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Nota di contenuto	Cover -- Table of Contents -- 1. Sit Down and Write -- 2. Basic Tools of Writing -- 3. Style and the Stylebook -- 4. Writing in the Media Environment -- 5. Reporting with Text -- 6. Reporting with Images -- 7. Reporting with Audio and Video -- 8. Writing for Print Journalism -- 9. Writing for Broadcast Journalism -- 10. Writing for Web Journalism -- 11. Writing Advertising Copy -- 12. Writing for Public Relations -- Appendix: Copy-Editing Symbols -- Appendix: Grammar and Diagnostic Exams -- Appendix: Problem Words and Phrases -- Appendix: Advertising Copy Sheets -- Glossary.
Sommario/riassunto	Now in its eighth edition, Writing for the Mass Media remains one of the clearest and most effective introductions to media writing on the market. This text, which has been used at more than 450 colleges and universities during its life, offers clear writing, simple organization, abundant exercises, and precise examples that give students information about media writing and opportunities to develop their skills as professional writers. With a focus on a converged style of media writing, and converting that style into real work, this eighth edition maintains its classic and effective text-workbook format while staying ahead of the curve and preparing students for their future careers.