

Introduction To Media Production 4th Edition

Introduction to Media Distribution offers a clear, direct and comprehensive overview of the entire film, television and new media distribution business, valuable to both students and professionals. In this book, author Scott Kirkpatrick draws from over a decade of personal experience in the distribution arena to explore what fuels the distribution process, and explains in real-world terms how the business works from beginning to end—not merely what happens to a film or television series after a distributor acquires it, but how distributors develop, pre-sell and broker deals on content before it even exists. Kirkpatrick covers deal structures, release strategies, acquisition approaches, rights sales, international co-productions, tax credits, audience research, global regulatory boards, and even ‘behind closed doors’ monetization practices. The book offers: A straightforward, clear and insightful approach to understanding the fundamental basics of how the global distribution marketplace works, and how distribution companies actually operate and create the content they need; An insider’s analysis of all levels of the business with an emphasis on the independent scene, the root from where development in the industry grows; A comprehensive overview of how film and television markets and festivals work, and how buyers and sellers actually broker deals in the field; Detailed explanations of how each media right is defined and windowed to maximize potential revenue; A detailed overview of several major international territories, and how each operates within the context of the global media business; Guidance and advice from an industry expert on how one can initiate their professional career in the entertainment industry, applicable to individuals in all roles; A robust appendix containing in-depth studies of legal definitions, material delivery requirements, territory-by-territory financial projections, and more. An accompanying eResource offers template contracts, sample agreements, and further resources for download.

*The Second Edition of this popular text examines the mass media as economic and cultural institutions that shape our social identities. Single-camera Video Production, Fourth Edition clearly explains the technology and the equipment of video production and details step-by-step the professional-level techniques that can be applied to any type of production or budget. In addition, this manual will train you to integrate technique, equipment, and creative concerns within the production process from preproduction planning through final editing. This new edition contains more in-depth information about the transition from analog to digital video production and includes the latest information on digital video and HD. It includes expanded coverage of nonlinear editing techniques and features a new organization that follows the actual shooting process more closely. Single-camera Video Production, Fourth Edition is a comprehensive yet succinct guide to single-camera video production. Written as part of the Focal Press Media Manual series, each page of this helpful guide covers a specific issue in video production and is accompanied by at least one illustration or diagram to further develop the your understanding of the topic. * Learn about the latest changes to video production technology and the industry * Find new information about digital production techniques and HD video production * Acquire the basic knowledge needed to plan, shoot, and edit most field and in-studio video productions*

Introduction to Media Distributionoffers a clear, direct and comprehensive overview of the entire film, television and new media distribution business, valuable to both students and professionals. In this book, author Scott Kirkpatrick uses his decade of experience in the distribution arena to explore what fuels the distribution process and explains in real-world terms how the business works from beginning to end—not merely what happens to a film or television series after a distributor acquires it, but how distributors develop and pre-sell the content. Kirkpatrick covers deal structures, release strategies, acquisition approaches, rights sales, tax credits, audience research, global regulatory boards, and even ‘behind closed doors’ monetization practices. The book offers: A straight-forward, clear and insightful approach to understanding the fundamental basics of how the global distribution marketplace works, and how distribution companies actually operate and create the content they need; An insider’s analysis of all levels of the business with an emphasis on the independent scene, the root from which development in the industry grows; A comprehensive overview of how film and television markets and festivals work, and how buyers and sellers actually broker deals in the field; Detailed explanations of how each media right is defined and windowed to maximize potential revenue; A detailed overview of several major international territories, and how each operates; Guidance and advice from an industry expert on entering the entertainment industry, applicable to individuals in all roles; A robust appendix containing in-depth studies of legal documentation, material delivery paperwork, territory-by-territory financial projections, and more. An accompanying eResource offers template contracts, sample agreements, and further resources for download. For nearly two decades, Television: Critical Methods and Applications has served as the foremost guide to television studies. Designed for the television studies course in communication and media studies curricula, Television explains in depth how television programs and commercials are made and how they function as producers of meaning. Author Jeremy G. Butler shows the ways in which camera style, lighting, set design, editing, and sound combine to produce meanings that viewers take away from their television experience. He supplies students with a whole toolbox of implements to disassemble television and read between the lines, teaching them to incorporate critical thinking into their own television viewing. The fourth edition builds upon the pedagogy of previous editions to best accommodate current modes of understanding and teaching television. Highlights of the fourth edition include: New chapter and part organization to reflect the current approach to teaching television—with greatly expanded methods and theories chapters. An entirely new chapter on modes of production and their impact on what you see on the screen. Discussions integrated throughout on the latest developments in television’s on-going convergence with other media, such as material on transmedia storytelling and YouTube’s impact on video distribution. Over three hundred printed illustrations, including new and better quality frame grabs of recent television shows and commercials. A companion website featuring color frame grabs, a glossary, flash cards, and editing and sound exercises for students, as well as PowerPoint presentations, sample syllabi and other materials for instructors. Links to online videos that support examples in the text are also provided. With its distinctive approach to examining television, Television is appropriate for courses in television studies, media criticism, and general critical studies.

