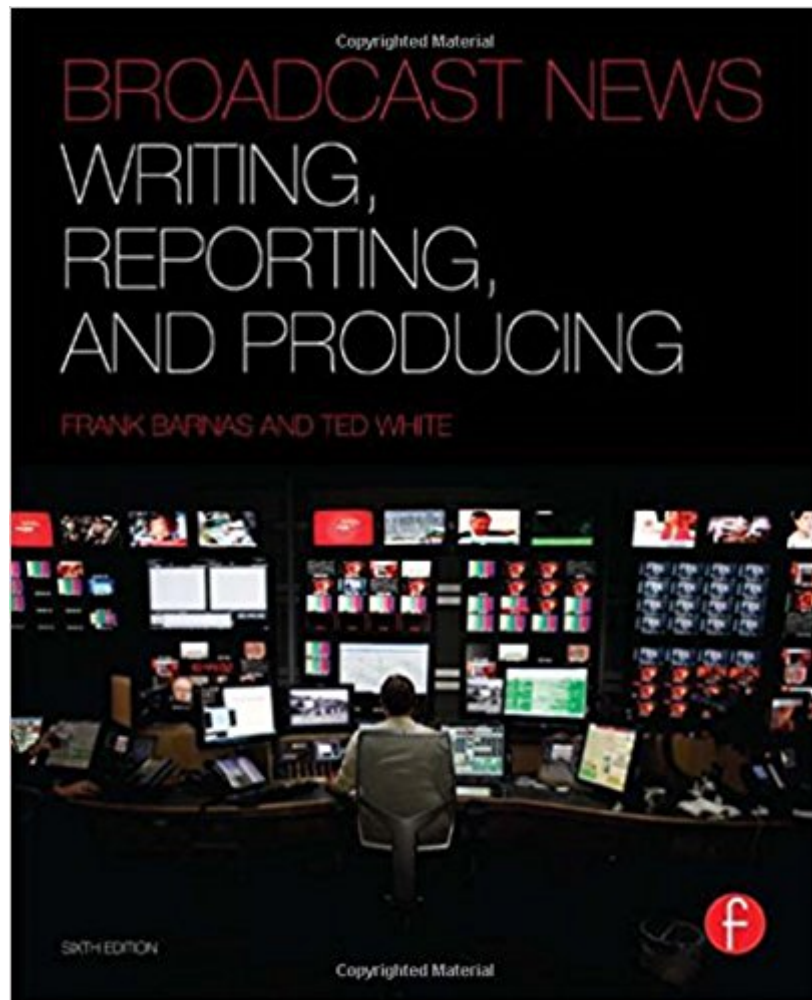




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Broadcast News Writing, Reporting, And Producing



Synopsis

Need to know how to write and report the news? Want to know how to deliver it simultaneously for a television format, blog, Twitter, Facebook, website, and more? *Broadcast News Writing, Reporting, and Producing, Sixth Edition* shows you how it's done. While retaining intensive coverage of the fundamental principles of delivering the news, this new edition brings brand new coverage of the how, why, when, and where it's all designed for the digital newsroom. Key features: Comprehensive coverage of how to function in a multiple-platform, digital newsroom Presents the fundamental concepts of journalism, whether for TV, web, Twitter, Facebook, or other digital platforms Brand new companion website features original video tutorials of necessary skillsets for journalists, including lighting structures, how to hold a microphone, properly conducting an interview can an incredible wealth of resources for aspiring journalists New to the sixth edition: Reorganized to reflect the ever-changing landscape of the industry material on Convergent Media and Network and Global News have been incorporated throughout the text Updated throughout with information on social media and digital technology practices with regard to delivering the news Updated illustrations and examples throughout the text Additional writing examples and new website links New Fast Fact boxes with short, easy-to-digest information

Book Information

Paperback: 360 pages

Publisher: Focal Press; 6 edition (March 6, 2013)

Language: English

ISBN-10: 0240823710

ISBN-13: 978-0240823713

Product Dimensions: 7.5 x 0.8 x 9.1 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #106,936 in Books (See Top 100 in Books) #111 in [Books > Textbooks > Communication & Journalism > Journalism](#) #231 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction](#)

Customer Reviews

Frank Barnas is a Professor of Mass Media at Valdosta State University and serves as the President for the Society for Collegiate Journalists. His journalism background includes television

reporting, radio commentary, and working on documentaries in locations ranging from Russia to Antarctica. He has been recognized by the Academy of Television Arts & Sciences, the Fulbright Commission, the Broadcast Education Association, and the Radio and Television News Directors Foundation. Ted White (deceased) was a broadcast journalist since starting his career as a copy boy for the Voice of America while in college as a journalism student. He worked for CBS, ABC, and CNN as well as other major radio and TV stations in New York City where he was a writer, reporter, editor, and producer before becoming a college professor. He was formerly the chair of the Mass Communications Department at Southern University in Baton Rouge, Louisiana. Professor White also taught at the University of Bridgeport and Virginia Commonwealth University.

Excellent coverage of subject matter. Required for school.

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