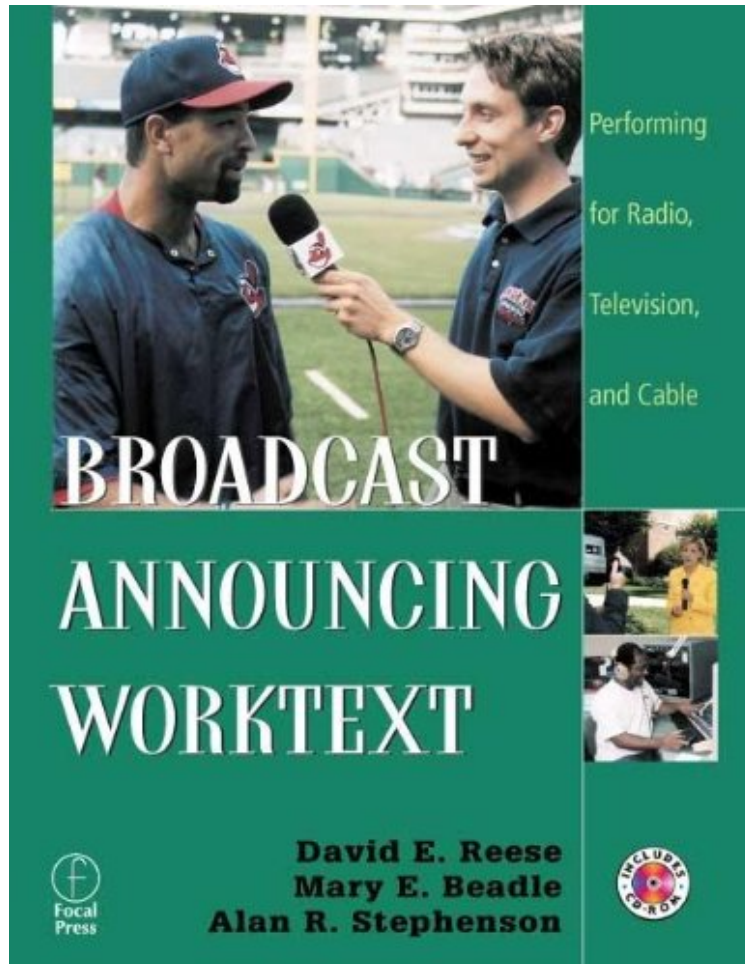


# Broadcast Announcing Worktext: Performing for Radio, Television, and Cable

David Reese, Mary Beadle, Alan Stephenson  
audiobook / \*ebooks / Download PDF / ePub / DOC



#4964032 in Books 2000-01-27Original language:EnglishPDF # 1 .61 x 8.56 x 10.96l, #File Name: 0240803566192 pages | File size: 67.Mb

**David Reese, Mary Beadle, Alan Stephenson : Broadcast Announcing Worktext: Performing for Radio, Television, and Cable** before purchasing it in order to gage whether or not it would be worth my time, and all praised Broadcast Announcing Worktext: Performing for Radio, Television, and Cable:

0 of 0 people found the following review helpful. SUPER!By MysticPERFECT!1 of 2 people found the following review helpful. The Only Book/Course you'll need to become a professional announcerBy Vin SmithI have trained two radio announcers with this book as the text. Wonderful, masterful radio announcing textbook.7 of 8 people found the following review helpful. An informative read...By Victor MarakReading this book and working through the cd won't exactly make you a broadcasting star, but it definitely guides you at the required talents and qualifications for conforming to industry standards. The cd-rom consists of video and audio segments or snippets as they are quite short

on the average; it includes voice commentaries, installation videos, teleprompters, and practice media for you to develop your skills. The book is an entertaining read with chapters on the history of broadcasting, the various types of broadcasting (radio dj, television, cable etc), the great broadcasters, interviews, the biology of the human voice mechanism, techniques and the like. Overall this book is definitely helpful in guiding towards the broadcasting industry and could be useful for students of mass communication and media studies.

Broadcast Performance Worktext 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 messages change 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 reader participation. The self-study provides an immediate check on the comprehension of what was presented, and the projects allow for a practical application of key concepts in the material. The worktext format, with many real-life examples, combines both traditional textbook learning and practical experience. A companion CD-ROM illustrates techniques and concepts in each chapter with audio and visual examples. Students will look to this text not just as a reading assignment, but as an aide in learning the techniques of announcing. For professionals in the industry who are seeking change or advancement, this book will serve as a valuable tool for enhancing their knowledge and understanding of the craft.

From the Publisher In this textbook/workbook factual information is enhanced with self-study questions and projects that encourage active participation by the reader. Information is presented in brief, easy-to-understand modules. The self-study provides an immediate check on the comprehension of what was presented, and the projects allow for a practical application of key concepts in the material. The worktext format, with many real-life examples, is friendly to students and instructors alike, and is manageable for both semester and quarter-based programs. A companion CD-ROM demonstrates radio and TV announcing techniques. Students will look to this text not just as a reading assignment, but as an aide in learning the techniques of announcing. For professionals in the industry who are seeking change or advancement, this book will serve as a valuable tool for enhancing their knowledge and understanding of the craft.

From the Back Cover Broadcast Announcing Worktext 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 messages change 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 provides an immediate check on the comprehension of what was presented, and the projects 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. A companion DVD illustrates techniques and concepts in each chapter with audio and visual examples.

New to this edition: \* More practical material  
\* First time instructor's manual available from the publisher\* Expanded sections on techniques\* Companion CD-ROM with audio and video examples

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 to management. His work included regular coaching of professional talent. He has authored numerous articles related to the media field. David E. Reese is an Adjunct Professor in the Department of Communications at John Carroll University in Ohio, and Director of WJCU, its campus radio station. Prior to entering the academic field he worked in commercial radio at stations in central and western New York state, in positions ranging from announcer to account executive to General Manager. He is the author of numerous articles on college radio and, with Professor Lynne S. Gross, author of *Radio Production Worktext* (Focal Press)-the Fifth Edition is to be released in 2005. Mary E. Beadle is Dean of the Graduate School and a Professor of Communications at John Carroll University. She was the founder and chair of the Communication Department at Walsh University in Canton, Ohio. During this time she co-hosted the award-winning radio program *Wineskins*. She has conducted communication seminars in Russia and Latin America and has published numerous articles on media history and international media.

About the Author David E. Reese is General Manager of KUNV radio and Affiliate Assistant Professor in the Greenspun School of Journalism and Media Studies in the College of Urban Affairs at the University of Nevada, Las Vegas (UNLV). Previously he was Adjunct Professor and Director of WJCU at John Carroll University, Cleveland, Ohio. Prior to entering the academic field he worked in commercial radio in positions ranging from announcer to account executive to general manager. He is the author of many articles on college radio and, with Professor Lynne S. Gross, author of *Radio Production Worktext* (Focal Press).