Scriptwriting Essentials Across the Genres A Text-Reader

The Fourth Industrial Revolution

Media Studies: Content, audiences, and production

Making Media: Foundations of Sound and Image Production 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, and sequencing - and be able to apply them to any medium they choose, from film and television to fine art and online applications. They will also become well-grounded in the digital work environment and the tools required to produce media in today’s digital environment. This new fourth edition is completely updated and includes a new chapter on the production process and production safety, information on current trends in production, exhibition, and distribution, and much more. New topics include virtual and augmented reality, the use of drones and new practices interactive media. The text is also fully illustrated and includes sidebar discussions of pertinent issues throughout. The companion website has been completely revamped with interactive exercises for each chapter, allowing students to explore the process of media production.

*New Media: A Critical Introduction is a comprehensive introduction to the culture, history, technologies and theories of new media. Written especially for students, the book considers the ways in which ‘new media’ really are new, assessed the claims that a media and technological revolution has taken place and formulates new ways for media studies to respond to new technologies. The authors introduce a wide variety of topics including: how to define the characteristics of new media; social and political uses of new media and new communications; new media technologies, politics and globalization; everyday life and new media; theories of interactivity, simulation, the new media economy, cybernetics, cyerculture, the history of automata and artificial life. Substantially updated from the first edition to cover recent theoretical developments, approaches and significant technological developments, this is the best and by far the most comprehensive textbook available on this exciting and expanding subject. At www.newmediaintro.com you will find: additional international case studies with online references specially created YouTube videos on machines and digital photography a new ‘Virtual Camera’ case study, with links to short film examples useful links to related websites, resources and research sites further online reading links to specific arguments or discussion topics in the book links to key scholars in the field of new media. Whether you’re just learning how to frame a shot or simply looking for a refresher, the third edition of Grammar of the Shot gives you the tools you need to build a successful visual story that flows smoothly and makes sense to your audience. Understand the basic building blocks essential for successful shot composition, screen direction, depth cues, lighting, screen direction, camera movement, and many general practices that make for richer, multi-layered visuals. Expand your visual vocabulary, help jumpstart your career in filmmaking, and watch visual examples and further instruction on the companion website, www.focalpress.com/cw/bowen. Designed as an easy-to-use reference, Grammar of the Shot presents each topic succinctly with clear photographs and diagrams illustrating the key concepts, and is a staple of any filmmaker’s library. * A simple and clear overview of the principles of shooting motion pictures—timeless information that will improve your work * The companion website offers video instruction and examples to bring the book’s lessons to life * Together with its companion volume Grammar of the Edit, Third Edition these books are exactly what the beginning filmmaker needs New to this edition: * A full chapter devoted to lighting * More script coverage, complete with a sample script * Suggested exercises and projects for you to practice your skills * End-of-chapter quizzes to test your grasp of key concepts * New visual examples “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. Other chapters include: 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 Emeritus Florida State University*

