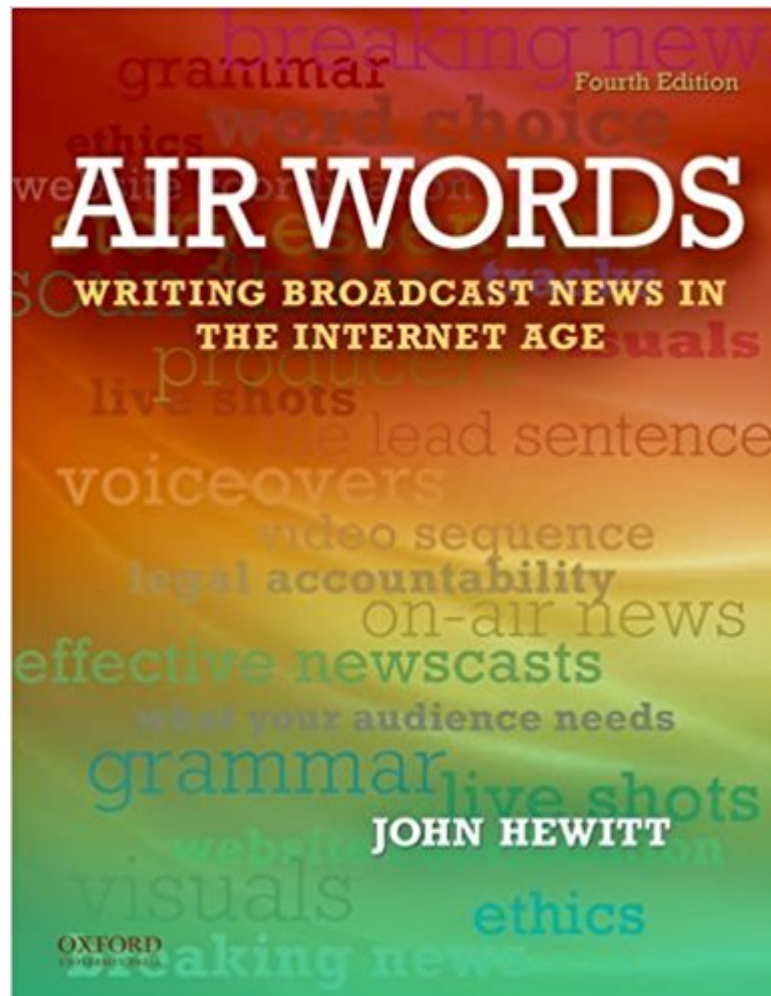




The book was found

Air Words: Writing Broadcast News In The Internet Age



Synopsis

Praised by both students and journalists for its no-nonsense instructional approach, accessible writing style, and extensive supply of practical exercises, *Air Words* is a comprehensive newswriting text that is designed to help students learn the fundamental sentence structure and grammar required to write for broadcast news. It is carefully designed to guide students through a progression of news situations, from a simple lead story to a complex remote video field report. The fourth edition brings the book up to date with numerous changes that have occurred in the last decade of broadcast journalism.

Book Information

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Customer Reviews

"I like it. I use it. Hewitt wrote a good introductory book as it uses large font and accessible language.. .the text emphasizes terminology that is necessary to work and understand broadcast news. Other texts do not. It offers a comprehensive way of teaching broadcast news, but it needs to be visually and textually updated. I am eager for a new edition, and I am likely to assign the book for my class." - Geri Alumit Zeldes, Michigan State U (9) "This is a book that takes away the 'fear' of broadcast writing. It is delightful to read and easy to follow." - Andrew A. Moemeka, Central Connecticut State University "Layout is not bad. The writing section is awesome in terms of step by step teaching... .the package chapter not so much so (but it is hard to mix production/writing). The two real weak points that would keep me from switching are the audio report problems (needs updatingELhe is talking about carts which died out back in the mid-90's) and the lack of reference to

web. My last two reporters have been hired as multi-media reporters even though they only do a little web work but we at least need a text with some introduction to the idea. With changes suggested... yes [I would adopt]." - Pamela Doyle Tran, U of Alabama (8) "I am very happy with the Hewitt book, because it does function well in my class. I can give half the class an exercise to do from the book while I work in an adjacent studio with the other half of the class on production techniques. I would describe its approach as straight-forward and hands-on, with more emphasis on doing than on theory. I believe its main strengths are the number and variety of the exercises. Perhaps the weakness would be that the exercises may be a little generic. I believe the Hewitt book is a good example of the importance of learning by doing. The book gives enough explanation to stimulate thought, then reinforces the thought with practice. I believe a new edition could be made a bit more current for students today. Also, it could be more visually appealing in layout. However I plan to continue assigning this book in my class for as long as I teach it." - David Moncrief, U of Tulsa (10) "My overall reaction is that it is effective because it is clearly written, contains useful exercises. Like the writing for news, it is clear, concise and to the point. It would be nice to have the exercises provided with correct or acceptable answers. I know this sounds lazy, but it would help the instructor time-wise. Needless to say, it would be good to see a new edition with pertinent suggestions from others, as well as myself. But I think the book is still eminently usable as it is." - Elizabeth Emmert, Kutztown U (8) "I believe the best way to learn to write is by writing . . . this book gets them writing." - David M. Chanatry, Utica College

John Hewitt is Professor Emeritus in the Department of Broadcast and Electronic Communication Arts at San Francisco State University and the author of Documentary Filmmaking (OUP).

This book was used for an intro to broadcast writing class. It is designed as a workbook. Contains examples and instructions for writing radio and tv scripts. Explains all the different types of scripts. All of the exercises are well written and easy to follow. It really helped me improve my broadcast style.

There was coffee stains when I got it .

I like that it is has down to earth writing. Great guide for news writing for TV and radio. Good exercises.

Great!

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