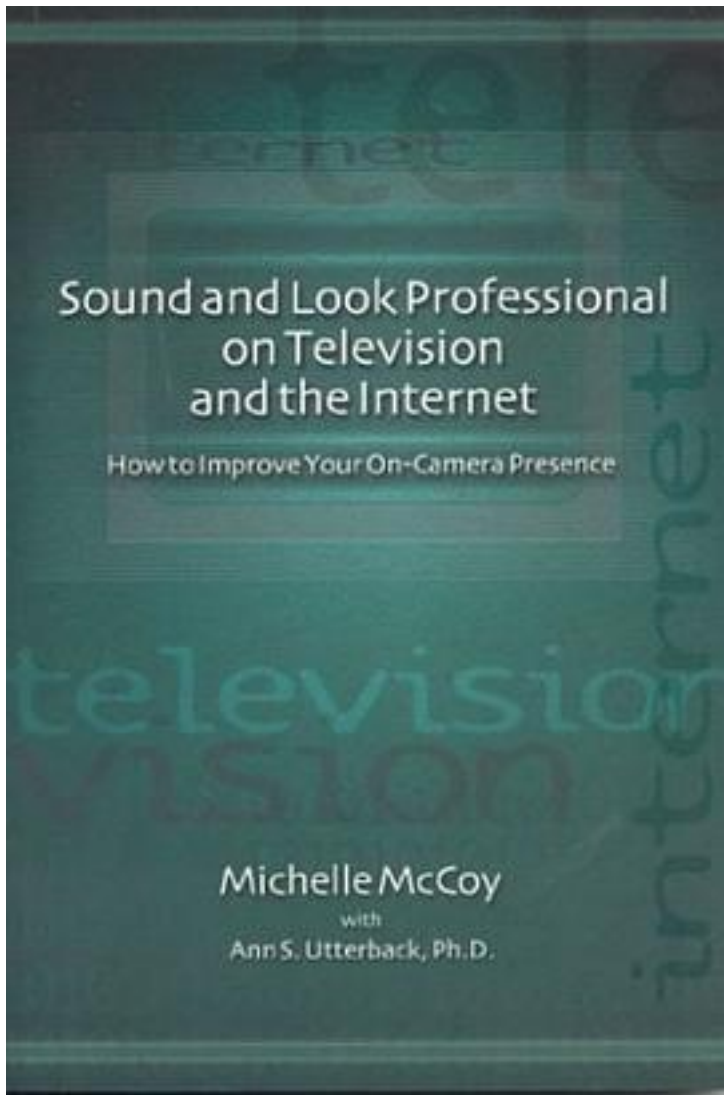


Sound and Look Professional on Television and the Internet



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著者:McCoy, Michelle/ Utterback, Ann S.

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As we are thrust into an age of digital communication technologies, opportunities are becoming endless for people to perform in front of the cameras either on television or the Internet. Executives representing their companies or students aspiring to work in the broadcast field are often intimidated by the thought of going on camera. One of the reasons for these fears is that there are so few resources to aid in educating people about broadcast performing expectations. Michelle McCoy and Dr. Ann Utterback have come to the rescue with their new book, Sound and Look Professional on the Television and the Internet. Whether you are a corporate executive or an aspiring reporter, this book will help you face the camera.

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