Introduction to Media Production, Second Edition, provides students with a practical framework for all aspects of media production by addressing the technological and aesthetic changes that have shaped the industry. It provides a sound basis for the techniques, operations and philosophies of media production as the world moves from analog to digital equipment. The new edition examines the growing convergence of video, film, audio, television, multimedia and the Internet. It offers a wealth of new information on new digital production techniques and equipment and clarifies the continuing position of analog production and its importance in development of the digital production world. A color section has been added to illustrate color theory and applications in visual production. Introduction to Media Production, Second Edition is the only text available that addresses every form of media production with hands-on instructions and theoretical material. The text follows the creative process from pre-production through production to postproduction.

The Movie Business Book

Introduction to Media Production

Single-Camera Video Production

The Automated Lighting Programmer’s Handbook

Gender, Race, and Class in Media

Writing Media: Foundations of Sound and Image Production 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, and sequencing - and be able to apply them to any medium they choose, from film and television to fine art and online applications. They will also become well-grounded in the digital work environment and the tools required to produce media in today’s digital environment. This new fourth edition is completely updated and includes a new chapter on the production process and production safety, information on current trends in production, exhibition, and distribution, and much more. New topics include virtual and augmented reality, the use of drones and new practices interactive media. The text is also fully illustrated and includes sidebar discussions of pertinent issues throughout. The companion website has been completely revamped with interactive exercises for each chapter, allowing students to explore the process of media production. This is a comprehensive textbook for students of cinema. It provides a guide to the main concepts used to analyse the film industry and film texts, and also introduces some of the world’s key national cinemas.

*Media Law for Producers is a comprehensive handbook that explains, in lay terms, the myriad legal issues that the producer will face on a regular basis - contracts, permits, defamation, patents, releases and insurance, libel, royalties and residuals, as well as protecting the finished production. This revised and expanded edition includes Internet-related topics as Internet music law, online registration, and online privacy. Other new topics covered include: * Implied and express contracts in the project/idea submission process * Assignment/transfer of copyright * Music clip licensing * Use of other people’s trademarks in media production * Parody as a defense to copyright infringement Clear explanations examine the how and why of different types of production contracts, and checklists provide a quick means for producers to determine when their productions might be at greatest risk to legal challenges. Media Law for Producers also examines the substantial changes in copyright term resulting from recent copyright legislation. Legal problems can be very costly to media producers. Lawyers and court fees, coupled with the loss of work time, can lead to bankruptcy. Media Law for Producers cuts through the legalese and illustrates legal issues to help producers recognize the legal questions that can arise during production.*

A concise and affordable resource for the mass communication course, Media Essentials provides a flexible, informative, and relevant breakdown of what the media is, how it works, and how it impacts today’s most talked-about subjects. From #metoo to content streaming to social media and politics, students learn how a wide variety of recent developments have impacted the mass-media landscape--and how past innovation and change have informed our current media world. Media Essentials is available with LaunchPad, a robust online platform designed to help students fully engage with course content--and with the world of mass media. From our acclaimed LearningCurve adaptive quizzing, which helps students learn and retain concepts, to compelling features like an interactive e-book and a variety of entertaining and thought-provoking video clips, LaunchPad gets students connected with--and interested in--the information they need to succeed in class.

This book contains revised selected papers from the Second International Conference on Information Technologies for Performing Arts, Media Access and Entertainment, ECLAP 2013, held in Porto, Portugal, in April 2013. The 24 papers presented were carefully reviewed and selected for inclusion in this book. They are organized in topical sections named: perspectives and (digital) strategies for cultural heritage institutions; trust, quality and tools for cultural heritage digital libraries; educational services for the performing arts; dance in the world of data and objects; acting and natural interaction; and music and opera of a digital generation.

