

Book Review

Writing for Television

By Gilbert Seldes. Published (1952) by Doubleday & Co., Garden City, N.Y. 254 pp. 5 $\frac{3}{8}$ × 8 $\frac{1}{4}$ in. \$3.00.

Readers who know Mr. Seldes' previous work — plays, motion picture, radio and television scripts and some 10 books — will know, especially from *The Seven Lively Arts* and *The Great Audience*, a little of what to expect in this new volume. This is a practical book but it is by no means solely a quick how-to-do-it manual. Although the author's experience and activities have been pragmatical, and his book reflects this, there is also a good deal about the science of writing, something which used to be called a philosophy of writing. For one small sample, we quote:

"The writer of an educational program on anthropology does not have to be an anthropologist nor the writer on chemistry a chemist. He has to know television and he has to know how to write. Beyond that the basic requirement is that he must have intelligence enough to understand what the anthropologist or chemist wants to convey on the program."

Although the author calls his book one of craftsmanship, not of inspiration, it is perhaps better to call it thoroughly educational. In the first section the reader will find orientation for television writing; then come sections on conditions the writer

must meet, general rules of dramatic writing, types of drama, nondramatic programs, and, finally, professional problems. Examples of content and physical arrangements of scripts are given, as well as many references, examples or data about the technical aspects which the writer cannot ignore.

There are books which present the techniques of television writing more simply and such books may be more quickly useful. Mr. Seldes' book will be most rewarding if it is read straight through, to provide a writer with an overall review of his profession, then referred to in detail for pointers to sharpen his craft.—V.A.

Exposure Meters and Practical Exposure Control

By J. F. Dunn. Published (1952) by The Fountain Press, 46-47 Chancery Lane, London WC2, England. 252 pp. (incl. 10 pp. index) + 8 pp. adv. Numerous tables; 97 illus. and plates. 612 × 812 in. Price 35 shillings.

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