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José Carlos Aronchi de Souza

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Gêneros e formatos na televisão brasileira (Portuguese **Edition**)

José Carlos Aronchi de Souza

Gêneros e formatos na televisão brasileira (Portuguese Edition) José Carlos Aronchi de Souza 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, oferecenos 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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