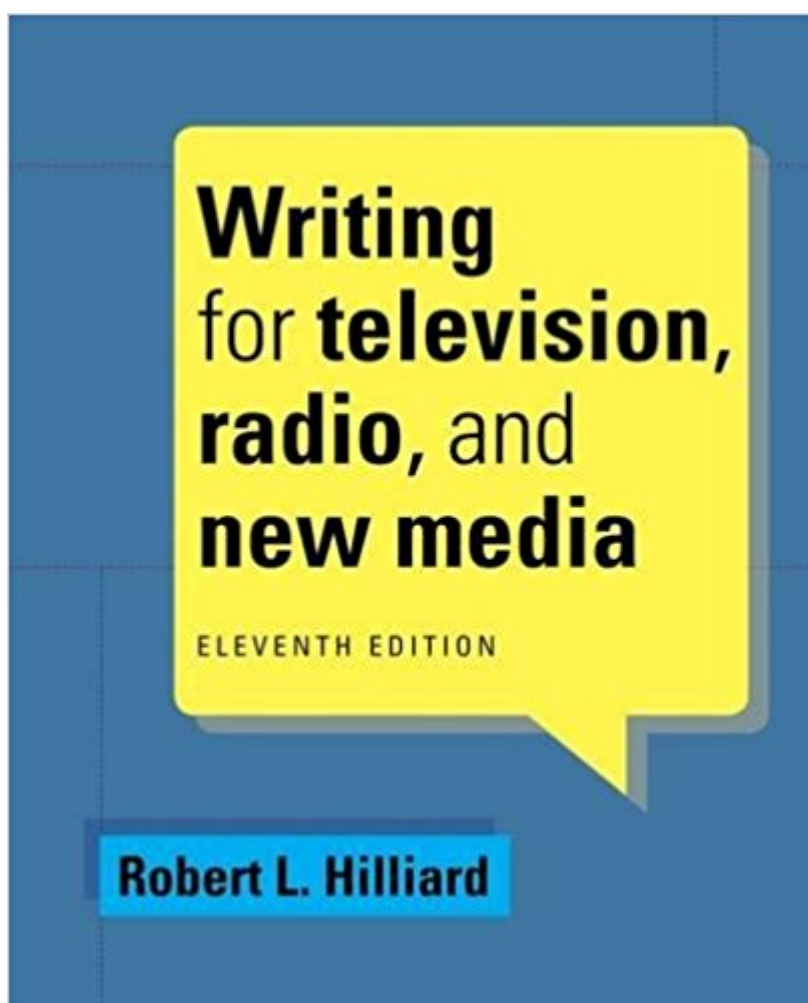


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Writing For Television, Radio, And New Media (Cengage Series In Broadcast And Production)



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

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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

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