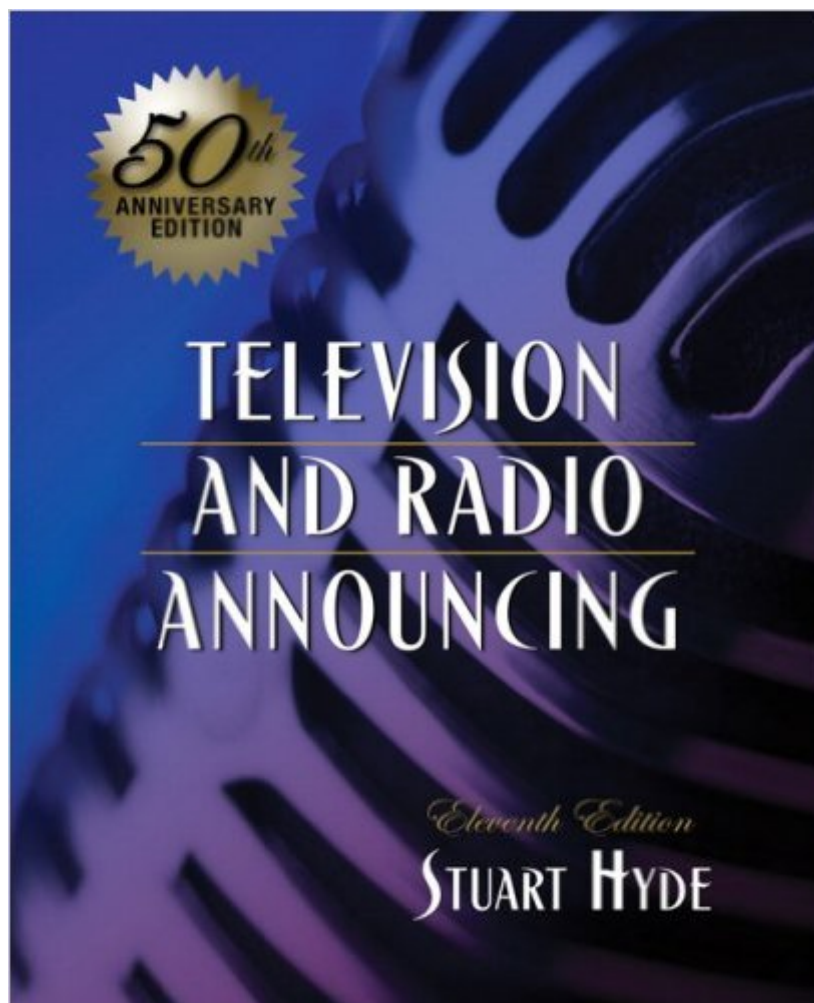


The book was found

Television And Radio Announcing (11th Edition)



Synopsis

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.

Book Information

Hardcover: 496 pages

Publisher: Pearson; 11 edition (July 24, 2008)

Language: English

ISBN-10: 020556304X

ISBN-13: 978-0205563043

Product Dimensions: 7.3 x 1 x 8.9 inches

Shipping Weight: 2.1 pounds

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (9 customer reviews)

Best Sellers Rank: #432,259 in Books (See Top 100 in Books) #213 in [Books > Textbooks > Communication & Journalism > Journalism](#) #219 in [Books > Humor & Entertainment > Radio > General Broadcasting](#) #620 in [Books > Textbooks > Humanities > Performing Arts > Film & Television](#)

Customer Reviews

One of the things that stood out for me in this book is that Stuart Hyde continues to remind students of broadcasting of the ethical responsibilities they possess. This book presents a holistic picture of the industry. It is up to date on the latest technological innovations, while retaining pertinent advice that is valid for any time or place. Being a practical book, it contains a wide variety of vocal exercises in various contexts. The sidebars featuring working professionals extends the scope of the discussion. Professor Hyde is straightforward in telling students they should be prepared to pay their dues by working their way up from the bottom of the profession. The first two chapters discuss announcing in general terms. Chapters 3-5 address voice development and improvement. In chapter 6 video performance is covered. Other sections of the book deal with commercial and PSA

announcing, interviewing, news, music announcing, and sports. The concluding chapter is particularly helpful to students in that it tells them how to prepare a resume and market themselves for their initial job in broadcasting. This is a great textbook for students interested in entering a very competitive field. It gives them the facts and helps them prepare themselves in a realistic manner for what they will face.

