Carmel, Illinois). He is the author of several articles on college radio, numerous book reviews and, with Lynne S. Gross and Brian Gross, author of *Audio Production Worktext*, 6th Edition (Focal Press). Mary E. Beadle is a Professor of Communication and Chair of the Tim Russert Department of Communication and Theatre Arts at John Carroll University. She previously served as the Dean of the Graduate School at John Carroll and Provost of Assumption College in Massachusetts. She was founder and chair of the Communications Department at Walsh University in Canton, Ohio. During that time she co-hosted the award-winning radio program, "Wineskins." She has conducted seminars in Russia and Latin America and has published numerous articles on media history and international media.