



Gêneros e formatos na televisão brasileira (Portuguese Edition)

José Carlos Aronchi de Souza

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Baseado numa pesquisa de mais de dez anos, José Carlos Aronchi de Souza, experiente profissional de televisão, professor de produção e diretor de programas educativos, identifica nesta obra as características técnicas e de produção dos diferentes gêneros de programas de TV. Em linguagem clara e acessível, oferece-nos um manual prático para a estruturação de programas. Trata-se de obra imprescindível para estudantes da área de Rádio e TV, sendo fundamental na biblioteca de jornalistas, diretores de mídia e professores de Comunicação.



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