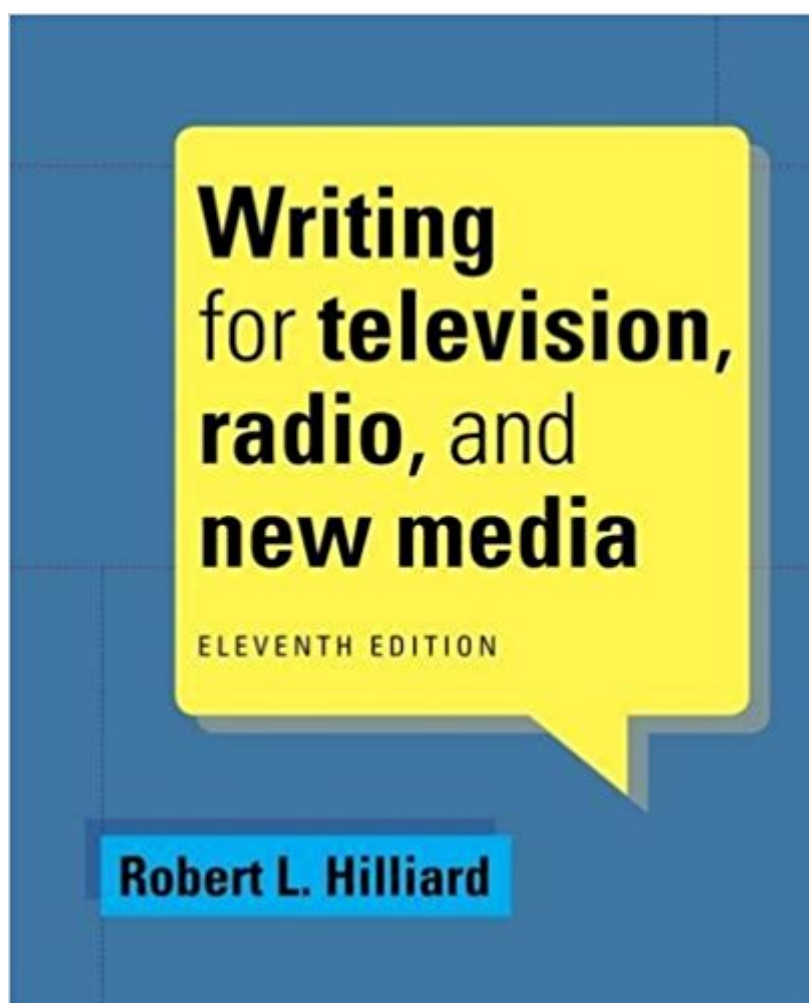


The book was found

# Writing For Television, Radio, And New Media (Cengage Series In Broadcast And Production)



## Synopsis

You can trust Hilliard's **WRITING FOR TELEVISION, RADIO, AND NEW MEDIA** to provide you with thorough and up-to-date coverage of the principles, techniques, and approaches of writing for television, radio, and the Internet. You'll learn about writing for a variety of formats, such as commercials, news and sports, documentaries, reality programs, talk shows, interviews, music programs, and drama and sitcoms. The book's comprehensive content, excellent organization, attention to form, and good examples ensure that you will be well trained for a career in the field.

## Book Information

Series: Cengage Series in Broadcast and Production

Paperback: 528 pages

Publisher: Cengage Learning; 11 edition (January 1, 2014)

Language: English

ISBN-10: 1285465075

ISBN-13: 978-1285465074

Product Dimensions: 7.4 x 1.2 x 9.1 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 21 customer reviews

Best Sellers Rank: #49,103 in Books (See Top 100 in Books) #20 in [Books > Humor & Entertainment > Radio > General Broadcasting](#) #53 in [Books > Arts & Photography > Other Media > Film & Video](#) #98 in [Books > Textbooks > Humanities > Performing Arts > Film & Television](#)

## Customer Reviews

"It covers a great deal of information and a variety of formats so it appeals to a variety of faculty for different classes." "The real-world examples are excellent."

