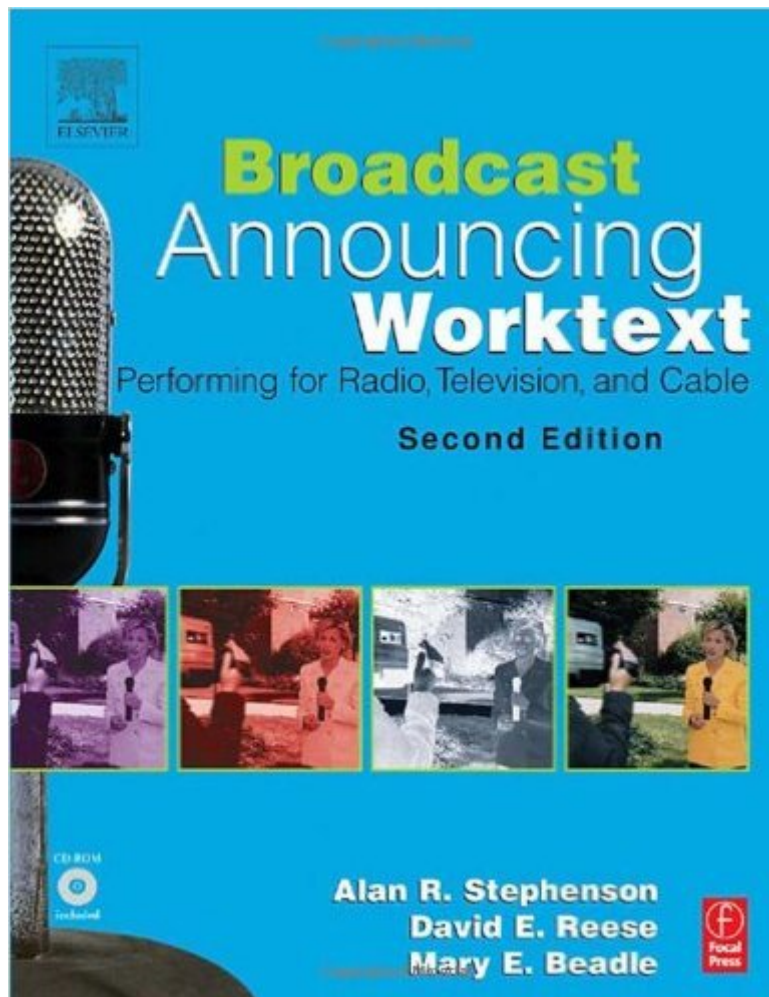


The book was found

# Broadcast Announcing Worktext: Performing For Radio, Television, And Cable



## Synopsis

Broadcast Announcing Worktext, Second Edition 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.

## Book Information

Paperback: 360 pages

Publisher: Focal Press; 2 edition (October 26, 2004)

Language: English

ISBN-10: 0240805690

ISBN-13: 978-0240805696

Product Dimensions: 11 x 8.5 x 0.8 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (3 customer reviews)

Best Sellers Rank: #827,357 in Books (See Top 100 in Books) #39 in [Books > Humor &](#)

[Entertainment > Radio > Reference](#) #452 in [Books > Textbooks > Communication & Journalism](#)

[> Journalism](#) #1159 in [Books > Textbooks > Communication & Journalism > Media Studies](#)

## Customer Reviews

Learn Announcing Skills for Radio, TV, and Cable!

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. --This text refers to an out of print or unavailable edition of this title.

[Download to continue reading...](#)

Broadcast Announcing Worktext: Performing for Radio, Television, and Cable Ham Radio: Ultimate Ham Radio Beginners To Expert Guide: Easy Step By Step Instructions And Vital Knowledge To Start Using Your Ham Radio Today! (Ham Radio, Ham ... Radio License Manual, Ham Radio For Dummies) Ham Radio Guide Quick Start Ham Radio Guide- From Beginner To Advanced: (Ham Radio Study Guide, Dummy Load Ham Radio) (Home Ham Radio, Ham Radio Book) Television and Radio Announcing (11th Edition) Writing for Television, Radio, and New Media (Cengage Series in Broadcast and Production) Ham Radio: The Ultimate Guide to Learn Ham Radio In No Time (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments) (Radio, guide, reference books, how to operate Book 1) Start a TV Station: Learn How to Start Satellite, Cable, Analog and Digital Broadcast TV Channels and Broadcast News (with InfoTrac) (Wadsworth Series in Broadcast and Production) International Shortwave Broadcast Guide: Summer 2016 (Semi-Annual International Shortwave Broadcast Guides) Television: Beginners Guide: Cutting the Cord, Life Without Cable and Satellite TV: Save Money Using Kindle Fire Stick, Roku, and Much More Understanding Digital Television: An Introduction to DVB Systems with Satellite, Cable, Broadband and Terrestrial TV Distribution The Ultimate Assist: The Relationship and Broadcast Strategies of the Nba and Television Networks (Hampton Press Communication Series: Mass Media and Journalism) Hitch Your Antenna to the Stars: Early Television and Broadcast Stardom Zettl's Television Production Workbook, 12th (Broadcast and Production) The Sound of Music: 2013 Television Broadcast (Vocal Selections) Ham Radio: The Ultimate Ham Radio Guide - How To Set Up And Operate Your Own Ham Radio Station (Survival, Communication, Self Reliance) Ham Radio: The Ultimate Ham Radio QuickStart Guide - From Beginner To Expert (Survival, Communication, Self Reliance, Ham Radio) Ham Radio: Ultimate User Guide 2016 (Survival, Communication, Self Reliance, Ham Radio, ham radios, ham radio for beginners, self reliance) Ham Radio: Advanced Guide (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments, Radio, guide, reference books) Keith's Radio Station: Broadcast, Satellite, and

Internet

[Dmca](#)