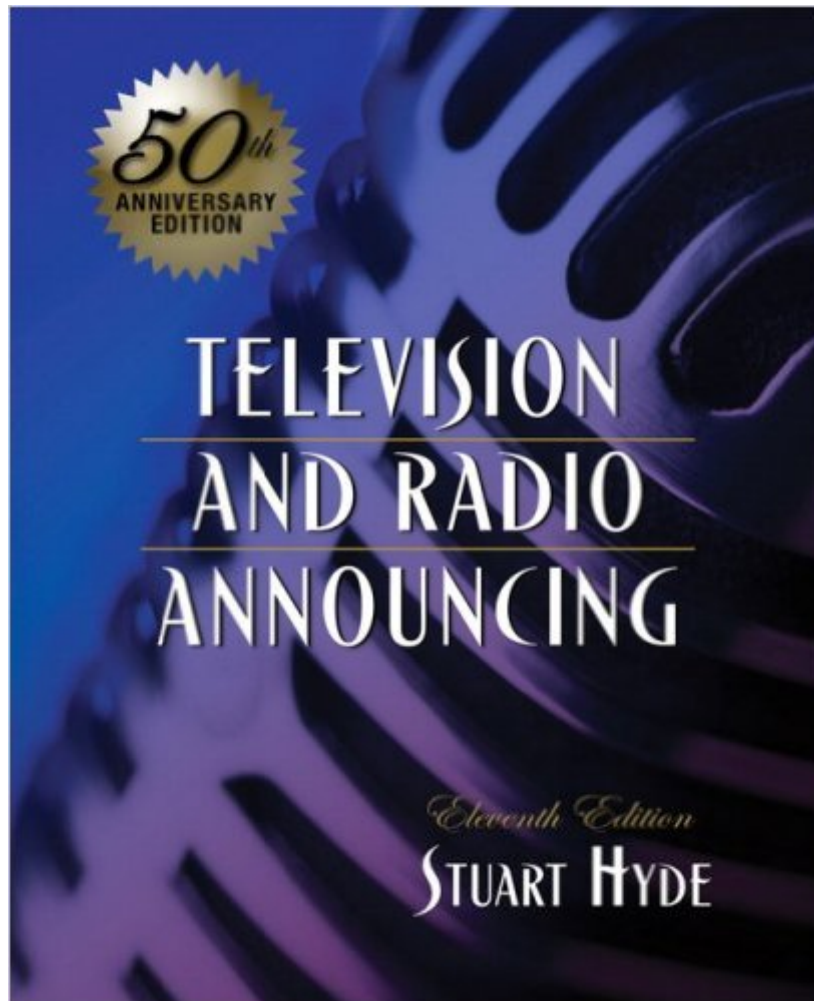


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# Television And Radio Announcing (11th Edition)



## Synopsis

Television and Radio Announcing takes a practical, career-oriented approach to the study of broadcast performance by successfully blending the coverage of theory with the practice of announcing. Now in its eleventh edition, this classic book incorporates the broadest coverage of any announcing text in the market. Hailed for its compelling, conversational writing style, Hyde's work offers timeless and relevant information for those new to broadcasting, while emphasizing the most successful techniques in the field. The new edition has been revised to reflect the recent technology and market changes affecting announcers today and retains the same overriding goal of previous editions: to help readers become more effective and responsible communicators.

## Book Information

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Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (9 customer reviews)

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## Customer Reviews

One of the things that stood out for me in this book is that Stuart Hyde continues to remind students of broadcasting of the ethical responsibilities they possess. This book presents a holistic picture of the industry. It is up to date on the latest technological innovations, while retaining pertinent advice that is valid for any time or place. Being a practical book, it contains a wide variety of vocal exercises in various contexts. The sidebars featuring working professionals extends the scope of the discussion. Professor Hyde is straightforward in telling students they should be prepared to pay their dues by working their way up from the bottom of the profession. The first two chapters discuss announcing in general terms. Chapters 3-5 address voice development and improvement. In chapter 6 video performance is covered. Other sections of the book deal with commercial and PSA

announcing, interviewing, news, music announcing, and sports. The concluding chapter is particularly helpful to students in that it tells them how to prepare a resume and market themselves for their initial job in broadcasting. This is a great textbook for students interested in entering a very competitive field. It gives them the facts and helps them prepare themselves in a realistic manner for what they will face.

Bought this textbook for my RTVF: Announcing and Performing course and I absolutely love this book. I know its going to serve to be very useful even after my class is over in December. It has plenty of insight for any student looking to advance or begin their announcing career. I love that my professor allowed me to purchase this edition instead of the newer version of this same book. He says it is just as relevant and much cheaper! (i bought mine used)

This is a classic work in the field, but desperately in need of updating. Some of the work transcends generations and is timeless in its value. Much of the work, black and white, seems out of place in this digital age.

This is a very good book for the class I am taking. The book was in good condition and I am learning a lot about TV and radio announcing.

I think it is very useful for me to learn announcing.

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