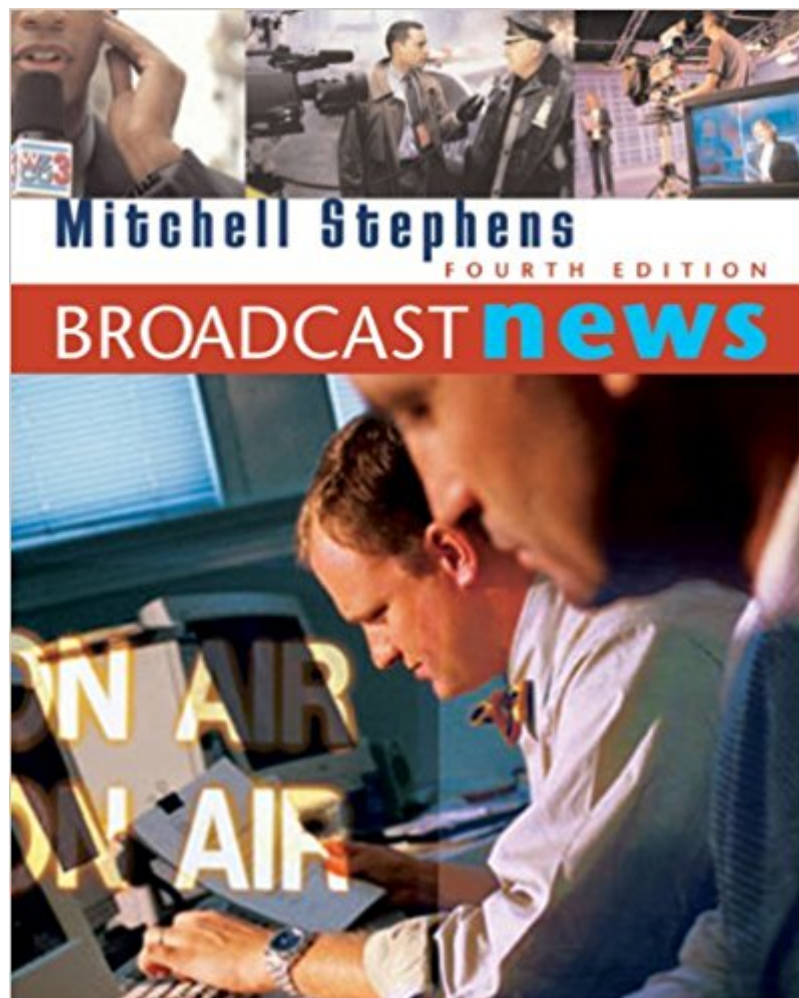




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Broadcast News (with InfoTrac) (Wadsworth Series In Broadcast And Production)



Synopsis

Broadcast News has been by far the most widely used radio and television journalism textbook in America, according to a study conducted at Syracuse University. The New York Times has called it: "The best-selling textbook in its field since publication in 1981." There are good reasons for this. Broadcast News uses many, many more examples -- including its well known "weak" vs. "better" examples -- than any other journalism textbook. Almost all its examples are actual, real-world examples taken from television and radio stations -- small and large -- throughout the United States. The discussions and explanations in Broadcast News are unusually clear and well organized; the exercises are effective and well tested. And this book practices what it preaches: clear, engaging writing. And this new edition has been completely updated, with numerous new discussions that will familiarize students with the latest technologies and issues in television and radio newsrooms. This widely used text works well for virtually any level radio/television journalism class. Instructors find it appealing because of its clear instruction, lively writing, abundant examples, and thorough coverage, as well as its accurate and up-to-date discussions. The reviewer-praised homework assignments and the examples of "weak" vs. "better" sample sentences get students working and thinking critically about their writing.

Book Information

Series: Wadsworth Series in Broadcast and Production

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Customer Reviews

I train radio news neophytes as part of my job, and I'm using this excellent text as a guide to my

efforts as well as recommending it to those who are serious about pursuing broadcast news as a career.-Tom Trowbridge, Associate News Director, Santa Fe Public Radio-KSFR-Santa Fe, NM

This is very good book

This book is good for people who know absolutely nothing about broadcast news. Some of the examples seem a little obvious, and the structure of the book isn't the easiest to get through. Some people in my class said they just skimmed it and didn't need to read too carefully to get the main points. Overall, it does not seem to be worth the crazy price.

I'm not sure why anyone requires this book. I never opened it and aced all the quizzes on it. It's such common sense! Don't buy it unless you have a learning disability, or have never, ever, watched a news program.

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