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Titolo	The Bloomberg way [[electronic resource]] : a guide for reporters and editors / / Matthew Winkler
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Note generali	Description based upon print version of record.
Nota di contenuto	The Bloomberg Way: A Guide for Reporters and Editors; Contents; Introduction; Acknowledgments; Chapter 1: The Bloomberg Way; Chapter 2: Principles; Chapter 3: The Five Fs; Chapter 4: The Four-Paragraph Lead; Headlines; Leads; Size and Scope; Reinforcing the Lead; Quotations; Details; Nut Paragraphs; To Be Sure; Chapter 5: Five Easy Pieces; Chapter 6: Show, Don't Tell; Characterizations; Assertions; Anecdotes; Chapter 7: Writing Well Matters; Precision and Brevity; Jargon; Cliches; Word Echoes; Tense and Voice; Story Length; Chapter 8: Headlines; Chapter 9: Preparation; Collecting String Top 10sCurtain-Raisers; Templates; Chapter 10: Covering News; Breaking News; News Releases; Rumor and Speculation; Media Summaries; Complete Coverage; Chapter 11: Ethics; Fairness; Public Responsibilities; Endorsements; Plagiarism; Working for Bloomberg; Transparency; Covering Bloomberg; Accuracy; Corrections; Sending Corrections; Sourcing; Attribution; Anonymous Sources; Conduct; Libel; Red Flags; Avoiding Libel; Chapter 12: Enterprise; Idea to Story; Preparing a Pitch; Types of Enterprise; Reporting; A Model of Reporting; Organizing the Story; The Rest of the Story Chapter 13: Chart of the DayChapter 14: How We Work; Reporters; Interviewing; Accuracy; Editors; Editing Checklist; Team Leaders; Bureau Chiefs; Chapter 15: Markets; How to Cover Markets; Four Pillars of Market Coverage; Writing Market Leads; Keeping Market Stories Fresh;

Weekly Perspective; Technical Analysis; Functions for Markets; Stocks; Stock Market Leads; Themes for Stocks; Functions for Stocks; Bonds; Government Bonds; Themes for Government Bonds; Government Bond Leads; Corporate Bonds; Themes for Corporate Bonds; Swaps; Money Markets; Functions for Bonds; Currencies
Covering Currency Markets Themes for Currencies; Functions for Currencies; Commodities; Themes for Commodities; Functions for Commodities; Chapter 16: Companies; Market Perspective; Shares Up and Down; Debt; Credit-Default Swaps; Earnings; Mergers and Acquisitions; Valuation; Value Comparisons; Financing; Initial Public Offerings; Bond Sales; Repurchases and Dividends; Functions for Companies; Chapter 17: Economies; Covering Economies; Functions for Economies; Chapter 18: Politics and Policy; Follow the Money; Financing Government; Opinion Polls; Chapter 19: People; Chapter 20: Stories
Story Headlines Style and Punctuation; Stand-Alone Headlines; Subheadlines; Trashlines; Datelines; Bylines; Links; Coding; Updates; Summaries; Fairness for Summaries; Voices; Sending to Newspapers; AV; Chapter 21: Questions; Stock Activity; Equity and Debt Sales; Loans and Lines of Credit; Management Changes; Stock Buybacks; Dividend Payments; Interest and Principal Payments; Mergers and Acquisitions; Bankruptcies; Litigation; Regulation; Products and Services; Property, Plant and Equipment; Contracts and Agreements; Chapter 22: Grammar; Agreement of Subject and Verb; Commas; Hyphens; Only That

Sommario/riassunto

"The definitive guide to reporting and editing the story of money As more and more people are affected by the actions of Wall Street and the federal government, financial reporting has become even more important. Bloomberg's reputation for fast, accurate reporting is widely known and respected among not only journalists, but the general public. The Bloomberg Way, an internal Bloomberg publication for nearly twenty years, reflects the new realities of journalism where speed is paramount, the impact of news is instantaneous, and the lines between objectivity and opinion are increasingly blurred. The Bloomberg Way is the most thorough and comprehensive guide to reporting and editing the story of money. Outlining the central principles of Bloomberg News, this book is an essential guide for both journalism professionals and students, and will put any writer in a better position to report with accuracy and honesty. Details the basic tenets of solid reporting, the five F's: Factual, First, Fastest, Final, and Future Discusses the essentials of writing a good lead and offers insights on the proper use of voice Addresses how to keep opinion and speculation out of your writing and how to organize storylines when preparing for breaking news on anything from an earnings release to a market crash The Bloomberg Way is the most important writer's resource of one of the largest news organizations in the world. It informs as it instructs, with coverage of essential topics ranging from how to conduct effective interviews to the importance of accuracy and integrity of news gathers and reporters"--

2. Record Nr.	UNINA9911021158803321
Titolo	Mensch, Maschine, Kommunikation : Beitrage zur Medienlinguistik / / Sarah Brommer, Christa Durscheid (Hrsg.)
Disciplina	302.231
Soggetti	Natural language processing (Computer science) Human-computer interaction Machine learning Psycholinguistics Multilingual communication Digital humanities Natural Language Processing Machine Learning Sciences humaines numeriques Psycholinguistique Communication multilingue Apprentissage automatique Traitement automatique des langues naturelles digital humanities psycholinguistics
Lingua di pubblicazione	Inglese
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