

<<Writing and Producing Television News书写与创作电视新闻>>

图书基本信息

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<<Writing and Producing>>

内容概要

The single universal bit of advice that working journalists give students is "learn to write well" Solid writing is the key to any successful broadcast news operation. In *Writing and Producing Television News, Second Edition*, author Eric K. Gormly uses contemporary news events as an engaging backdrop to teach students the fundamentals of writing and producing news for broadcast and cable television, offering them all the necessary tools to write well and produce a well-conceived newscast. Gormly draws on his extensive background as a television journalist to explain how real newsrooms work. The text reviews basic grammar, introduces students to industry-specific terminology and the particular rules for TV newswriting, appraises the basics of a television news story, and reveals how television writing differs from writing for other media. The core of the book then develops various story formats, gives step-by-step instruction on how to transform basic information into properly scripted, solid stories, and shows how to build and run a newscast. Also included are "day-in-the-life" looks at a reporter and a producer in major market newsrooms, detailing the job of each, as well as comments from other television journalists on the role of writing. Included in this edition are: The latest in script formatting An in-depth look at news writing styles Interviews with and observations of working journalists from major television markets. An expanded chapter detailing the process of producing a television newscast Up-to-date information about applying for jobs and internships in today's television marketplace. Packed with student exercises for hands-on learning and fully illustrated with line drawings and charts, *Writing and Producing Television News, Second Edition*, prepares students to perform from the moment they hit the newsroom.

作者简介： Eric Gormly, Ph.D. is Assistant Professor of Broadcast Journalism at the University of North Texas, where he teaches television news and media criticism courses and conducts research in the area of religion in media and culture. He is a former major market television news reporter who also has extensive experience as an anchor, editor, videographer and producer. Gormly has taught a range of broadcast news and mass communication courses at the University of Nevada-Reno, Trinity University in San Antonio, The University of Texas at Austin, and Arizona State University.

书籍目录

Preface Acknowledgments 1 Television News: An Introduction 2 Television Newswriting: A Different Style 3 A Brief Review of Grammar 4 Some General Rules for Television Newswriting 5 Usage 6 Approaching the Television News Story 7 Story Formats: Some Basics 8 The Voice Over: VO 9 Sound on Tape: SOT 10 The Voice Over/Sound Bite: VO/SOT 11 Putting the Formats Together 12 Interviewing: Conversation with a Goal 13 The Package 14 An Interview with Deborah Potter 15 The Live Shot 16 An Interview with Beverly White 17 Producing the Newscast 18 The Station and the Newsroom 19 A Look Inside: WFAA-TV, Dallas 20 Finding a Job Index

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