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Scriptwriting for Film, Television and New Media Alan Hueth, 2019-02-18 What are the foundations of scriptwriting Why do some scripts gain more prestige than others How do you write a script and get it noticed Scriptwriting for Film Television and New Media answers these questions and more offering a comprehensive introduction to writing scripts for film television the Internet and interactive multimedia Author Alan C Hueth explains not just how to write but how to think and apply the fundamental principles of screenwriting to multiple platforms and genres This includes chapters on numerous script formats including drama and comedy in film and TV short films commercials and PSAs news and sports interview shows documentaries reality shows and corporate and educational media including interactive multimedia This book also addresses legal and ethical issues how to become a professional scriptwriter and a section on production language that provides helpful explanations of how camera locations visual and audio effects combine on screen to engage and sustain viewer attention and consequently how to improve scriptwriting technique The book features numerous case studies and detailed examples including chapter by chapter exercises plot diagrams quick look and learn tables that assist readers to quickly understand genre related script elements and in depth script close ups to examine precisely how writers utilize the principles and elements of drama to create a successful script It is also supported by a comprehensive companion website with further case studies assignments video clips and examples of films and programs discussed in the book Scriptwriting for Film Television and New Media is ideal for aspiring scriptwriters and anyone wanting to broaden their understanding of how successful scripts are created

[Transmedia Marketing](#) Anne Zeiser, 2015-06-19 Transmedia Marketing From Film and TV to Games and Digital Media skillfully guides media makers and media marketers through the rapidly changing world of entertainment and media marketing Its groundbreaking transmedia approach integrates storytelling and marketing content creation across multiple media platforms harnessing the power of audience to shape and promote your story Through success stories full color examples of effective marketing techniques in action and insight from top entertainment professionals Transmedia Marketing covers the fundamentals of a sound 21st century marketing and content plan You ll master the strategy behind conducting research identifying target audiences setting goals and branding your project And you ll learn first hand how to execute your plan s publicity events advertising trailers digital and interactive content and social media Transmedia Marketing enlivens these concepts with Hundreds of vibrant examples from across media platforms The Hunger

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