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Autore	Hennessy Brendan
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VERSATILITY; ASSIGNMENTS; 6 Subjects and treatments; LIKELY TARGETS; CELEBRITIES; CHILDREN; CRIME; EDUCATION; HEALTH AND MEDICINE; OLD AGE OR RETIREMENT; TRAVEL; ASSIGNMENTS; 7 The commissioning and the editing; THE EDITOR'S POINT OF VIEW; PREPARING TO PITCH; HOW TO PITCH; USING YOUR NETWORK; ORGANIZING THE ASSIGNMENT; WHEN TO SEND SPECS; DEALING WITH EDITORS; ASSIGNMENTS; 8 Ways of finding out; RELIABLE SOURCES; AN INTERVIEWING STRATEGY; VERIFICATION SKILLS; ASSIGNMENTS; 9 Researching and writing online; INTERNET BASICS RESEARCHING ONLINE A WRITER'S EXPERIENCE; CREATING YOUR OWN WEBSITE; WRITING ONLINE; ASSIGNMENTS; 10 Creating the best order; CHECKING FOR THE RIGHT INGREDIENTS; PUTTING YOUR FILE IN ORDER; DISCOVERING WHAT TO SAY; MATCHING ORDER TO CONTENT; ASSIGNMENTS; 11 Making a coherent whole; EXAMPLES OF TEAMWORK; TITLES; THE INTRO; THE ENDING; LINKS; APPENDAGES; ASSIGNMENT; 12 Developing writing techniques; CHOOSE THE PRECISE WORD; BE SIMPLE AND CONCISE; PREFER THE FAMILIAR WORD TO THE UNFAMILIAR; USE THE CONCRETE RATHER THAN THE ABSTRACT; AVOID CLICHES; BE POSITIVE AND HONEST; WRITE AS YOU SPEAK VARY YOUR PACE AND RHYTHM ASSIGNMENTS; 13 The style for the purpose; DESCRIBING MEMORABLY; NARRATING COMPELLINGLY; EXPLAINING FULLY; ARGUING CONVINCINGLY; FINDING YOUR OWN STYLE; ASSIGNMENTS; 14 Illustrating with impact; ENTERING THE MARKET; REVELANCE OR ART?; SUBJECTS FOR YOUR PICTURES; CHOOSING YOUR EQUIPMENT; WORKING WITH A PHOTOGRAPHER; PICTURES FROM OTHER SOURCES; GRAPHICS; CAPTIONS; THE BUSINESS ASPECTS; A NOMADIC CAREER; ASSIGNMENTS; 11 Expanding your horizons; 15 Writing publicity; ADVERTISING AND PR DEFINED; ADVERTISING COPYWRITING; FROM PR INTO JOURNALISM; OBTAINING PUBLICITY WORK TECHNIQUES FOR PUBLICITY WRITING ASSIGNMENTS; 16 Interview features and profiles; CHOICE OF INTERVIEWEE; GETTING COMMISSIONED; SETTING UP THE INTERVIEW; CHOOSING THE METHOD; PREPARING THE QUESTIONS; INTERVIEWING TECHNIQUES; EDITING THE TRANSCRIPT; FORMATS FOR WRITING UP; FOLLOWING UP; ASSIGNMENTS; 17 The regular columnist; LEARNING FROM THE BEST; GETTING A SLOT; ALL KINDS OF DISCOVERIES; MANY WORKING METHODS; ASSIGNMENTS; 18 The reviewer; HOW TO BECOME A REVIEWER; THE REVIEWER'S TASKS; THE WRITING-UP PROCESS; BOOKS; MUSIC; ART; THEATRE; FILMS; TELEVISION; ASSIGNMENTS; 19 The specialists OPPORTUNITIES GALORE

Sommario/riassunto

Hennessy's classic text tells you everything you need to know about writing successful features. You will learn how to formulate and develop ideas and how to shape them to fit different markets. Now in its fourth edition, Writing Feature Articles has been fully revised and updated to take into account the changing requirements of journalism and media courses. You will also discover how to exploit new technology for both researching and writing online. Learn step-by-step how to plan, research and write articles for a wide variety of