Robert L. Hilliard has been Dean of Graduate Studies and Dean of Continuing Education and taught, in addition to media writing, courses such as Media Programming, The Media and the Holocaust, Hate.com, Communication Law, and Pictures of Protest. He has served as Chief of the Public Broadcasting Branch of the Federal Communications Commission and Chair of the Federal Interagency Media Committee for the White House. A frequent lecturer on media and education on all continents, Dr. Hilliard is the author or co-author of more than thirty books, including several leading media texts. Among his recent books are **HOLLYWOOD SPEAKS OUT: PICTURES THAT**

DARED TO PROTEST REAL WORLD ISSUES and, with co-author Michael Keith, THE BROADCAST CENTURY AND BEYOND: A HISTORY OF AMERICAN RADIO AND TELEVISION, DIRTY DISCOURSE: SEX AND INDECENCY IN BROADCASTING, and THE QUIETED VOICE: THE RISE AND DEMISE OF LOCALISM IN AMERICAN BROADCASTING. He is also a published novelist and produced playwright.

Like most everyone reading this book, I am a college student who was forced to purchase it for a class in writing. PLEASE HEAR ME OUT BEFORE YOU READ THE REST OF THIS REVIEW! This book has all the material you need to become better at writing, but for how much it costs, it is not worth the admission. You can get much cheaper books, such as "Writing for Visual Media" that have just as much information for a fraction of the cost. That, and this book is really dense. Don't expect any visuals any time soon. I'm not really a visual learner, but after 50 pages of nothing but small print text, it gets old quick. If you, like me, are a student, buy this book for a cheap as you can so you can resell it. If you are an adult wanting to hone your reading and writing skills, then find a cheaper book. Just because this book is expensive doesn't mean it is the best.

The driest text book ever.

The author is very knowledgeable that is certain, but he is terribly verbose overall. If he wrote more simply then the book would be half the size it is. This is the case for numerous textbooks so I'm used to this by now, but still it makes me bitter. The pictures are helpful, but the script formats are not as concise as they should be.

Exactly as described. Just what I needed for class.

This is a TV writing bible--and deservedly so. It teaches how to write for eyes and ears, but offers practical information about producing for TV, radio, and social media.

Required reading for college course. Still a good book non-the-less. I will be keeping this book after the course is completed.

It's a book.

Am reading it now, suits the college course I bought it for

[Download to continue reading...](#)

Writing for Television, Radio, and New Media (Cengage Series in Broadcast and Production)  
Writing for Television, Radio, and New Media (Broadcast and Production) Modern Radio  
Production: Production Programming & Performance (Wadsworth Series in Broadcast and  
Production) Studio Television Production and Directing: Studio-Based Television Production and  
Directing (Media Manuals) Television Production Handbook (Wadsworth Series in Broadcast and  
Production) Student Workbook for Zettl's Television Production Handbook, 11th (Wadsworth Series  
in Broadcast and Production) Zettl's Television Production Workbook, 12th (Broadcast and  
Production) Television Production & Broadcast Journalism Sport Beyond Television: The Internet,  
Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media  
Studies) Sight, Sound, Motion: Applied Media Aesthetics (The Wadsworth Series in Broadcast and  
Production) Sight, Sound, Motion: Applied Media Aesthetics (Wadsworth Series in Broadcast and  
Production) Audio in Media (Wadsworth Series in Broadcast and Production)  
Sight, Sound, Motion (Sight, Sound, Motion: Applied Media Aesthetics) (Wadsworth Series in  
Broadcast and Production) [Hardcover] (2010) by Herbert Zettl Exploring Journalism and the Media  
(with CD-ROM) (Broadcast News Production Team) Social Media: Master Social Media Marketing -  
Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter,  
Youtube, Instagram, Pinterest) Media/Impact: An Introduction to Mass Media (Cengage Series in  
Communication Arts) Cengage Advantage Series: Essentials of Public Speaking (Cengage  
Advantage Books) Broadcast News Handbook: Writing, Reporting, and Producing in the Age of  
Social Media (B&B Journalism) Cengage Advantage: A Creative Approach to Music Fundamentals  
(with Keyboard for Piano and Guitar) (Cengage Advantage Books) Advancing Media Production  
Research: Shifting Sites, Methods, and Politics (Global Transformations in Media and  
Communication Research - A Palgrave and IAMCR Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)