

# MEDIA WRITING

A PRACTICAL  
INTRODUCTION  
2ND EDITION



CRAIG BATTY AND SANDRA CAIN

B L O O M S B U R Y

# Basic Media Writing

**James B. Martin**



## **Basic Media Writing:**

**Basic Media Writing** Melvin Mencher, 1997-12 The new sixth edition reflects the rapidly increasing use of computers in journalism discussing their uses and effects throughout the text Mencher offers a unique insider's look at an array of media from newspapers magazines and photojournalism to advertising public relations and broadcasting His numerous gritty photographs and vibrant examples highlight the world of journalism in a way no other book does

**The Basics of Media Writing** Scott A. Kuehn, Andrew Lingwall, 2016-12-08 The Basics of Media Writing A Strategic Approach helps readers develop the essential writing skills and professional habits needed to succeed in 21st century media careers This research driven strategy based media writing textbook digs deeply into how media professionals think and write in journalism public relations advertising and other forms of strategic communication Authors Scott A Kuehn and Andrew Lingwall have created two comprehensive writing models to help students overcome their problems in finding and developing story topics by giving them starting points to begin writing The Professional Strategy Triangle model shows students how to think critically about the audience the situation and the message before starting a news story or persuasive piece and the FAJA four point model asks students a series of questions about their story type Fact Analysis Judgment or Action to guide them to the right angle or organizational structure for their message Rooted in classical rhetorical methods this step by step technique enables readers to strategically approach each writing task no matter the format

*The Basics of Media Writing: a Strategic Approach* Scott A. and Andrew Lingwall Kuehn, 2013

**Modern Media Writing** Rick Wilber, Randy Miller, 2002-12 This new book provides all the basics of media writing for beginning journalists from grammar and basic research and writing techniques to writing for print broadcast advertising and public relations This practical skills based book not only instructs but also provides ample information professional examples and exercises to better prepare readers as they consider a career as a professional media writer

**MediaWriting** W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith, 2009-01-13 Designed for those preparing to write in the current multimedia environment MediaWriting explores the linkages between print broadcast and public relations styles outlines the nature of good writing synthesizes and integrates professional skills and concepts Complete with interesting real world examples and exercises this textbook gives students progressive writing activities amid an environment for developing research and interviewing skills Starting from a basis in writing news and features for print media it moves on to writing for broadcast news media then introduces students to public relations writing in print broadcast and digital media as well as for news media and advertising venues Rather than emphasizing the differences among the three writing styles this book synthesizes and integrates the three concepts weaving in basic principles of Internet writing and reporting This book provides beginning newswriting students with a primer for developing the skills needed for work in the media industry As such it is a hands on writing text for students preparing in all professional areas of communication journalism broadcasting media and public relations

**Basic Media Writing** Mencher, 1992-11

*Dynamics of Media Writing* Vincent F. Filak, 2015-08-27 *Dynamics of Media Writing* gives students transferable skills that can be applied across all media platforms from traditional mass media formats like news public relations and advertising to emerging digital media platforms Whether issuing a press release or tweeting about a new app today's media writers need to adapt their message for each specific media format in order to successfully connect with their audience Throughout this text award winning teacher and college media adviser Vincent F Filak introduces fundamental writing skills that apply to all media while also highlighting which writing tools and techniques are most effective for specific media formats and why User friendly and loaded with practical examples and tips from professionals across mass media this is the perfect guide for any student wanting to launch a professional media writing career

**Mass Media** James B. Martin, 2002 Mass media has become an integral part of the human experience News travels around the world in a split second affecting people in other countries in untold ways Although being on top of the news may be good at least for news junkies mass media also transmits values or the lack thereof condenses complex events and thoughts to simplified sound bites and often ignores the essence of an event or story The selective bibliography gathers the books and magazine literature over the previous ten years while providing access through author title and subject indexes

**Workbook to Accompany Basic Media Writing** Melvin Mencher, 1999 *Mass Media Writing* Gail Baker-Woods, Kay Ford, Ken Keller, Joe Plumley, Jr., Julie E. Dodd, G. Paul Smeyak, 1998 Because journalism and mass media students need and benefit from writing skills for print based media this text first provides a strong foundation in newspaper writing techniques Following chapters cover other media writing styles and discuss how and why these writing styles differ from and resemble newspaper writing A final chapter discusses legal aspects of writing including libel invasion of privacy and First Amendment rights

**Media Writing** Doug Newsom, James Alvin Wollert, 1988 *Media Writer's Handbook* George T. Arnold, 2000 Appropriate for media writing courses this handbook provides simple explanations and practical examples for writing and editing problems It is both a teaching tool in the classroom and a resource book for students and professionals

*Writing for the Mass Media* James Glen Stovall, 2006 This successful text offers a simple organization clear writing abundant exercises and precise examples that give students 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 writing inverted pyramid for print and Web dramatic unity for broadcast copy platforms for advertising and the various writing structures required for public relations Writing for the Mass Media also covers all major areas of media including the Internet In addition its basic and practical approach makes this text an excellent book for any introductory writing course New to the Sixth Edition A completely rewritten chapter on writing for the Web uses innovative exercises to develop writing skills accounts for many of the structures and demands of the web environment and helps students navigate in this medium Many new examples of good writing are featured in the text against which students are encouraged to model their own writing New exercises found in many of the chapters including those

involving grammar and style allow students to put content into practice An updated Companion Website [www.ablongman.com/stovall6e](http://www.ablongman.com/stovall6e) and Instructor s Manual with additional material for lectures and discussion as well as some additional exercise material provide supplementary material for users A glossary provides easy access to definitions of terms used throughout the book Praise for Writing for the Mass Media Stovall s strengths are many the book is a bargain and the inclusion of exercises for each chapter heightens its bargain status Likewise the back to basics approach makes the book accessible to a wide range of students For those who are in search of breadth Stovall s greatest virtue has to be the diversity of media writing tasks addressed Not one of the competitors that I have used offers nearly the diversity of writing assignments treated by Stovall Laurence W Fennelly Macon State College Stovall s text is easy to read and the information is easy to access for any entry level course in media writing Christine Cranford East Carolina University [Reaching Audiences](#) Katherine C. McAdams,Jan Johnson Yopp,1996-01 **Writing for Mass Communication** Earl R. Hutchison,1986 [College Writing Skills, Media Edition](#) John Langan,2003 [Dynamics of Media Writing](#) Vincent F. Filak,2015-08-27 Dynamics of Media Writing gives students transferable skills that can be applied across all media platforms from traditional mass media formats like news public relations and advertising to emerging digital media platforms Whether issuing a press release or tweeting about a new app today s media writers need to adapt their message for each specific media format in order to successfully connect with their audience Throughout this text award winning teacher and college media adviser Vincent F Filak introduces fundamental writing skills that apply to all media while also highlighting which writing tools and techniques are most effective for specific media formats and why User friendly and loaded with practical examples and tips from professionals across mass media this is the perfect guide for any student wanting to launch a professional media writing career [Javnost](#) ,2005 **O/R Basic Media Writing** Mencher,1995-07-01 *Basic Media in Education* John Harrell,1974

## **Basic Media Writing** Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Basic Media Writing**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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