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Researching for the Media: Television, Radio and Journalism (Media Skills)

Adele Emm

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Researching for the Media: Television, Radio and Journalism is an essential guide to researching for the media industry. It explains the role of the researcher and journalist within radio, television and journalism exploring key areas of what to expect in the job.

Researching for the Media: Television, Radio and Journalism offers advice and instruction on practical, ethical and legal issues which affect anyone working in these industries. Beginning with suggestions on how to think up ideas and how to devise treatments, through to general research methods and techniques and guidance on working on location at home and abroad, it uses real examples of good and bad practice from the industry. Written by an experienced researcher, writer and producer, *Researching for the Media* includes:

- Tips on finding contributors from contestants, experts and specialists through to audiences and celebrities
- How to find photographs, picture and film clips and the ethical and legal issues involved
- Advice on finding and using music and copyright issues
- How the media uses the internet and social media such as Twitter, Facebook, Instagram
- A discussion of risk assessment, codes of conduct, ethical behaviour and legal and safety issues
- A glossary of media terms, further reading and a list of helpful websites.

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