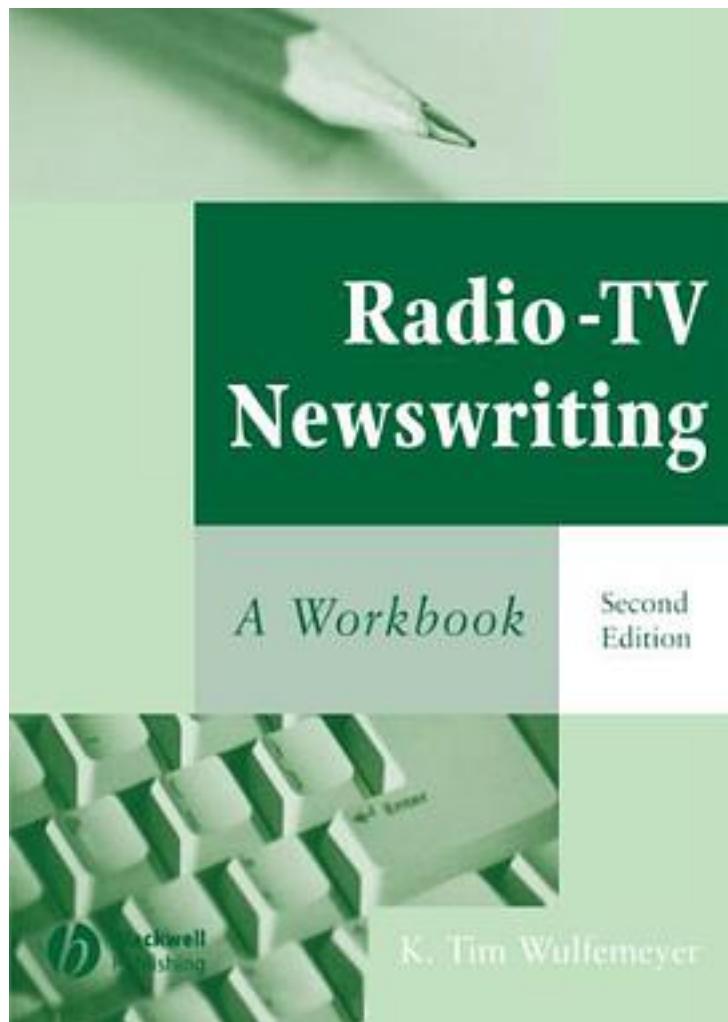


Radio-TV Newswriting



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Radio-TV news must be written in a simple, direct manner so a newscaster can read

the copy easily and communicate effectively in a way that will help listeners and viewers understand complex issues and events the first time they hear about them. "Radio - TV Newswriting: A Workbook, Second Edition" gives students abundant opportunities to learn, practice and develop sound foundations for writing radio-TV news. More than 100 pages of true-to-life writing exercises involve students in practicing techniques, skills and situations. Radio exercises include writing reader stories, actuality stories, wraparound stories, voice stories, live reports and newscasts. TV exercises include writing reader stories, full-screen graphics stories, voice-overs, studio packages (VO/SOT), soundbites, reporter packages and live shots. Students will write stories from wire copy, news releases, fact sheets and reporters' notes. New to this edition is a section devoted to writing for a station or network web site, including exercises in web writing.

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目录:

[Radio-TV Newswriting 下载链接1](#)

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