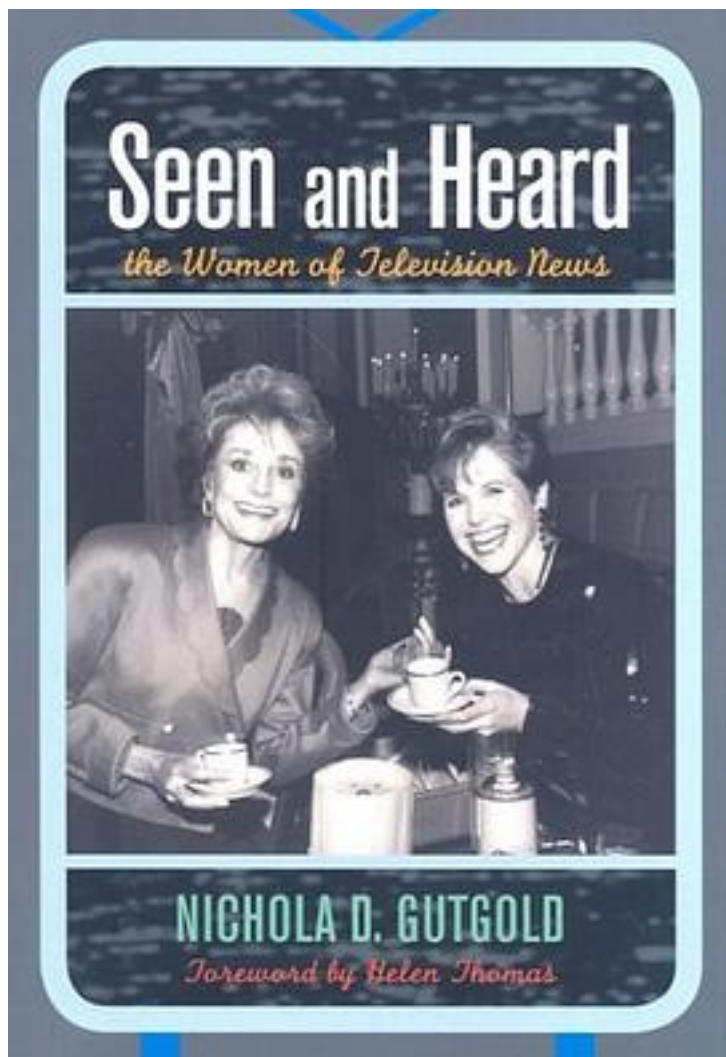


# Seen and Heard



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出版者:

出版时间:2008-3

装帧:

isbn:9780739120187

As a messenger of television news, an anchorperson must hook the audience and make them pay attention. In America, there has been a strong tradition of male news anchors-Edward R. Murrow, Walter Cronkite, Dan Rather, Peter Jennings. These men, perched at their 'electronic hearths', recounted the details of America's most significant history to its citizens. Today, women are visible in every area of television news, even in the hallowed anchor chair, but their presence has been hard-fought and continues to present unique challenges. When Oprah Winfrey endorsed the presidential candidacy of Barack Obama, it reinforced the tremendous power a broadcaster can wield. Seen and Heard examines the lives, careers, and communication styles of twelve of the most compelling and recognizable women of television news, including Christiane Amanpour, Elizabeth Vargas, Diane Sawyer, Paula Zahn, Judy Woodruff, and Candy Crowley. From Barbara Walters's vast career that spans more than half a century to Katie Couric's historic appointment as the sole anchor of the CBS Evening News, this book explores the obstacles and opportunities for women in broadcasting.

作者介绍:

目录:

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