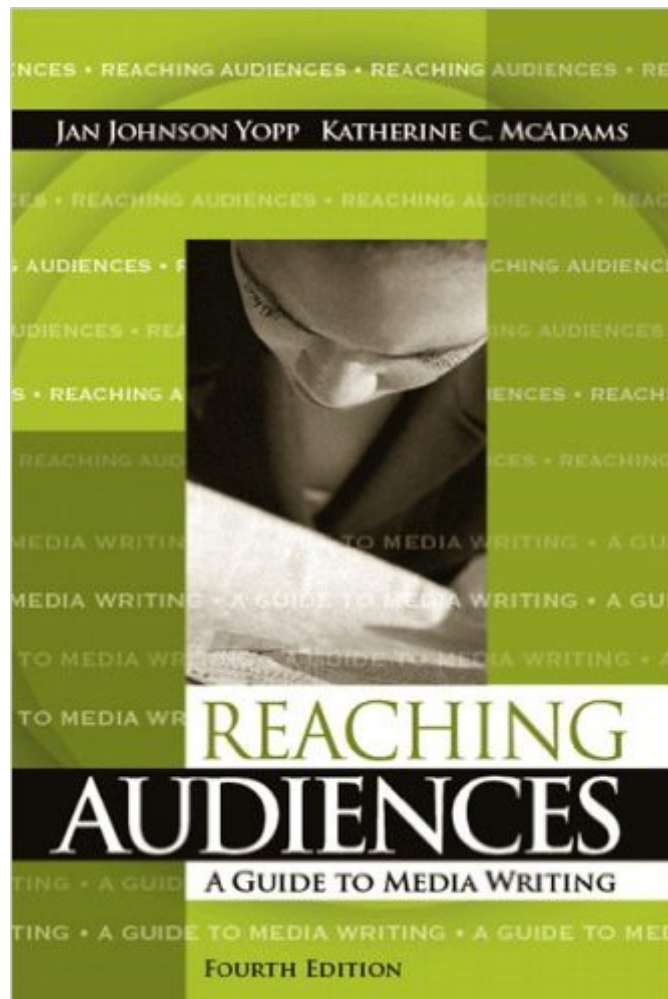


The book was found

Reaching Audiences: A Guide To Media Writing (4th Edition)



Synopsis

Reaching Audiences: A Guide to Media Writing provides a brief yet thorough guide to correct, clear writing for the media. This book sets up the writing process and shows the reader how to accomplish each task in a mass media context. The importance of the audience in considering media and messages is stressed throughout, while illustrative and specific real life examples provide guidance for writing improvement. Specific skills related to spelling, grammar, accuracy, word usage, bias, research, interviewing, and other important topics are covered. Recognizing the changing media environment, this book covers a wide range of careers in print, electronic media, public relations, and advertising, illuminating the differences and similarities in writing styles among them.

Book Information

Paperback: 400 pages

Publisher: Allyn & Bacon; 4 edition (July 15, 2006)

Language: English

ISBN-10: 0205483275

ISBN-13: 978-0205483273

Product Dimensions: 5.8 x 0.6 x 8.9 inches

Shipping Weight: 8.8 ounces

Average Customer Review: 3.3 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #2,317,549 in Books (See Top 100 in Books) #47 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Newspapers & Magazines](#) #1266 in [Books > Textbooks > Communication & Journalism > Journalism](#) #2481 in [Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Authorship](#)

Customer Reviews

I found that this book is a practical book as it gives lot of do's and don't. However, this book should incorporate proper citation method. For instance, on page 6, "Research has shown... audience may not return to a medium one they have abandoned it for another." I would like to know who says this and from where it is obtained. On page 241, the writers quote Judith Lewis book on Trauma and Recovery. I just wondering from what page was it extracted. Nevertheless, this book complements many other books as it gives media practitioner stand point. Certainly they need "polishing" as written on page 16.

The book has a pretty logical sequence of chapters. I found this book easy to read and it had good examples. I would recommend this book be used with the AP style book to better your understanding of writing in the media. The last chapter was a little more difficult to grasp than the other chapters but it was a great book overall.

rented this book for a class, felt as if this book did not help improve my writing. did not explain why certain rules existed when needed. did not explain how to write for communications. feel extremely underqualified to write anything now.

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

Reaching Audiences: A Guide to Media Writing (4th Edition) Writing : Novel Writing Mastery, Proven And Simple Techniques To Outline-, Structure- And Write A Successful Novel ! - novel writing, writing fiction, writing skills - A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms Youdunit Whodunit!: How To Write Mystery, Thriller and Suspense Books (Writing Skills, Writing Fiction, Writing Instruction, Writing a Book) Bigger than Ben-Hur: The Book, Its Adaptations, and Their Audiences (Television and Popular Culture) Theatre for Young Audiences: 20 Great Plays for Children Fierce and True: Plays for Teen Audiences Churches That Make a Difference: Reaching Your Community with Good News and Good Works Reaching People under 30 while Keeping People over 60: Creating Community across Generations (TCP The Columbia Partnership Leadership Series) Reaching and Teaching the Child with Autism Spectrum Disorder: Using Learning Preferences and Strengths Antioxidants: The natural way to fight cancer and aging as well as reaching your Optimum Health P A N D A S: Reaching out - A natural and homeopathic approach Templates For 95% Bar Essays: Reaching the 'A' grade on a law school exam or bar essay involves two simple things: Follow the template and second, follow it well. The Ministry of Motherhood: Following Christ's Example in Reaching the Hearts of Our Children Long-Term Care for Frail Older People: Reaching for the Ideal System (Keio University International Symposia for Life Sciences and Medicine) Earthquakes in Human History: The Far-Reaching Effects of Seismic Disruptions Volcanoes in Human History: The Far-Reaching Effects of Major Eruptions Core Transformation: Reaching the Wellspring Within Rugby Revealed: Reaching Your Rugby Potential Non Fiction Writing Templates: 44 Tips to Create Your Own Non Fiction Book (Writing Templates, Writing Non Fiction, Kindle Publishing)

[Dmca](#)