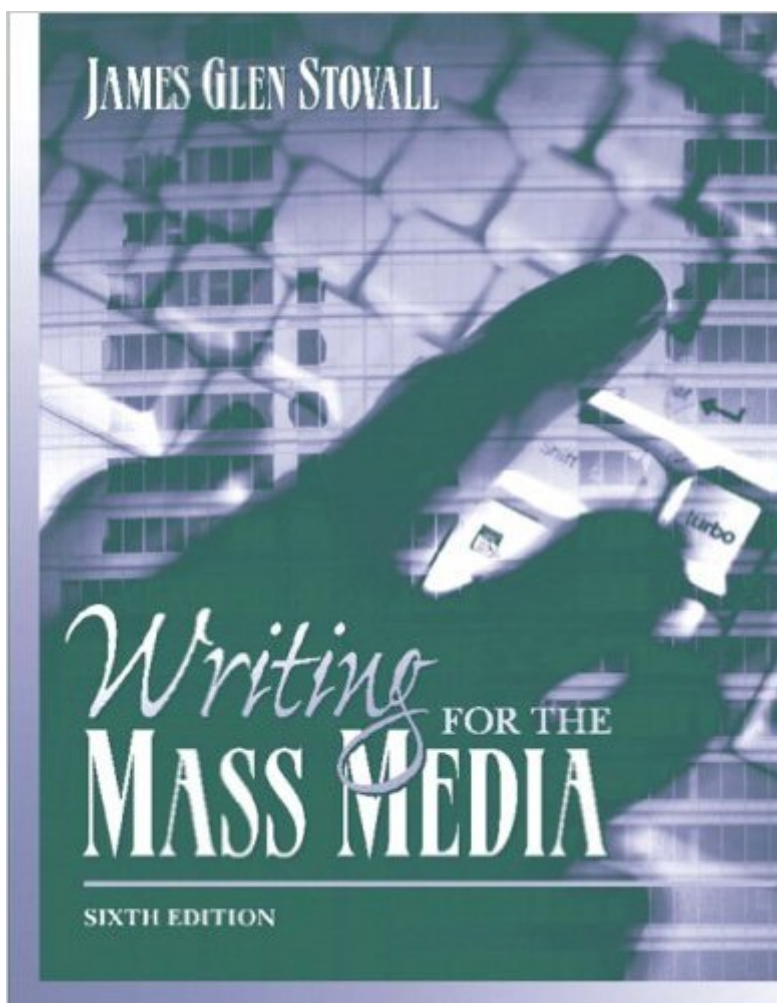


The book was found

Writing For The Mass Media (6th Edition)



Synopsis

This successful book offers a simple organization, clear writing, abundant exercises, and precise examples that give readers the information about media writing and the opportunity to develop their skills as professional writers. Using a workbook-style format, it introduces and explains the major forms of media writingâ “inverted pyramid for print and Web, dramatic unity for broadcast, copy platforms for advertising, and the various writing structures required for public relationsâ “and covers all major areas of media, including the Internet. Its basic and practical approach make it an excellent text for an introductory writing course.

Book Information

Paperback: 384 pages

Publisher: Allyn & Bacon; 6 edition (June 27, 2005)

Language: English

ISBN-10: 0205449727

ISBN-13: 978-0205449729

Product Dimensions: 8.4 x 0.8 x 10.9 inches

Shipping Weight: 1.6 pounds

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (14 customer reviews)

Best Sellers Rank: #457,882 in Books (See Top 100 in Books) #71 inÂ Books > Reference >

Writing, Research & Publishing Guides > Writing > Academic & Commercial #392 inÂ Books >

Business & Money > Skills > Business Writing #1403 inÂ Books > Reference > Words, Language & Grammar > Communication

Customer Reviews

I have found this book very helpful in my class for journalism and mass communication. In fact I will still use it after I am done with the class. It is easy to read and follow, not at all confusing.

This book was a great textbook. It started with the basics and moved along smoothly to make sure every point of writing for print, broadcast, or web was made clear.

I am in a class in college and the professor recommended this book for us to study. The information in this book helps me with my class studies.

Was a required textbook, overpriced, for very little information. Served it purpose of selling teachers,

but offering little to students.

text book - it was what I needed, but I don't personally like it. Needed it for school, would not have purchased for pleasure.

I bought this for a college class I took and it was very helpful to understand how mass media takes over our minds

So great, looks new. Just one week to arrive and in a low price.

as expected...still good

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