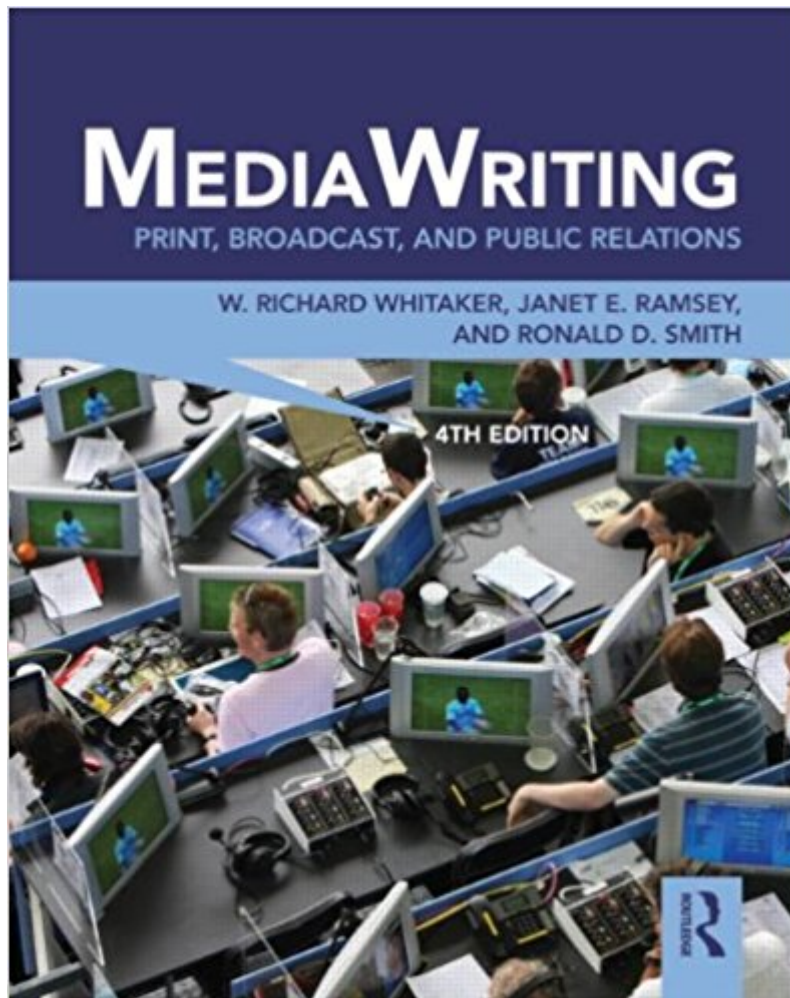




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MediaWriting: Print, Broadcast, And Public Relations



Synopsis

MediaWriting is an introductory, hands-on textbook for students preparing to write in the current multimedia environment. Rather than just talk about the differences among the styles of print, broadcast, and public relations, MediaWriting synthesizes and integrates them, while weaving in basic principles of Internet writing and social media reporting. Complete with real-world examples, practical writing exercises, and tips and information for entering into the profession, MediaWriting continues to give students the tools they need to become a successful media writer. The new edition has been extensively rewritten to reflect the dynamic nature of the profession, paying significant attention to how the Internet and social media have become essential communication tools for print and broadcast journalists, and public relations professionals. Further updates and features include: Increased attention to computer-assisted reporting, the preparation of online copy, and social media applications Two new chapters on lead writing and new new media A separate chapter focused solely on ethics Explanatory "how to" boxes that help students understand and retain main themes Illustrative "It Happened to Me" vignettes from the authors' professional experiences Discussion questions and exercises at the end of every chapter Suggested readings that highlight biographies, books, and websites that expand the scope and definition of professionalism In addition to new multimedia elements, the fourth edition's companion website features enhanced resources for both students and instructors, including chapter overviews, writing tips, a test bank, sample critiques, and a sample syllabus.

Book Information

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Customer Reviews

W. Richard Whitaker is Professor Emeritus of Journalism and Broadcasting at Buffalo State College (SUNY). Janet E. Ramsey is Distinguished Service Professor and Dean Emerita at Buffalo State (SUNY). Ronald D. Smith is Professor of Public Communication and former Chair of the Communication Department at Buffalo State (SUNY).

This text was required reading for my Media Writing course. I was surprised at how unorganized the chapters were and disappointed at the level of instruction - it was very basic. I am glad that I rented this textbook instead of buying it. (Also, the pages were nearly coming out of the binding. It did not appear to be well constructed.)

This text needs to be updated to current. It does give insightful writing tips to prospective media writers. Good examples listed per writing sample. Should include more pointers for writers new to the field. Solid textbook for an entry level media writing and broadcast course.

Thus far I'm quite pleased with the book. Just started using it.

What I needed for school

I got what I asked for: a used, cared for book. I was really pleased with it. Glad there are others who take care of their books!

A media professional, I'm always looking for resources to continue my career growth. I found "Media Writing" a great refresher and a learning tool.

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