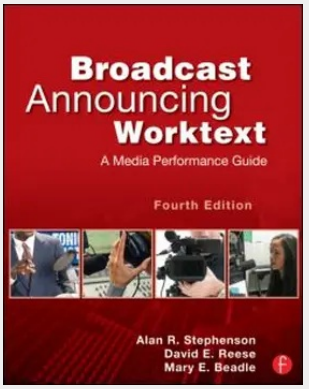
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Broadcast Announcing Worktext

A Media Performance Guide

Broadcast Announcing Worktext, Fourth Edition provides you with the skills, techniques, and procedures necessary to enter the highly competitive field of broadcast performance. In addition to the principles of good performance, this book addresses the importance of audience and how 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. Key features: Many real-life examples combine traditional teaching with practical experience. An appendix of sample scripts helps students dive right in and practice key techniques. Self-study questions and projects provide an immediate check on what you learn, and the projects allow for a practical, hands-on application of key concepts. New to the fourth edition: Brand new audio clips and videos featured on a companion website show proper announcing techniques, along with examples of what NOT to do. New interviews with industry professionals lend additional insight and perspective. Updated content throughout, including a new section on social media in the news, reflects the current state of the industry.



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