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Reaching Audiences: A Guide To Media Writing (4th Edition)



Synopsis

Reaching Audiences: A Guide to Media Writing provides a brief yet thorough guide to correct, clear writing for the media. This book sets up the writing process and shows the reader how to accomplish each task in a mass media context. The importance of the audience in considering media and messages is stressed throughout, while illustrative and specific real life examples provide guidance for writing improvement. Specific skills related to spelling, grammar, accuracy, word usage, bias, research, interviewing, and other important topics are covered. Recognizing the changing media environment, this book covers a wide range of careers in print, electronic media, public relations, and advertising, illuminating the differences and similarities in writing styles among them.

Book Information

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Customer Reviews

I found that this book is a practical book as it gives lot of do's and don't. However, this book should incorporate proper citation method. For instance, on page 6, "Research has shown... audience may not return to a medium one they have abandoned it for another." I would like to know who says this and from where it is obtained. On page 241, the writers quote Judith Lewis book on Trauma and Recovery. I just wondering from what page was it extracted. Nevertheless, this book complements many other books as it gives media practitioner stand point. Certainly they need "polishing" as written on page 16.

The book has a pretty logical sequence of chapters. I found this book easy to read and it had good examples. I would recommend this book be used with the AP style book to better your understanding of writing in the media. The last chapter was a little more difficult to grasp than the other chapters but it was a great book overall.

rented this book for a class, felt as if this book did not help improve my writing. did not explain why certain rules existed when needed. did not explain how to write for communications. feel extremely underqualified to write anything now.

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