



to know what the original term means. I would recommend this book for everyone. I am amazed that no one has taken on this project since it seems so obvious that the world needed one of these. But then, I guess that is what happens when someone comes up with a great idea. Everyone does a forehead slap and wonders why they didn't think of it. 2 of 2 people found the following review helpful. *Dinky Dolly and Needle Drops* By Write Brain Kroon's encyclopedic dictionary "A/V A to Z" is a tremendous tool for film enthusiasts of all stripes. If you're an aspiring filmmaker, a student, or a well-seasoned pro in the business, this reference text with a sense of humor is crucial for your collection. Comprehensive definitions from the "dinky dolly" and "needle drop" to explanations of more technical types of equipment "RS170A; EIA" (it sounds like a Star Wars robot, but you may not have an idea on how it impacts daily life) are packed into the pages and peppered with terms that are essential to film culture such as "schmuck" or "schvitz." It's a delight to thumb through on a lark or rely on as you would any reference material when researching for a comprehensive explanation. 2 of 2 people found the following review helpful. *A Dictionary with Style* By R. Feldstein All industries have their own vocabulary, and the entertainment industry is particularly rife with idiom, slang and acronym. *A/V A to Z* is a straightforward, comprehensive and useful dictionary, covering everything from "gorno" and the "Wilhelm Scream" to "weight map" and "Gevacolor" clearly and concisely. In addition, though, the book provides so much context in its derivations and short histories that it doubles as an entertaining glimpse into the history of film and television. It is a reference book with style, essential for anyone required to learn the nuts and bolts, the lingo, slang and shibboleths of the film industry. It's also a fun read.

Defining more than 10,000 words and phrases from everyday slang to technical terms and concepts, this dictionary of the audiovisual language embraces more than 50 subject areas within film, television, and home entertainment. It includes terms from the complete lifecycle of an audiovisual work from initial concept through commercial presentation in all the major distribution channels including theatrical exhibition, television broadcast, home entertainment, and mobile media. The dictionary definitions are augmented by more than 700 illustrations, 1,600 etymologies, and nearly 2,000 encyclopedic entries that provide illuminating anecdotes, historical perspective, and clarifying details.

From *Booklist* As the subtitle of this work makes clear, *A/V* encompasses a broad range of topics. With definitions of more than 10,000 words used in film, television, home entertainment, and mobile media, from initial concept through commercial presentation, the coverage is extensive. The detailed definitions include alternate forms, parts of speech, usage notes, examples, etymologies, and more. In addition to see references, compare references (similar to see also) send readers to related entries. For example, the definition of dropout compensator contains a compare reference to error concealment, and horror references monster movie and slasher film. The detailed entries include the term and its alternative, a definition, and other usage. Photos from movies, illustrations, and cartoon drawings illustrate terms, for example, false reverse. *The Dictionary of Media and Communication Studies* (7th ed., Oxford, 2006) is more scholarly in its approach and does not have the same depth of coverage. *A/V A to Z* is similar to *Dictionary of Media and Communications* (Sharpe, 2008) but has greater detail and depth of entries as well as beneficial illustrations. This dictionary will be useful for communication studies programs and for libraries with media-savvy clientele. --Jack O'Gorman "A welcome addition" - *Reference Sources* "This is a substantial dictionary that has a fantastic breadth of coverage." --*American Reference Books Annual* "Labor of love...understandable, straightforward...nicely produced." --*Against the Grain* About the Author An award-winning videographer, Richard W. Kroon is COO for Southbay Motion Picture Technologies, Inc. He lives in Lake Balboa, California.