Grammar of the Edit

Introduction to Video Production

Single-camera Video Production

Studio, Field, and Beyond

Making Media

Female Narratives in Nollywood Melodramas investigates the role of women in nine Nollywood melodramas with attention to the changing landscape of filmmaking and film viewing. By incorporating Black feminist, audience reception, social identity, and cultivation theories, Johnson and Culverson provide insight into how identities for West African women are created and recreated through the broad interplay of Nollywood film viewing on social and individual levels. This book addresses how Nollywood is a product and contributor to evolving processes of globalization. Tapping experts in an industry experiencing major disruptions, The Movie Business Book is the authoritative, comprehensive sourcebook, covering online micro-budget movies to theatrical tentpoles. This book pulls back the veil of secrecy on producing, marketing, and distributing films, including business models, dealmaking, release windows, revenue streams, studio accounting, DIY online self-distribution and more. First-hand insider accounts serve as primary references involving negotiations, management decisions, workflow, intuition and instinct. The Movie Business Book is an essential guide for those launching or advancing careers in the global media marketplace. 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 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.

If you want to get to grips with editing, this book sets down, in a simple, uncomplicated way, the fundamental knowledge you will need to make a good edit between two shots. Regardless of what you are editing, the problem of learning how to be a good editor remains the same. This book concentrates on where and how an edit is made and teaches you how to answer the simple question: ‘What do I need to do in order to make a good edit between two shots?’ Simple, elegant, and easy to use, Grammar of the Edit is a staple of the filmmaker’s library.

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 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 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.

An Introduction to Communication

Media Literacy: Keys to Interpreting Media Messages, 4th Edition

Introduction to Media Distribution

From Analog to Digital

An Introduction to SNG and ENG Microwave

A practical framework is provided in this textbook about the techniques, operations and philosophies of media production from the standpoint of both analog and digital technologies.

This guide helps lighting designers with the creative and operational challenges they face in their rapidly evolving industry. Providing respected and clear coverage of the process of programming automated lighting fixtures, the author brings the designer from basic principles to preproduction preparations. Concepts, procedures, and guidelines to ensure a successful production are covered as well as troubleshooting, much needed information on work relationships, and technology including LED lighting, console networking, digital lighting, and more. Chapters are peppered with advice and war stories from some of the most prominent lighting designers of today. 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 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.

The Media Student’s Book is a comprehensive introduction for students of media studies. It covers all the key topics and provides a detailed, lively and accessible guide to concepts and debates. Now in its fifth edition, this bestselling textbook has been thoroughly revised, re-ordered and updated, with many very recent examples and expanded coverage of the most important issues currently facing media studies. It is structured in three main parts, addressing key concepts, debates, and research skills, methods and resources. Individual chapters include: approaching media texts narrative genres and other classifications representations globalisation ideologies and discourses the business of media new media in a new world? the future of television regulation now debating advertising, branding and celebrity news and its futures documentary and ‘reality’ debates from ‘audience’ to ‘users’ research: climates and methods. Each chapter includes a range of examples to work with, sometimes as short case studies. They are also supported by separate, longer case studies which include: Slumdog Millionaire online access for film and music CSI and detective fictions Let the Right One In and The Orphanage PBS, BBC and HBO images of migration The Age of Stupid and climate change politics. The authors are experienced in writing, researching and teaching across different levels of undergraduate study, with an awareness of the needs of students. The book is specially designed to be easy and stimulating to use, with: a Companion Website with popular chapters from previous editions, extra case studies and further resources for teaching and learning; at: www.mediastudentsbook.com margin terms, definitions, photos, references (and even jokes), allied to a comprehensive glossary follow-up activities in ‘Explore’ boxes suggestions for further reading and online research references and examples from a rich range of media and media forms, including advertising, cinema, games, the internet, magazines, newspapers, photography, radio, and television.

