



# Broadcast Announcing Worktext, Third Edition: A Media Performance Guide

*Alan R. Stephenson, David E. Reese, Mary E. Beadle*

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The *Broadcast Announcing Worktext* provides you with the skills, techniques, and procedures necessary to enter this highly competitive field of broadcast performance. In addition to the principles of good performance, this book addresses the importance of audience and how to communicate effectively to various groups. Television and radio studio environments, announcer specializations and responsibilities, and developing a broadcast delivery style are just a few of the many topics covered.

Factual information is presented in brief, easy-to-digest modules and is enhanced with self-study questions and projects. The self-study provides an immediate check on what you learn, and the projects allow for a practical hands-on application of key concepts in the material. The worktext format, with many real-life examples, combines both traditional teaching and practical experience. The companion material illustrates techniques and concepts in each chapter with audio and visual examples.

This third edition will give you knowledge of other non-traditional forms of announcing, such as online radio announcing, podcast announcing, and other forms of online announcing, such as online shows, clips, and news.

NOTE: The material that was included on the book's accompanying CD is now available on a website! Please visit this site to access the materials:

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