

Broadcast news handbook: writing, reporting and producing in a converging media world

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20419715&lokasi=lokal>

Abstrak

This book enables students and professionals to become better writers and better journalists. Backed by 50 years of combined broadcast journalism experience, the authors provide helpful discussions and expert knowledge on crafting language, packaging stories, and overcoming the fundamental challenges of being a young broadcast journalist in the digital era. A new focus on social media brings students full force into the world of cutting-edge reporting.