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Titolo	Better Broadcast Writing, Better Broadcast News // Greg Dobbs
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ISBN	1-315-66470-4 1-317-34990-3 1-317-34991-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (273 p.)
Disciplina	808/.06607
Soggetti	Broadcast journalism - Authorship Reporters and reporting Report writing
Lingua di pubblicazione	Inglese
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Note generali	First published 2005 by Pearson Education, Incorporated.
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,

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