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Television and Radio Announcing

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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, Hydes 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.

From the Back Cover Television and Radio Announcing, 11e Stuart Hyde, San Francisco State University 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 text offers the broadest coverage of announcing available today. Hailed for its compelling, conversational writing style, Hydes work offers timeless and relevant information to new broadcasting students 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 students become more effective and responsible communicators. New and classic features to this text include: Checklist boxes throughout the text give step-by-step instructions to students who are just learning the basics of announcing.