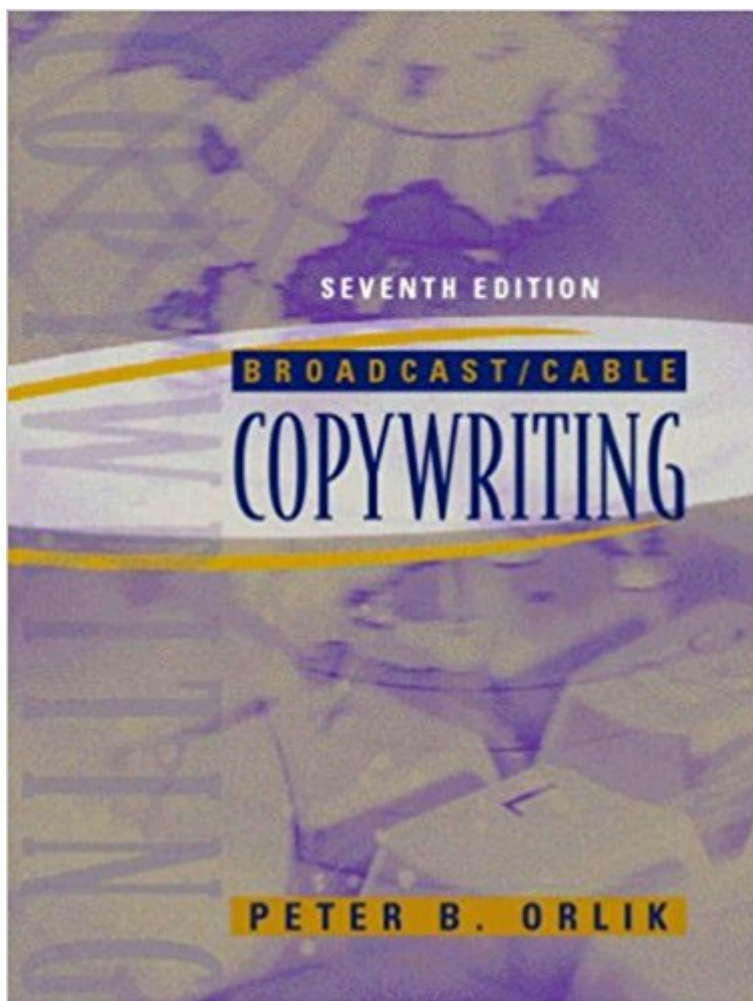


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Broadcast/Cable Copywriting (7th Edition)



Synopsis

Broadcast/Cable Copywriting is the most widely used book for learning how to write all types of copy for the electronic media. This book addresses the basic rules and techniques common to broadcast writing with a depth of coverage unmatched by its competitors, but without assuming any prior media writing, production, or advertising experience on the part of the reader.

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Broadcast/Cable Copywriting is the most widely used text for learning how to write all types of copy for the electronic media. This text addresses the basic rules and techniques common to broadcast writing with a depth of coverage unmatched by its competitors, but without assuming any prior media writing, production, or advertising experience on the part of the reader. The 7th Edition constructs an expansive communication context for copywriting: from basic station IDs and liners to cross-media campaign creation. Along the way, Broadcast/Cable Copywriting introduces students to hundreds of current and classic examples of effective copywriting, including scripts, storyboards, and photoboards. **New and Notable Features** Deals with copywriting for radio and television (RTV) exclusively while covering the subject in great depth and breadth so that both working professionals and RTV students can use it as a "state of the discipline" guidebook to effective electronic media copy principles, format, and procedures. Begins with an orienting chapter that reveals copywriter work situations and concludes with a campaign creation chapter that pulls together the key techniques introduced throughout the book. Includes more than 250 message

examples, many of which are new to this edition, providing students with exposure to cutting edge creativity. Intersperses discussions of Internet writing throughout the text, illustrating the interconnectedness of electronic media writing for the student. Includes updated content and referenced insights from top industry practitioners around the world, provides students with a broad range of examples.

This is one of the few textbooks out there that were written in an interesting way. It provides detailed processes for arriving at a final product and cites real-world examples. Good stuff.

Of all the books I had to purchase for Graduate classes, this is really the only book I've found I really do use. A great reference, even if slightly out of date.

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