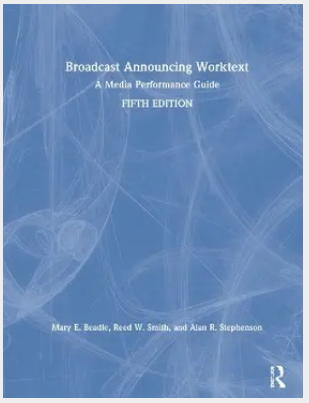
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# Broadcast Announcing Worktext

A Media Performance Guide




Broadcast Announcing Worktext, now in its fifth edition, remains one of the best resources for those looking to gain the skills, techniques, and procedures necessary to enter the competitive field of broadcast performance. Written accessibly, with easy-to-digest modules and practice projects, this book encourages active participation from readers to help develop their talent on air. In addition to the principles of good performance, the book addresses the importance of the audience and how to communicate effectively to diverse groups. The book combines traditional teaching with practical experience, and includes sample scripts and self-study exercises to allow for a practical, hands-on application of key concepts. The fifth edition, expanded throughout, features updates about performance on the Internet and social media, as well as content about podcasting and audio performance. A new chapter on international media offers readers a look at media performance and career possibilities around the world. This book is an invaluable resource for any student of journalism, communication, or public relations looking to enhance their media performance skills. A detailed accompanying website features audio-clips, sample test questions, and a Professionals' Comment Bank setting out experience and advice from working pros.

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