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exciting creative field, from the initial script to the final stages of postproduction. The book also clarifies the roles of the writer, producer, director and client while focusing on the dynamic relationship shared by these key players. This in-depth book captures all the technical and creative elements used in the creation of media in the corporate world. Topics include:

- Program Needs Analysis
- Developing the creative concept
- Script essentials
- Keys to successful preproduction
- Lighting, camera and sound
- Directing executives, employees, and professional actors
- The director's key aesthetic skills
- Graphics Production
- Music and sound production
- Critical judgment and people skills
- Traditional and nonlinear editing
- Audio sweetening
- The future of corporate media

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In this updated edition of *Corporate Video Production*, Stuart Sweetow teaches aspiring and seasoned videographers how to make imaginative corporate videos with eye-catching designs, rhythmic editing tricks, and essential scriptwriting and interview techniques. Readers will learn how to shoot on location or in a studio, work with employees-turned-actors, find new clients, and produce online videos and podcasts for corporations, government agencies, and non-profit organizations. Additionally, this new edition has been updated to include discussion questions, chapter summaries, and professional tips, and to cover live webcasting, mobile devices, shooting in 4K, micro-videos, micro-cameras, and storytelling techniques for

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corporate social responsibility programs. A companion website features downloadable forms and further resources.

With the advent of affordable equipment, there are more opportunities than ever in the field of corporate media production. This book examines all aspects of this creative field, from concept development to the final stages of postproduction. The book also clarifies the roles of the writer, producer, director and client while focusing on the dynamics among these key players. This in-depth book captures all the technical and creative elements used in the creation of media in the corporate world. The new edition has been updated to reflect the most current media production, editing, delivery formats and processes, with

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an emphasis on DV. There is material on the new digital video cameras and non-linear editing systems, as well as an expanded discussion of audio sweetening. A new chapter on evaluation demystifies this critical process, and there is a new discussion of multimedia.

Media Studies: Texts, Production, Context, 2nd Edition is a comprehensive introduction to the various approaches in the field. From outlining what media studies is to encouraging active engagement in research and analysis, this book advocates media study as a participatory process and provides a framework and set of skills to help you develop critical thinking. Updated to reflect the changing media environment, Media Studies retains

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the highly praised approach and style of the first edition. Key Features: Five sections - media texts and meanings; producing media; media audiences; media and social contexts; historiography - examine approaches to the field including new and web media, traditional print and broadcast media, popular music, computer games, photography, and film. An international perspective allows you to view media in a global context. Examines media audiences as consumers, listeners, readerships and members of communities. Guidance on analytical tools - language, a range of theories and analytical techniques - to give you the confidence to navigate, research and make sense of the field. New for the second edition: New case studies including Google, My Big Fat Gypsy Wedding, the life of a freelance

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journalist, phone hacking at News International, and collaborative journalism. 'New Media, New Media Studies' is an additional feature, which brings into focus ways of thinking about new media forms. Media Studies: Texts, Production, Context, 2nd Edition will be essential reading for undergraduate and postgraduate students of media studies, cultural studies, communication studies, film studies, the sociology of the media, popular culture and other related subjects.

Written in a clear, non-technical manner, Introduction to Video Production focuses on the fundamental principles of video production and the technologies used in production. This book discusses video aesthetics, technologies, and

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production practice in a clear and concise manner. It also emphasizes the importance of teamwork and planning in the production process. Chapters are clearly organized and heavily illustrated, with key terms identified in boldface. With Introduction to Video Production, readers will learn not only how the technology works, but how to work with the technology and with each other.

Making Media takes the media production process and deconstructs it into its most basic components. Students will learn the basic concepts of media production: frame, sound, light, time, motion, sequencing, etc., and be able to apply them to any medium they choose. They will also become well grounded in the digital work environment and the tools

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required to produce media in the digital age. The companion Web site provides interactive exercises for each chapter, allowing students to explore the process of media production. The text is heavily illustrated and complete with sidebar discussions of pertinent issues.

