Record Nr. Autore Titolo	UNINA9910797848703321 Dobbs Greg Better Broadcast Writing, Better Broadcast News / / Greg Dobbs
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Nota di contenuto	part, Part I • How to Write the Right Words and Sentences chapter 1 The Right Words, The Right Stuff chapter 2 The Wrong Way to Write It chapter 3 Being Perfectly Clear chapter 4 The Right Way to Write It chapter 5 Saying It Twice chapter 6 The Story of the Story part, Part II • But Before You Write chapter 7 Organizing Your Facts, Organizing Your Story chapter 8 Choosing Your Lead chapter 9 Choosing Your Close part, Part III • And After You Write chapter 10 Proof Positive of Proofreading chapter 11 The Correct Corrections part, Part IV • Finding Out What to Write chapter 12 News Hunters and News Gatherers chapter 13 Running in Place chapter 14 Letting It All Hang Out chapter 15 A Picture Is Worth a Thousand Words part, PART V • It's All Part of the Show chapter 16 If the Shoe Fits, Write It chapter 17 Fitting It All In chapter 18 Even More Ways for Radio part, Part VI • Being the Right Kind of Journalist chapter 19 Holding onto Your Sources chapter 20 Holding onto Your Ethics chapter 21 Holding onto Your Dream.
Sommario/riassunto	Better Broadcast Writing, Better Broadcast News teaches students how to write with the conversational simplicity required for radio and TV. This text draws on the Emmy Award-winning author's decades of professional experience in broadcast journalism. In addition to writing,

1.

the text also discus	sses the other elements that make up a good story
producing, reportin	g, shooting, editing, and ethics. The author's real-
world perspective of	conveys the excitement of a career in journalism.