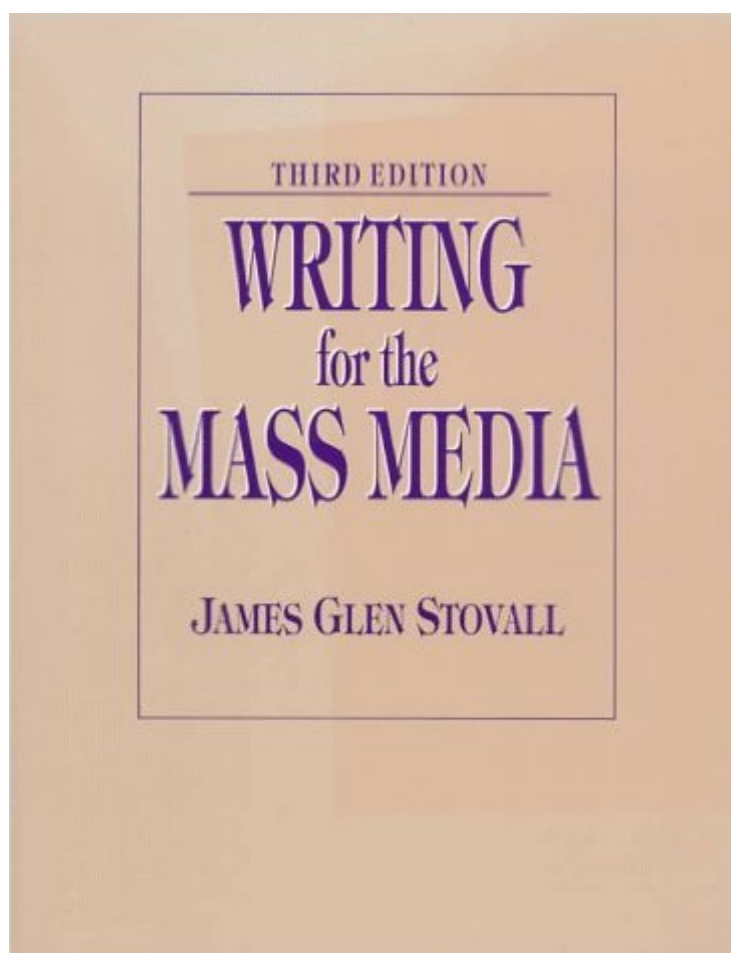


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# Writing For The Mass Media



## Synopsis

Featuring examples and writing exercises, this text discusses the various elements of the major forms of writing for the mass media. A teacher's manual is also available (0-13-097973-2).

## Book Information

Paperback: 336 pages

Publisher: Prentice Hall College Div; 3rd edition (January 1994)

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ISBN-10: 0130979651

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Product Dimensions: 0.5 x 8.2 x 11 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #5,380,116 in Books (See Top 100 in Books) #88 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Newspapers & Magazines](#) #14655 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Fiction](#)

## 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 its 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 arrives and in a low price.

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