## CONTENTS

Lisi	t of figures and the same and t	vi
	Introduction: theorists vs practitioners	1
1	A theory of media production	7
2	Producing feature films	30
3	Producing studio shows	65
4	Producing filmed TV series	100
5	Producing news reports	123
6	Producing TV formats	142
7	Producing digital content	169
	Conclusions: creativity and innovation in media production	195
Ref	ferences terva tolq a qui esse reflo a'adeO	203
Ind	"Cinematic" short Vgrine in dramatic landscape	221