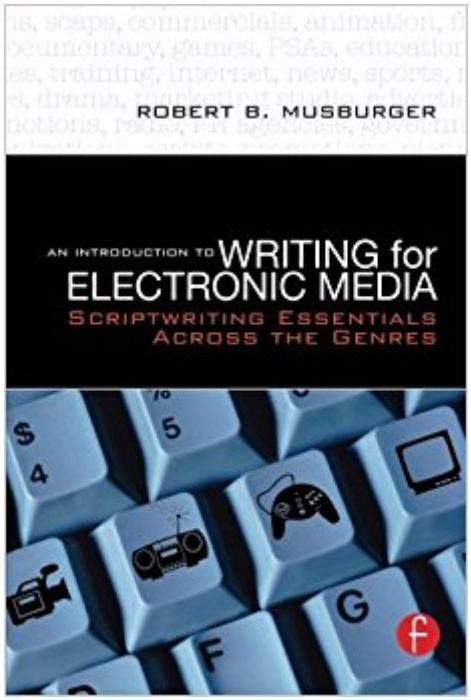
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An Introduction To Writing For Electronic Media: Scriptwriting Essentials Across The Genres



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Synopsis

"Wonderfully practical....just what every media writer needs." Christopher H. SterlingGeorge Washington University* Learn what it takes to write for commercials, news, documentaries, corporate, educational, animation, games, the internet, and dramatic film & video productions * Outlines the key skills needed for a successful media writing career The demand for quality and knowledgeable multi-platform writing is always in high demand. An Introduction to Writing for Electronic Media presents a survey of the many types of electronic media you can write for, and explains how to do it. Musburger focuses on the skills you need to write for animation versus radio or television news versus corporate training. Sample scripts help you learn by example while modeling your own scripts. Production files illustrate the integral role writers' play in the production process, and individual movie frames allow you compare these to the real scripts. Armed with the skills developed in this book, a media writer can apply for a variety of positions in newsrooms, advertising firms, motion pictures or animation studios, as well as local and national cable operations. Robert B. Musburger, Ph.D., is Professor Emeritus and former Director of the School of Communication, University of Houston, USA. He has worked for 20 years in professional broadcasting, serving as camera operator, director, producer, and writer. Musburger has received numerous awards for his video work and teaching and he continues to work in electronic media with his Seattle, WA,. consulting firm, Musburger Media Services."[An] authoritative and clearly written description of the processes involved in writing for film, radio and television production."Raymond Fielding, Dean EmeritusFlorida State University

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Customer Reviews

"Wonderfully practical....just what every media writer needs." - Christopher H. Sterling, George Washington University"An invaluable student-centered approach to learning how to write for various media outlets....both professionally and pedagogically sound." - Jennings Bryant University of Alabama"[An] authoritative and clearly written description of the processes involved in writing for film, radio and television production." - Raymond Fielding, Dean Emeritus Florida State University

Robert B. Musburger, Ph.D. is Professor Emeritus and former Director of the School of Communication, University of Houston. He has worked for 20 years in professional broadcasting, serving as camera operator, director, producer, and writer and has received numerous awards for his video work and teaching. His published writing includes "Electronic News Gathering: A Guide to ENG" (Focal), "Single-camera Video Production, Fifth Edition"(Focal), and, with Gorham Kindem, "Introduction to Media Production: From Analog to Digital, Fourth Edition" (Focal).

I’ve been using this book for two weeks now and the information provided is excellent.The only thing I do not like is the author’s use of "a" and "an". Misusing these articles is one of my major pet peeves so it distracts from my learning the information. If you have no issue with this definitely use this book.

An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres, I would write a longer review for this book, but unfortunately I have a quiz in the class that I bought it for tomorrow morning. It was a required text that I bought for a class, and I think most of the people shopping for this book will need it regardless of how shiny of a review I give it.

Thank you!

Despite the over explaining, I felt I did learn something that came out of the book, even though I didn’t need it that much for class.

As far as textbooks go, this is one of the most useful, fun, and easy to learn from book that I have ever used in the classroom before. It is not out of date and it still applies today, even though there is

not a lot of magazine or newspaper jobs anymore. So, anyways, I really enjoyed this book and my media writing class that used it.

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