

Writing for the Mass Media (7th Edition)

By James G. Stovall

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Now in its Seventh Edition, *Writing for the Mass Media* remains one of the clearest and most effective introductions to media writing on the market. Offering clear writing, simple organization, abundant exercises, and precise examples, this book provides readers information about media writing and opportunities to develop their skills as professional writers. Using a text-workbook format, it introduces and explains the major forms of media writing–inverted pyramid and other story structures for print, emerging forms for the Web, dramatic unity for broadcast, copy platforms for advertising, and the various writing structures required for public relations. The basic and practical approach of *Writing for the Mass Media* makes it an excellent book for the introductory level writer.

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Writing for the Mass Media (7th Edition) By James G. Stovall Bibliography

- Sales Rank: #973210 in Books
- Brand: Brand: Pearson
- Published on: 2008-12-25
- Format: Color
- Original language: English
- Number of items: 1
- Dimensions: 10.79" h x .68" w x 8.51" l, 1.65 pounds
- Binding: Paperback
- 384 pages

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Editorial Review

Review
"What impresses me most is how the author relates to the subject matter, the instructor, and the student all at once. Written in a non-stilted style, it is easily understood, practical, and it gets results." - Ronald P. Westpheling, George Mason University

From the Back Cover
Jim Stovall's book, first published in 1985, has proven itself over and over as an invaluable tool for those who write for the media. It is a book that introduces readers to the forms and demands of writing for the mass media. Its simple, straightforward approach, abundance of material, and attractive design make it a book that is easy to use and ultimately helpful in learning the forms of media writing. The new edition contains all of the material that users have found helpful in the previous edition: clear, well-written text, excellent examples of media writing in all forms, and many exercises. In addition, the fourth edition has a complete chapter on media writing and the law, a revamped chapter on writing in the media environment, and sections on writing for the World Wide Web and on presenting information graphically. Journalists and those involved in media writing.

Users Review

From reader reviews:

Esther Price:

Spent a free a chance to be fun activity to accomplish! A lot of people spent their sparetime with their family, or their friends. Usually they undertaking activity like watching television, likely to beach, or picnic within the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your own personal free time/ holiday? Can be reading a book could be option to fill your no cost time/ holiday. The first thing that you ask may be what kinds of guide that you should read. If you want to consider look for book, may be the reserve untitled Writing for the Mass Media (7th Edition) can be good book to read. May be it is usually best activity to you.

Oliver Watts:

Reading can called brain hangout, why? Because when you are reading a book especially book entitled Writing for the Mass Media (7th Edition) the mind will drift away trough every dimension, wandering in each and every aspect that maybe unknown for but surely can become your mind friends. Imaging just about every word written in a reserve then become one application form conclusion and explanation that maybe you never get just before. The Writing for the Mass Media (7th Edition) giving you one more experience more than blown away your mind but also giving you useful information for your better life on this era. So now let us show you the relaxing pattern at this point is your body and mind are going to be pleased when you are finished reading through it, like winning a casino game. Do you want to try this extraordinary wasting spare time activity?

David Bergeron:

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Effie Phillips:

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