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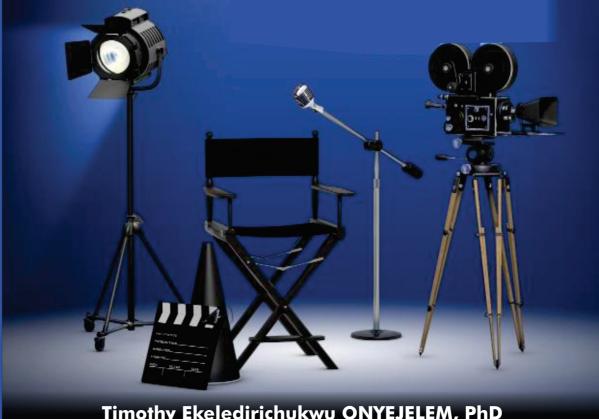
About the Book

Film Production: Video Encoding Formats, Theories and Aesthetics is intended for academics and students in the field of Communication and Media Studies, especially those in Film and Media Studies. The book is written in simple English language that mirrors the field's standard. The scope of this book is broad and it gives readers detailed insight on the field under discourse. Considering the scarcity of indigenous text books in the field of Film and Media Studies, the book is very relevant for students and scholars in Nigeria and beyond. Film production is a complex interplay of technical knowledge, theoretical understanding, and aesthetic judgment, aiming to create a cohesive and impactful cinematic experience. Communication scholars attest that film is a powerful communication medium that conveys messages, emotions, and ideas through visual and auditory storytelling. Since the advent of the Internet, films have engaged viewers on multiple sensory levels, combining visuals, sound, music, dialogue, and editing techniques to create a rich and immersive experience. This book is useful to teachers in journalistic training institutions, media entrepreneurs, practicing and aspiring journalists, as well as scholars and researchers.

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