Now updated in a second edition, this highly accessible and practical guide to media writing brings together a range of different professional contexts, enabling students to develop a solid understanding of the practices that will enable them to excel in any media writing field today. In chapters spanning print, online and broadcast news, magazines, public relations, advertising and screenwriting, Batty and Cain outline the key theories, concepts and tools for writing in each context, exploring their distinctive styles and practices and also identifying their shared ideas and principles. Packed with exercises, case studies and career guidance, this lively resource encourages students to engage with each form and hone transferable skills.

This insightful text is essential reading for students of journalism, creative writing, media studies and communication studies.

Keys to Interpreting Media Messages

Media Essentials

Career Opportunities in the Internet, Video Games, and Multimedia

Female Narratives in Nollywood Melodramas

Making Climate Policy Work

The authors cover the essential elements of communication, including communication between individuals and groups, in organizations and through mass media and new technologies.

*An excellent primer on the subject, this book gives beginning professionals in satellite newsgathering an introduction to the technologies and processes involved. It will also suit journalists, editors and producers needing to understand this important element of the newsgathering chain. Written for the complete beginner, the book shows how typical transmission chains work and their communication with the studio. It also offers a brief introduction to analogue and digital theory before going onto to explain Electronic Newsgathering (ENG) systems: from basic principles: transmission and reception chains, frequencies used and why, through to audio channel, subcarriers and digital modulation, as well as applications: radio cameras, window links, infra-red & laser links. A brief chapter on satellite theory gives an overview of satellite communication and orbits, basic satellite communication theory, transportables (‘flyaways’) and trucks, as well as analogue vs digital issues, digital compression and MPEG. Systems regulations and operations are also introduced as well as safety and logistics issues. If you’re looking for a quick and easy introduction to the subject, this book will act as an essential on the job reference guide. * Easy to understand, useful ‘quick-start’ guide to satellite newsgathering * Provides a basic grounding in analogue, digital, compression and satellite technology for a comprehensive understanding of the subject. * Shows how the process works from beginning to end including important legal and safety issues.*

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement For decades, the world’s governments have struggled to move from tact to action on climate. Many now hope that growing public concern will lead to greater policy ambition, but the most widely promoted strategy to address the climate crisis – the use of market-based programs – hasn’t been working and isn’t ready to scale. Danny Cullenward and David Victor show how the politics of creating and maintaining market-based policies render them ineffective nearly everywhere they have been applied. Reforms can help around the margins, but markets’ problems are structural and won’t disappear with increasing demand for climate solutions. Facing that reality requires relying more heavily on smart regulation and industrial policy – government-led strategies – to catalyze the transformation that markets promise, but rarely deliver.

Corporate Media Production

New Media

The Fourth Eye

Producing Professional Video with Amateur Equipment

An Introduction to Writing for Electronic Media

The Media Book provides today’s students with a comprehensive foundation for the study of the modern media. It has been systematically compiled to map the field in a way which corresponds to the curricular organization of the field around the globe, providing a complete resource for students in their third year to graduate level courses in the U.S. Learn everything you need to know about creating video using the single-camera format, from preproduction planning to setting up, rehearsing, shooting, striking, and pleasing your audience. Harness lighting, audio, editing, and aesthetic techniques that will enhance the quality of your video projects and keep your clients coming back for more. Simple, elegant, and easy to use, Single-Camera Video Production, Sixth Edition is a staple in any video artist’s library. Whether you’re just learning the basics of video production or you’re a veteran who needs a refresher, this book provides you with a toolkit for understanding and implementing single-camera workflows, as well as how to use the single-camera format to its best advantage by emphasizing the importance of goals, audience analysis, and technology. This new edition has been updated to include: Expanded sections on digital workflows, field and studio production, preproduction planning, audio, lighting, distribution, and nonlinear editing techniques Detailed gear lists covering the latest camera, recorder, audio, lighting, and stabilization equipment used in the industry today Fresh tips on creating video for your target audience and exhibition platform and shooting for the editing process Insider career advice, including tips on how to get an internship, interviewing, finding a job, and earning a promotion A companion website (www.focalpress.com/cw/musburger) with video examples of the techniques discussed in the book as well as evolving updates on key technological shifts

