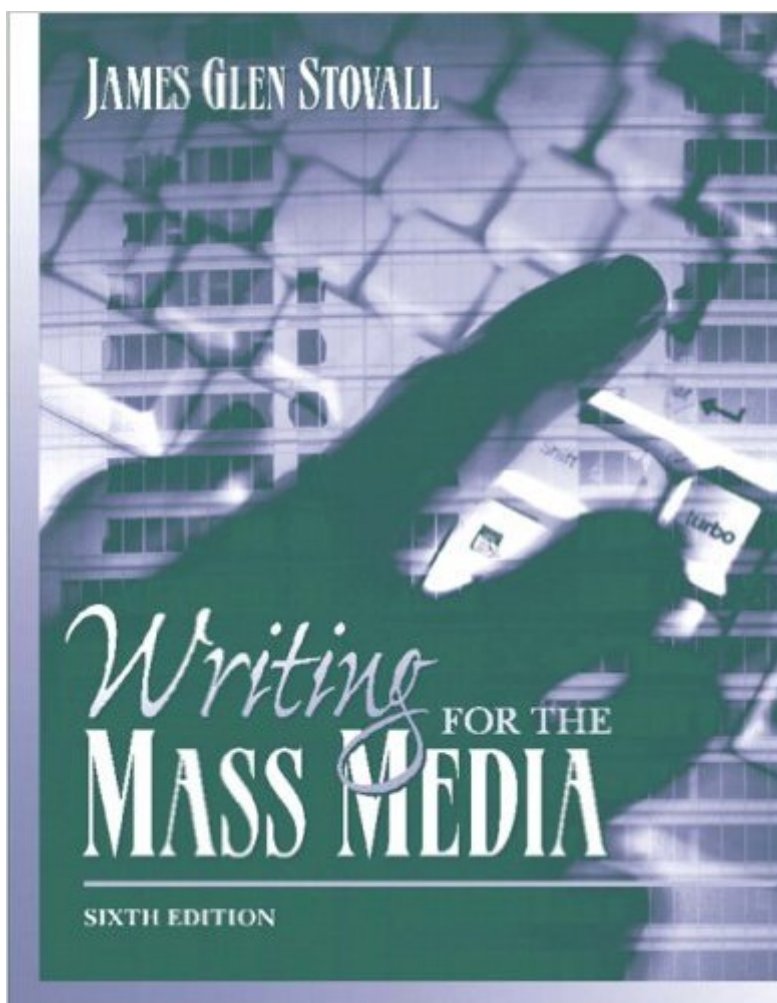


The book was found

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 expectation...still good

[Download to continue reading...](#)

Writing for the Mass Media (6th Edition) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Writing: A Guide Revealing The Best Ways To Make Money Writing (Writing, Writing Skills, Writing Prompts Book 1) Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition Media/Impact: An Introduction to Mass Media (Cengage Series in Communication Arts) Media/Impact: An Introduction to Mass Media, Enhanced Media/Impact: An Introduction to Mass Media Burn Chambers for Rocket Mass Heaters: A short introduction to 4 types of burners chambers for rocket mass heaters Mass Motorization and Mass Transit: An American History and Policy Analysis Writing Romance: The Top 100 Best Strategies For Writing Romance Stories (How To Write Romance Novels, Romance Writing Skills, Writing Romance Fiction Plots, Publishing Romance Books) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Introduction to Mass Communication: Media Literacy and Culture Updated Edition Privacy and Publicity: Modern Architecture as Mass Media Mass Media Law Media Today: Mass Communication in a Converging World Mass Media Research Communications Law: Liberties,

Restraints, and the Modern Media (Wadsworth Series in Mass Communication and Journalism)

[Dmca](#)