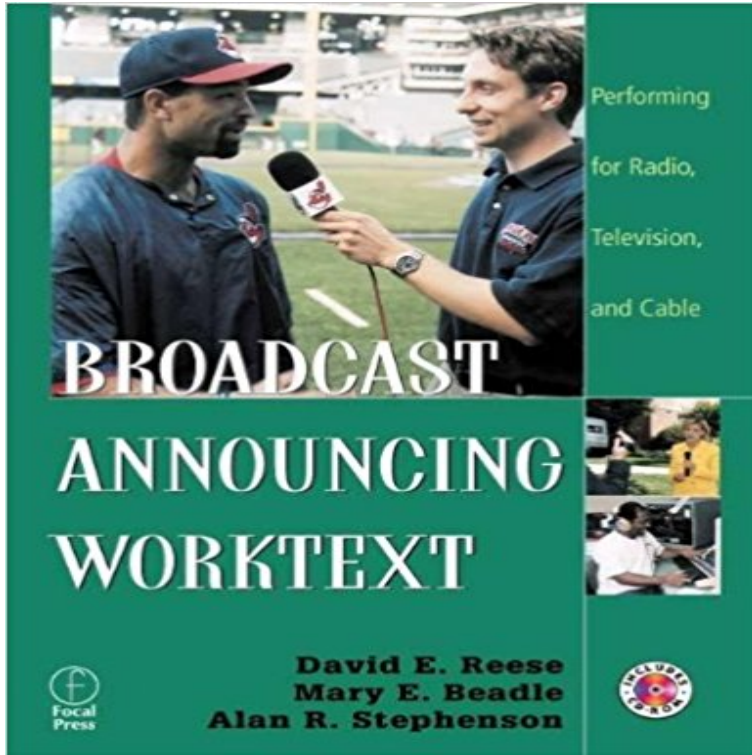


Broadcast Announcing Worktext: Performing for Radio, Television, and Cable



Broadcast Performance Worktext 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. 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.

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