Offering both hands-on instruction and theoretical information, readers learn about various forms of media, how to choose and make the best use of them, and the techniques used to create a media project. With an emphasis on the creative, aesthetic, and technical aspects of creating media, this new edition sheds light on why the reasonings behind production choices are as important as knowing how to push the right buttons and turn the correct knobs.

Caring print, video, photography, film, radio, television, and new media, this textbook instructs readers on how to take a critical approach to media and interpret the information overload that is disseminated via mass communication. • Supplies clear explanation of media literacy theory and guidance on interpreting modern mass media from leading scholars • Represents a highly effective tool for achieving a key aspect of media literacy: enabling students to decipher information and independently reach opinions and positions without relying on the pervasive influence of the media • Provides critical examination of controversial, current topics such as violence in the media and the intersections of media and social change

*This book is for working film/TV professionals and students alike. If you’re a line producer, production manager, production supervisor, assistant director or production coordinator—the book has everything you’ll need (including all the forms, contracts, releases and checklists) to set up and run a production—from finding a production office to turning over delivery elements. Even if you know what you’re doing, you will be thrilled to find everything you need in one place. If you’re not already working in film production, but think you’d like to be, read the book – and then decide. If you choose to pursue this career path, you’ll know what to expect, you’ll be prepared, and you’ll be ten steps ahead of everyone else just starting out. New topics and information in the fourth edition include: * Low-budget independent films, including documentaries and shorts * Information specific to television production and commercials * The industry’s commitment to go green and how to do it * Coverage of new travel and shipping regulations * Updated information on scheduling, budgeting, deal memos, music clearances, communications, digital production, and new forms throughout Video Prduction Handbook*

Television

The Complete Film Production Handbook

The Media Book

Film, Television, and New Media

Introduction to Media Production, Third Edition, provides students with a practical framework for all aspects of media production by addressing the technological and aesthetic changes that have shaped the industry. Offering both hands-on instruction and theoretical information, It provides a sound basis for the techniques, operations, and philosophies of media production in the new digital environment. The new edition has been updated throughout with detailed information on how digital processes have changed everything from shooting to editing to finishing. It includes content on the Internet, writing for the Internet, Graphics and Animation.

*From the signing of the Treaty of Waitangi between Indigenous and settler cultures to the emergence of the first-ever state-funded Māori television network, New Zealand has been a hotbed of Indigenous concerns. Given its history of colonization, coping with biculturalism is central to New Zealand life. Much of this “bicultural drama” plays out in the media and is molded by an anxiety surrounding the ongoing struggle over citizenship rights that is seated within the nation’s recognition. The Fourth Eye brings together Indigenous and non-Indigenous scholars to provide a critical and comprehensive account of the intricate and complex relationship between the media and Māori culture. Examining the Indigenous mediascape, The Fourth Eye shows how Māori filmmakers, actors, and media producers have depicted conflicts over citizenship rights and negotiated the representation of Indigenous people. From nineteenth-century Māori-language newspapers to contemporary Māori film and television, the contributors explore a variety of media forms including magazine cover stories, print advertisements, commercial images, and current Māori-language newspapers to illustrate the construction, expression, and production of indigeneity through media. Focusing on New Zealand as a case study, the authors address the broader question: what is Indigenous media? While engaging with distinct themes such as the misrepresentation of Māori people in the media, access of Indigenous communities to media technologies, and the use of media for activism, the essays in this much-needed new collection articulate an Indigenous media landscape that converges with issues that reach far beyond New Zealand. Contributors: Sue Abel, U of Auckland; Joost de Bruin, Victoria U of Wellington; Suzanne Duncan, U of Otago; Kevin Fisher, U of Otago; Allen Meek, Massey U; Lachy Paterson, U of Otago; Chris Prentice, U of Auckland. * Great ideas don’t automatically translate into great programs. * It’s not enough simply to show what is going on. The way you present your subject will influence how your audience responds. You need to choose your picture and sound carefully, to convey your ideas in an interesting, persuasive way. * This book will show you how. Video Production Handbook shows the full production process, from inception of idea to final distribution. The book focuses especially on why each step occurs as it does and provides guidance in choosing the simplest methods of creating the shots you want in your video project.*