Bought this textbook for my RTVF: Announcing and Performing course and I absolutely love this book. I know its going to serve to be very useful even after my class is over in December. It has plenty of insight for any student looking to advance or begin their announcing career. I love that my professor allowed me to purchase this edition instead of the newer version of this same book. He says it is just as relevant and much cheaper! (i bought mine used)

This is a classic work in the field, but desperately in need of updating. Some of the work transcends generations and is timeless in its value. Much of the work, black and white, seems out of place in this digital age.

This is a very good book for the class I am taking. The book was in good condition and I am learning a lot about TV and radio announcing.

I think it is very useful for me to learn announcing.

[Download to continue reading...](#)

Television and Radio Announcing (11th Edition) Ham Radio: Ultimate Ham Radio Beginners To Expert Guide: Easy Step By Step Instructions And Vital Knowledge To Start Using Your Ham Radio Today! (Ham Radio,Ham ... Radio License Manual,Ham Radio For Dummies) Ham Radio Guide Quick Start Ham Radio Guide- From Beginner To Advanced: (Ham Radio Study Guide, Dummy Load Ham Radio) (Home Ham Radio, Ham Radio Book) Broadcast Announcing Worktext: Performing for Radio, Television, and Cable Ham Radio: The Ultimate Guide to Learn Ham Radio In No Time (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments) (Radio, guide, reference books,how to operate Book 1) Ham Radio: The Ultimate Ham Radio Guide - How To Set Up And Operate Your Own Ham Radio Station (Survival, Communication, Self Reliance) Ham Radio: The Ultimate Ham Radio QuickStart Guide - From Beginner To Expert (Survival, Communication, Self Reliance, Ham Radio) Ham Radio: Ultimate User Guide 2016 (Survival, Communication, Self Reliance, Ham Radio, ham radios, ham radio for beginners, self reliance) Ham

Radio: Advanced Guide (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments, Radio, guide, reference books) Watching TV: Six Decades of American Television, Second Edition (Television and Popular Culture) BEANY AND CECIL Comic Book Collection: ALL 5 CLASSIC COMIC BOOKS BASED ON THE ANIMATED TELEVISION SHOW PUBLISHED IN THE 1950s (CLASSIC TELEVISION CARTOON COMIC BOOKS) THE RIFLEMAN 2: 6 COMPLETE ISSUES OF THE CLASSIC COMIC BOOKS BASED ON THE HIT 1960s TELEVISION SERIES (Classic Television Comic Books Book 8) Children's Television: The First Thirty-Five Years, 1946-1981- Part 1: Animated Cartoon Series (Children's Television: The First Thirty Years) (Pt. 1) Writing for Television, Radio, and New Media (Cengage Series in Broadcast and Production) Antique Trader Radio & Television Price Guide Poster's Radio & Television Price Guide 1920-1990 Ham Radio for Beginners: Quickstart Guide for New Hams and Amateur Radio Enthusiasts (Get your license and go from beginner to expert in survival communication and self reliance) The ARRL Handbook for Radio Communications 2005: 82nd Edition (ARRL Handbook for Radio Amateurs) World Radio TV Handbook WRTH: The Directory of Global Broadcasting (World Radio TV Handbook)(60th Annv. Edition) Radio & TV Premiums: A Guide to the History and Value of Radio and TV Premiums

[Dmca](#)