Written in a clear, non-technical manner, *Introduction to Video Production* focuses on the fundamental principles and aesthetics of video production and the technologies used in both studio and field environments. Ronald J. Compesi and Jaime S. Gomez cover each aspect of the process step by step, from preproduction to lighting, sound, directing, editing, graphics, and distribution. Taking into account the changes in workflow and production

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planning and distribution brought on by the advent of digital media, this second edition has been updated throughout to account for the increasing popularity of DSLR cameras, online distribution, the rise of portable cameras and mobile video, and much more. Key features include: a thorough overview of video production in studio and field environments without being overly technical, allowing students to get the "big picture" of production; coverage of new digital production, recording, and editing technologies; over 300 photos and line art illustrating aesthetic elements, technical issues, and production planning; key words identified in boldface throughout the text and reinforced in a comprehensive glossary of terms.

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Media Production is an introductory guide to radio, TV and film production techniques. Illuminating the step by step process from conception to delivery, from the initial brainstorm, through planning, research and editing, this book creates a guided structure to help students learn about media production. Aimed at those producing radio, film or TV productions for the first time, this book offers relevant advice which takes account of the context in which students work and the type of equipment available to them. Supported by online resources, this textbook provides templates, notes and exercises to help students prepare for their own productions, as well as a video and audio library showcasing techniques, interviews and behind the scenes industry footage.

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Routledge English Language Introductions cover core areas of language study and are one-stop resources for students. Assuming no prior knowledge, books in the series offer an accessible overview of the subject, with activities, study questions, sample analyses, commentaries, and key readings—all in the same volume. The innovative and flexible 'two-dimensional' structure is built around four sections—introduction, development, exploration, and extension— which offer self-contained stages for study. Each topic can also be read across these sections, enabling the reader to build gradually on the knowledge gained. This revised second edition of *Language and Media: Provides an accessible introduction and comprehensive*

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overview of the major approaches and methodological tools used in the study of language and media. Focuses on a broad range of media and media content from more traditional print and broadcast media formats to more recent digital media formats.

Incorporates practical examples using real data, including newspaper articles, press releases, television shows, advertisements (print, broadcast, and digital), blogs, social media content, internet memes, culture jamming, and protest signs. Includes key readings from leading scholars in the field, such as Jan Blommaert, Sonia Livingstone, David Machin, Martin Montgomery, Ruth Page, Ron Scollon, and Theo van Leeuwen. Offers a wide range of activities, questions, and points for further discussion. The book

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emphasises the increasingly creative ways ordinary people are engaging in media production. It also addresses a number of urgent current concerns around media and media production/reception, including fake news, clickbait, virality, and surveillance. Features of the new edition include: Special attention on 'new media' forms such as websites, podcasts, YouTube videos, social media sites, and mobile apps such as Snapchat and Instagram; Additional material on: mobility and materiality in media, memes and virality, discourse processes in media production, collaborative production and user created content, reality TV, fake news, the role of algorithms and bots in media production and circulation, and media and resistance; Discussion of media surveillance, privacy

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boundaries, and the so-called 'right to be forgotten' related to Internet archiving; Brand new readings from key scholars in the field including Piia Varis, Jan Blommaert, Monika Bednarek and Martin Montgomery; Updated examples and references throughout, to reflect more contemporary issues. Written by three experienced teachers and authors, this accessible textbook is an essential resource for all students of English language and linguistics.

Introduction to Media Production began years ago as an alternative text that would cover ALL aspects of media production, not just film or just tv or just radio. Kindem and Musburger needed a book that would show students how every form of media intersects with one another, and about

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how one needs to know the background history of how film affects video, and how video affects working in a studio, and ultimately, how one needs to know how to put it all together. Introduction to Media Production is the book that shows this intersection among the many forms of media, and how students can use this intersection to begin to develop their own high quality work. Introduction to Media Production is a primary source for students of media. Its readers learn about various forms of media, how to make the best use of them, why one would choose one form of media over another, and finally, about all of the techniques used to create a media project. The digital revolution has exploded all the former techniques used in digital media production, and this book covers the now restructured

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and formalized digital workflows that make all production processes by necessity, digital. This text will concentrate on offering students and newcomers to the field the means to become aware of the critical importance of understanding the end destination of their production as a part of pre-production, not the last portion of post production. Covering film, tv, video, audio, and graphics, the fourth edition of Introduction to Digital Media promises to be yet another comprehensive guide for both students of media and newcomers to the media industry.

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