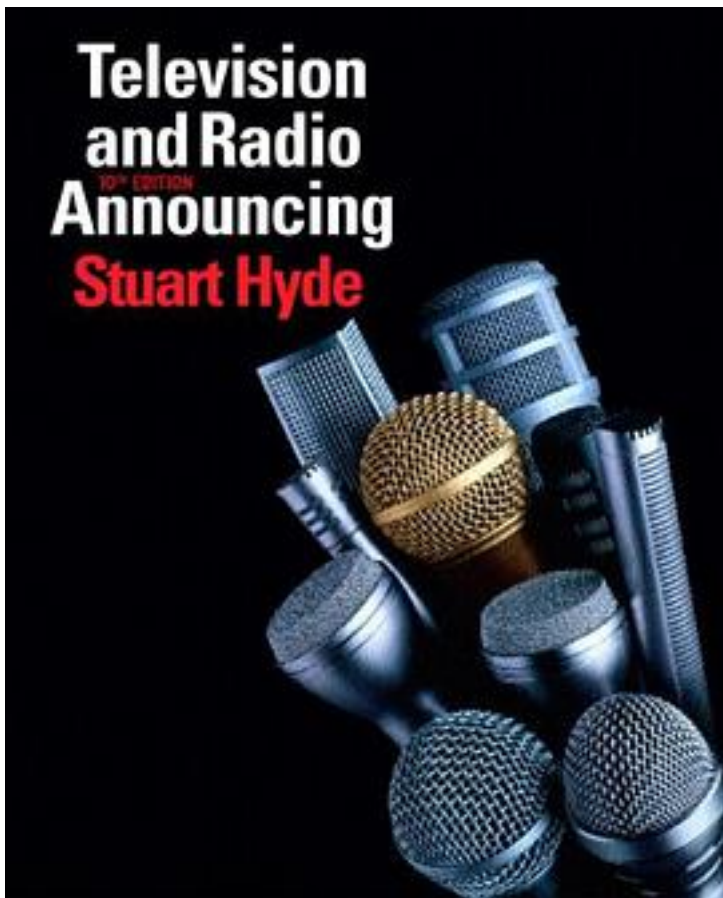


Television and Radio Announcing



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著者:Hyde, Stuart W.

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Television and Radio Announcing takes a practical, career-oriented approach to the study of broadcast performance by successfully blending the coverage of theory with the practice of announcing. Now in its eleventh edition, this classic book incorporates the broadest coverage of any announcing text in the market. Hailed for its compelling,

conversational writing style, Hyde,s work offers timeless and relevant information for those new to broadcasting, while emphasizing the most successful techniques in the field. The new edition has been revised to reflect the recent technology and market changes affecting announcers today and retains the same overriding goal of previous editions: to help readers become more effective and responsible communicators.

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