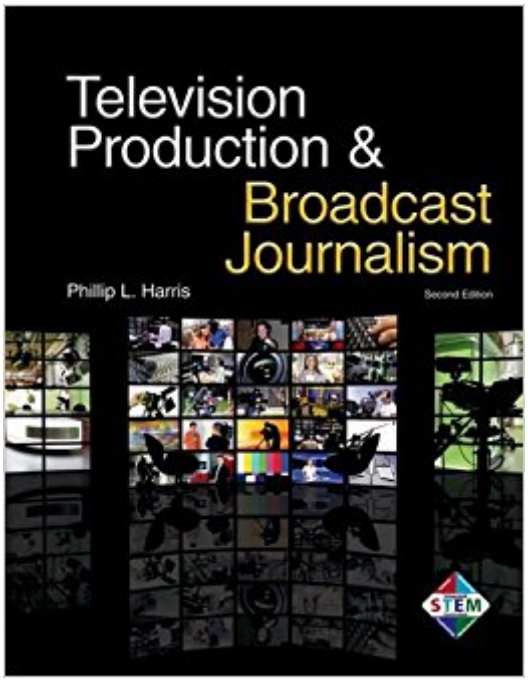
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Television Production & Broadcast Journalism



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Synopsis

Television Production & Broadcast Journalism provides students with basic technical skills necessary to enter the television production industry as a production assistant, and introduces broadcast journalism theory. The text provides an overview of the equipment, job responsibilities, and techniques involved in both traditional studio production and remote location work. The activities and processes involved in each phase of production are presented and reinforced with realistic examples, numerous photos showing students in actual production situations, and engaging student activities. Broadcast journalism coverage includes ethics and news judgment, types of stories, news writing, preparing news packages, and conducting interviews. The broadcast journalism concepts address skills and qualities required in the industry, but also incorporate classroom-appropriate standards and practices. The text places a strong emphasis on the importance of vocabulary and the correct use of technical terms. In addition to the glossary at the end of the textbook, a running glossary within the chapters provides an immediate formal definition of terms, as they are addressed in the text of the chapter. Talk the Talk features explain the difference in meaning between consumer and industry-specific terms, and clarify the proper use of industry terminology. Proper use of industry terms is an important factor in becoming a successful television production professional.

Book Information

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Customer Reviews

Phil Harris’s professional production experience includes a wide range of freelance videography,

over 25 years as a freelance theatrical makeup designer and artist, and experience directing more than 25 plays and musicals for community theater since 1979. Mr. Harris brings over 34 years ofteaching Television Production to this book. As part of his Television Production program, Mr. Harris created Digital Wave Productions - a school-based enterprise allowing students to gain professional work experience and raise funds, while producing video projects for clients. Mr. Harris retiredfrom teaching in 2006, but remains passionate about sharing his successful curriculum and facility design tips with fellow TV production and broadcast journalism instructors. He is well-known in the career education field as a convention speaker and is a session presenter and contest judge at manyconventions and conferences, including SIPA, JEA, STN, ITEA, ACTE, and ASPA.

I use this in my TV Production workshop at my school(Arroyo Pacific Academy) and it is great!!! I love the Workbook you can get to go with the main book.

This really isn't what I expected. The book came with a tag from an AZ high school. Evidently it was a textbook used there. Not what I expected. I would not use this vendor again.

Perfect for my class

good

Good flow from history to digital age on what the TV industry is and how it works. A good textbook for the classroom.

i recently took a class for tv production and used this book. it was very helpful to me and everything was very organized and easy to find. highly recomended for reference material.

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