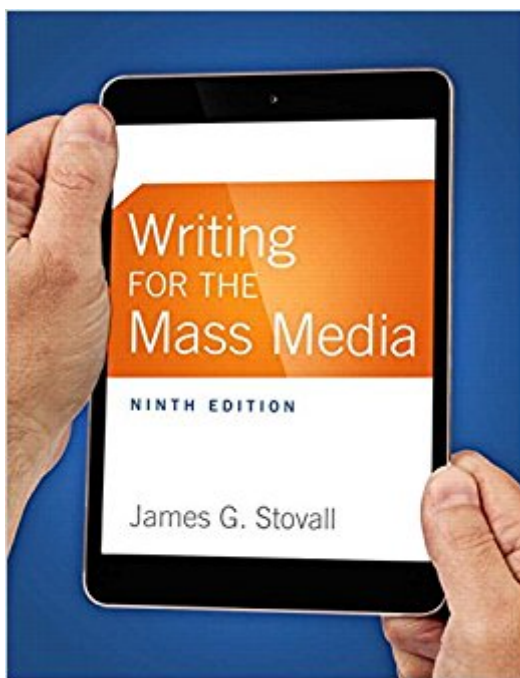


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Writing For The Mass Media (9th Edition)



Synopsis

A clear and effective introduction to media writing – Writing for the Mass Media 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 ninth edition maintains its classic and effective text/workbook format while staying ahead of the curve and preparing students for their future careers. MyCommunicationLab is an integral part of the Stovall program. MediaShare allows students to post speeches and share them with classmates and instructors. Interactive videos provide students with the opportunity to watch and evaluate sample speeches. Online self-assessments and pre- and post-tests help students assess their comfort level with public speaking and their knowledge of the material.

Book Information

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Customer Reviews

James Glen Stovall is Edward J. Meeman Distinguished Professor of Journalism at the University of Tennessee. Before coming to Tennessee, he was a visiting professor of mass communication at Emory and Henry College in Emory, Virginia. From 1978 to 2003 he taught journalism at the University of Alabama. He received his Ph.D. from the University of Tennessee and is a former reporter and editor for several newspapers, including the Chicago Tribune. Stovall has more than five years of public relations experience. He is the author of a number of textbooks, including “Web Journalism: Practice and Promise of a New Medium” (2004),

• “Journalism: Who, What, When, Where, Why and How” (2005) and
• “Infographics: A Journalist’s Guide” (1997), all published by Allyn and
Bacon. He is also the author of “Seeing Suffrage: The Washington Suffrage Parade of 1913,
Its Pictures and Its Effect on the American Political Landscape,” (2013) published by the
University of Tennessee Press. His website, www.jprof.com, contains a wide variety of material
for teaching journalism. Stovall is also the author of the mystery novel, “Kill the
Quarterback.”

Effective teaching book for writing for the public media

Very good book, lots of information for a beginner journalist.

This book is really helpful in understanding and writing for the mass media. There are great
examples and small projects/assignment in it too.

This was a rental for my college class. It smelled of cigarette smoke that had been covered up with
perfume. I am glad I only need it temporarily.

Fast shipping and exactly what I wanted, just was more worn out than what I was expecting, but it
came and it works so that’s great!

As a media professional this book comes in handy on a daily basis. It covers a variety of formats,
news magazine, television, internet and radio copy. As a good media writer you must understand
the platform you are writing for, this book gives you that guidance.

Exactly what I needed for the class I’m taking, and at a really good price.

i got this for my writing across the media class and i am definitely going to keep this as reference. it
has a lot of good information that is relevant in all the mass communication fields. totally worth the
investment

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