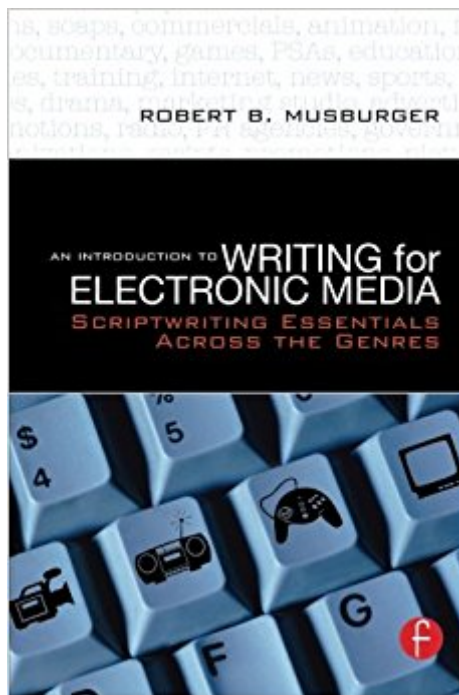




The book was found

# An Introduction To Writing For Electronic Media: Scriptwriting Essentials Across The Genres



## Synopsis

"Wonderfully practical....just what every media writer needs." Christopher H. Sterling  
George Washington University\* Learn what it takes to write for commercials, news, documentaries, corporate, educational, animation, games, the internet, and dramatic film & video productions \*  
Outlines the key skills needed for a successful media writing career The demand for quality and knowledgeable multi-platform writing is always in high demand. An Introduction to Writing for Electronic Media presents a survey of the many types of electronic media you can write for, and explains how to do it. Musburger focuses on the skills you need to write for animation versus radio or television news versus corporate training. Sample scripts help you learn by example while modeling your own scripts. Production files illustrate the integral role writers' play in the production process, and individual movie frames allow you compare these to the real scripts. Armed with the skills developed in this book, a media writer can apply for a variety of positions in newsrooms, advertising firms, motion pictures or animation studios, as well as local and national cable operations. Robert B. Musburger, Ph.D., is Professor Emeritus and former Director of the School of Communication, University of Houston, USA. He has worked for 20 years in professional broadcasting, serving as camera operator, director, producer, and writer. Musburger has received numerous awards for his video work and teaching and he continues to work in electronic media with his Seattle, WA,. consulting firm, Musburger Media Services."[An] authoritative and clearly written description of the processes involved in writing for film, radio and television production."Raymond Fielding, Dean EmeritusFlorida State University

## Book Information

Paperback: 360 pages

Publisher: Focal Press; 1 edition (February 4, 2007)

Language: English

ISBN-10: 0240808525

ISBN-13: 978-0240808529

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 5 customer reviews

Best Sellers Rank: #180,697 in Books (See Top 100 in Books) #28 inÂ Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Television & Video #170 inÂ Books > Humor & Entertainment > Movies > Screenwriting #178 inÂ Books > Textbooks >

## Customer Reviews

"Wonderfully practical....just what every media writer needs." - Christopher H. Sterling, George Washington University  
"An invaluable student-centered approach to learning how to write for various media outlets....both professionally and pedagogically sound." - Jennings Bryant University of Alabama  
"[An] authoritative and clearly written description of the processes involved in writing for film, radio and television production." - Raymond Fielding, Dean Emeritus Florida State University

Robert B. Musburger, Ph.D. is Professor Emeritus and former Director of the School of Communication, University of Houston. He has worked for 20 years in professional broadcasting, serving as camera operator, director, producer, and writer and has received numerous awards for his video work and teaching. His published writing includes "Electronic News Gathering: A Guide to ENG" (Focal), "Single-camera Video Production, Fifth Edition"(Focal), and, with Gorham Kindem, "Introduction to Media Production: From Analog to Digital, Fourth Edition" (Focal).

I've been using this book for two weeks now and the information provided is excellent. The only thing I do not like is the author's use of "a" and "an". Misusing these articles is one of my major pet peeves so it distracts from my learning the information. If you have no issue with this definitely use this book.

An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres, I would write a longer review for this book, but unfortunately I have a quiz in the class that I bought it for tomorrow morning. It was a required text that I bought for a class, and I think most of the people shopping for this book will need it regardless of how shiny of a review I give it.

Thank you!

Despite the over explaining, I felt I did learn something that came out of the book, even though I didn't need it that much for class.

As far as textbooks go, this is one of the most useful, fun, and easy to learn from book that I have ever used in the classroom before. It is not out of date and it still applies today, even though there is

not a lot of magazine or newspaper jobs anymore. So, anyways, I really enjoyed this book and my media writing class that used it.

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

An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres Literary Movements & Genres: Horror - L (Greenhaven Press Companion to Literary Movements and Genres) Scriptwriting 2.0: Writing for the Digital Age Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials Reference Card Essentials of Electronic Testing for Digital, Memory and Mixed-Signal VLSI Circuits (Frontiers in Electronic Testing) The Complete Book of Scriptwriting Serious Daring: Creative Writing in Four Genres Media Across Borders: Localising TV, Film and Video Games (Routledge Advances in Internationalizing Media Studies) Photocommunication Across Media: Beginning Photography for Mass Media Professionals An Introduction to Film Genres Horror Fiction: An Introduction (Literary Genres) Anime: A Critical Introduction (Film Genres) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Writing Mastery: How to Master the Art of Writing & Write 3,000 Words Per Day - Overcoming Writer's Block (Make Money Online, Copywriting, Erotica Writing, ... Writing Mastery, How to Write a Book) Electronic Media: An Introduction Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media (College 1e Overruns)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)