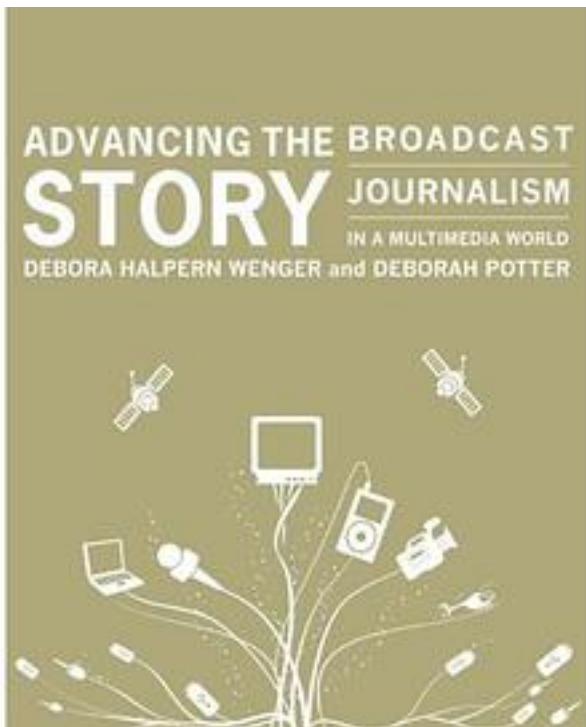


Advancing the Story



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In today's media world, broadcast journalists need to do more than produce top-notch news reports. They must write stories that will be put on the air, as well as posted online or printed in tomorrow's paper. Multiplatform journalism is simply a fact of life for any up-and-coming journalist who wants to get ahead and compete for the industry's best jobs. So how do you teach your students to think beyond repurposing, to advance their stories to the next level, for any medium? Beginning with the premise that broadcast journalism is an excellent starting point for multimedia storytelling, broadcast veterans Debora Halpern Wenger and Deborah Potter build on the basics of good television reporting practices. "Advancing the Story" helps students understand

the strengths of each medium, with depth, interactivity, and immediacy all playing a different role as content is separated from container. One approach does not fit all media - Wenger and Potter show students specific techniques and strategies for maximizing the advantages of each platform. In every chapter, the authors provide: Know and Tell reports, a distinctive feature in which dozens of professional journalists lend their expertise and insight on multiplatform approaches, trends, and industry changes. Trade Tools showcase select materials used in the authors' training seminars such as handy checklists of pointers and best practices. Taking it Home offers brief chapter wrap-ups. Talking Points provide questions and scenarios for in-class discussion. eLearning Opportunities include chapter exercises, practice tools, and additional resources found online in the book's interactive multimedia workbook.

作者介绍:

目录:

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