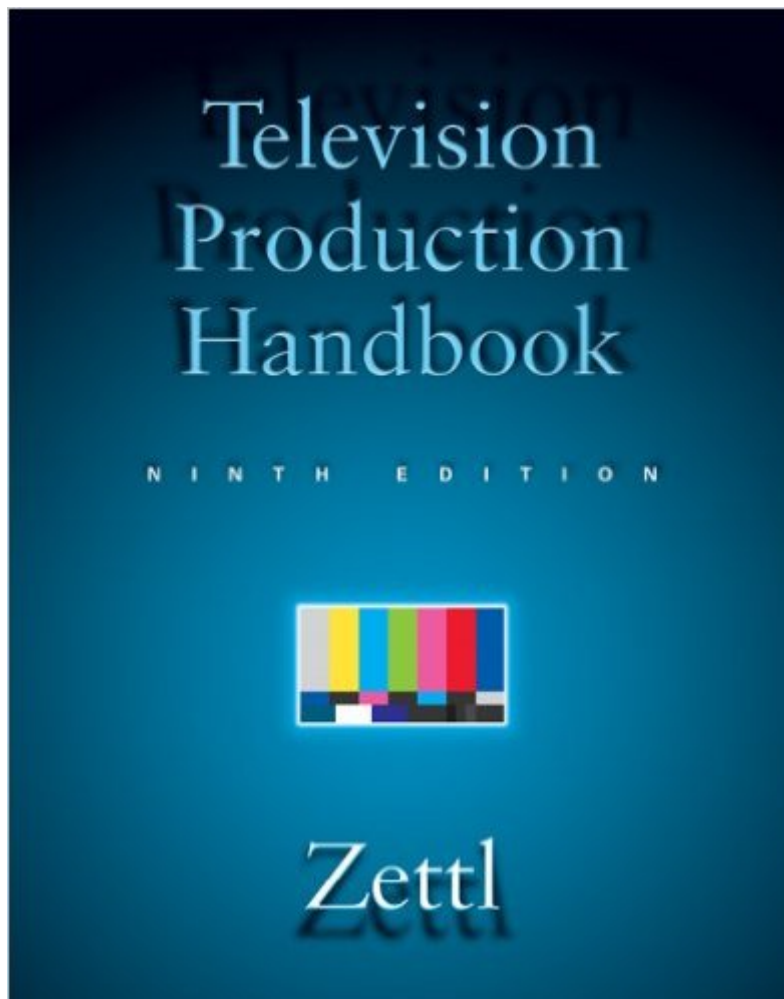


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# Television Production Handbook (Available Titles CengageNOW)



## Synopsis

This classic, best-selling text introduces students to the basic skills required in all aspects of television production, including camera and studio, field equipment and production, and multicamera directing, at the same time emphasizing the latest production techniques and technology, such as audio workstations, non-linear editing, and HDV (High Definition Video). TELEVISION PRODUCTION HANDBOOK introduces cutting-edge developments in the field, while maintaining its reputation as the standard for the Television Production course. Presented in full-color for the first time, this is the most current, technically accurate reference text available, and it offers the most extensive teaching and learning package for the course.

## Book Information

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Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #618,820 in Books (See Top 100 in Books) #309 in [Books > Humor & Entertainment > Radio > General Broadcasting](#) #409 in [Books > Business & Money > Industries > Media & Communications](#) #620 in [Books > Arts & Photography > Other Media > Film & Video](#)

## Customer Reviews

This is an excellent reference text for TV production students. I use this in my classes. The problem is it is very expensive and it is missing some key framing concepts (the rule of thirds). It can be redundant at times. As a whole though it is an excellent text.

This textbook is a truly fantastic textbook if you want to learn about television production. There are no other textbooks like it.....it literally is the bible for all television production students. I have done several internships in the field of television and this textbook has covered a lot of what I have done in these internships. Its amazing how much of what I have read and seen in this textbook are also things that I worked with in my internships. It's simply the best textbook out there for television

production students!!! Look into other works by Herbert Zettl, he is the Sigmund Freud of the television world!

excellent book, great deal and in great condition!! The shipping was really fast and the communication good. The handbok is a must if you are going to study anything in the television business.

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