*Concentrating on the techniques and concepts behind the latest equipment, this book demonstrates the fundamental principles needed to create good video content on any kind of budget. Suitable for students and beginning videographers, the new edition of this classic text retains its clarity and directness but has been completely revised and updated. This practical sourcebook has been specially prepared to give you an at-a-glance guide to quality video program-making on a modest budget. Emphasis throughout is on excellence with economy; whether you are working alone or with a small multi-camera group. The well-tried techniques detailed here will steer you through the hazards of production, helping you to avoid those frustrating, time-wasting problems, and to create an effective video program. * Highly visual: more than 450 full color photos and illustrations demonstrate techniques * Modern: Revised by Jim Owens, who brings a wealth of hands-on experience to the text; up-to-date information on current equipment, techniques, and new distribution outlets such as the Web and mobile phones * A complete resource: Detailed teaching ancillaries are available for instructors, including instructor’s manual, test bank, sample syllabi, image collection, video content, and more * Brand new coverage of contemporary distribution methods * Interviews featuring industry professionals provide students with inside knowledge of the industry * Sidebars featuring new coverage of topics such as shooting for 3D, shooting with HD/SLRs for video, and much more!*

Creating Video for Teachers and Trainers This practical resource will help teachers and trainers produceprofessional quality training videos, even while using less thanprofessional quality equipment and software. Author Timothy Sparrano shows how to use professional techniques withconsumer-grade equipment to produce videos that work and tell theintended story, minimizing defects that get in the way of improvinglearning and performance. The end result is a video that can beused in classroom or labs, distributed on the web, packaged for usein learning management systems, or shared on social mediasites. Praise for Creating Video for Teachers and Trainers “This is a practical, immediately usable resource, filled withconcrete and creative ideas and tips. For those of us wanting to know how to plant our feet and not stumble when venturing intodesigning and making great videos, it’s a godsend.”—IlenScrogan, digital learning architect, Future-Talk Blog “The perfect roadmap for instructional professionals new tovideo production. Includes evidence-based guidelines on the when,why, and how of video for training purposes.”—Ruth Clark,president, Clark Training and Consulting “In my 20-plus years working in the television, training, andcorporate communication industry, Tim’s book is the first toprovide a practical and budget-conscious approach to videoproduction for the learning professional. Comprehensive in itsscope, the book’s realistic examples, combined with a systematicroadmap, arms you with the tools to kickstart your videos with quality and efficiency that we all dream about in the learningprofession.”—David Shulkin, Video Operations and InstructionalTechnology Catalyst, Bloomfield Hills Schools Digital MediaServices

This book includes theoretical approaches as well as a production section that focuses on basic techniques and introductory applications of media studies.

Introduction to Film Studies

A Practical Introduction

The Media Student’s Book

A Critical Introduction

Foundations of Sound and Image Production

Provides updated key information, including salary ranges, employment trends, and technical requirements. Career profiles include animator, content specialist, game designer, online editor, web security manager, and more.

More Than Words

Grammar of the Shot

Creating Video for Teachers and Trainers

Second International Conference, ECLAP 2013, Porto, Portugal, April 8-10, 2013, Revised Selected Papers

Media Writing