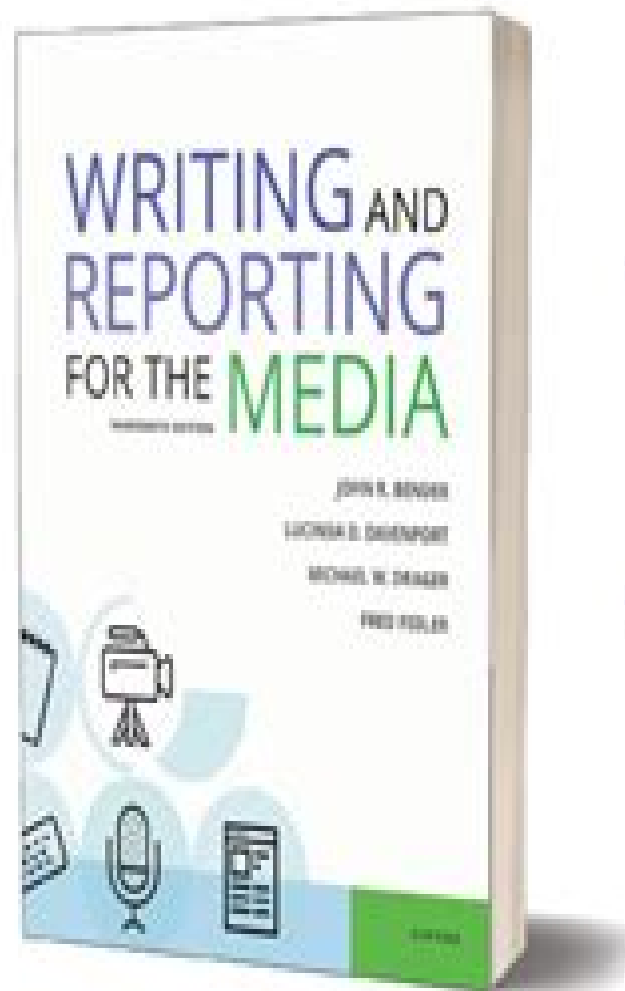


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MediaWriting W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith, 2009-01-13 Designed for those preparing to write in the current multimedia environment *MediaWriting* explores the linkages between print broadcast and public relations styles outlines 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

News Talk Colleen Cotter, 2010-02-11 Written by a former news reporter and editor *News Talk* gives us an insider's view of the media showing how journalists select and construct their news stories Colleen Cotter goes behind the scenes revealing how language is chosen and shaped by news staff into the stories we read and hear Tracing news stories from start to finish she shows how the actions of journalists and editors and the limitations of news writing formulas may distort a story that was prepared with the most determined effort to be fair and accurate Using insights from both linguistics and journalism *News Talk* is a remarkable picture of a hidden world and its working practices on both sides of the Atlantic It will interest those involved in language study media and communication studies and those who want to understand how media shape our language and our view of the world

The Routledge Companion to American Journalism History Melita M. Garza, Michael Fuhlhage, Tracy Lucht, 2023-09-20 *The Routledge Companion to American Journalism History* revisits media history across forms formats and multiple fault lines including gender ethnicity race and citizenship status Original contributions highlight areas of journalism history in desperate need of further treatment with a special focus on diversity equity and accountability Sections cover the early origins and development of journalism in the United States pivotal moments and personalities in various strands of journalism underrepresented groups and formats in journalism history and key issues in doing journalism history Authors aim to fill in the gaps left by traditional historical narratives by examining overlooked subjects such as labor reporting and overdue theoretical perspectives such as intersectionality Collectively the voices in this book offer a more inclusive paradigm for the field Written by a range of recognized journalism scholars both well established and emerging this collection offers a thought provoking starting point for researchers and advanced students seeking a critical understanding of American journalism history as conceived in the current era

The Culture of Efficiency Sharon Kleinman, 2009 *The Culture of Efficiency* Technology in Everyday Life reveals how people are

managing exploiting and resisting technological developments in the digital age In this unique volume distinguished experts from a broad range of fields candidly show how the latest technologies are being used to transform and control nitty gritty aspects of life from conception onward and the surprising benefits and consequences Bold and provocative The Culture of Efficiency is for everyone concerned with efficiency and effectiveness It offers fresh insights about social trends practical suggestions for improving everyday life and vital forecasts about the future of work and leisure This is essential reading for researchers professionals and students in communication sociology education anthropology psychology organizational science operations management marketing gender studies environmental studies American studies healthcare and social policy Overall the volume offers a rich interpretation of the meaning of living in a culture of efficiency

Video Production James C. Foust, Edward J. Fink, Phil Beskid, Jose A. Cardenas, Robert Gordon Jr., James B. Lohrey, 2024-04-29 This seminal text now in its thirteenth edition provides a comprehensive and accessible overview of the operations underlying video production It provides thorough coverage of the theory and techniques readers need to know balancing complexity with practical how to information about detailed subjects in a concise conversational style The book has been updated to incorporate recent changes in the video production pipeline emphasizing digital video non linear video production streaming platforms mobile production and do it yourself video while maintaining the foundational nuanced teamwork based approach that has made the book popular Chapters include key takeaways review questions on set exercises and QR codes and a comprehensive glossary defines all the key production terms discussed An accompanying eResource includes downloadable versions of the forms and paperwork used in the book in addition to links to further online resources

Best Newspaper Writing Aly Colón, 2006-09 Best Newspaper Writing 2006 2007 celebrates the winners and finalists of the American Society of Newspaper Editors annual competition The text offers a wide array of exemplary writing and photojournalism providing quality models students can analyse and emulate

Becoming the News Ruth Palmer, 2017-12-05 What does it feel like to be featured quoted or just named in a news story A refugee family the survivor of a shooting a primary voter in Iowa the views and experiences of ordinary people are an important component of journalism While much has been written about how journalists work and gather stories what do we discover about the practice of journalism and attitudes about the media by focusing on the experiences of the subjects themselves In *Becoming the News* Ruth Palmer argues that understanding the motivations and experiences of those who have been featured in news stories voluntarily or not sheds new light on the practice of journalism and the importance many continue to place on the role of the mainstream media Based on dozens of interviews with news subjects *Becoming the News* studies how ordinary people make sense of their experience as media subjects Palmer charts the arc of the experience of making the news from the events that brought an ordinary person to journalists attention through the decision to cooperate with reporters interactions with journalists and reactions to the news coverage and its aftermath She explores what motivates someone to talk to the press whether they consider the potential risks the power

dynamics between a journalist and their subject their expectations about the motivations of journalists and the influence of social media on their decisions and reception Pointing to the ways traditional news organizations both continue to hold on to and are losing their authority Becoming the News has important implications for how we think about the production and consumption of news at a time when Americans distrust the news media more than ever **Resources in Education** ,1998

Editing for Today's Newsroom Carl Sessions Stepp,2008-06-30 Editing for Today s Newsroom provides training support and advice for prospective news editors Through history analyses and anecdotes this book offers a solid grounding to prepare potential editors for the full range of their responsibilities in today s newsrooms developing ideas evaluating and editing copy working with writers determining what is news understanding presentation and design directing news coverage managing people making decisions under pressure and coping with a variety of ethical legal and professional considerations all while operating in today s multimedia multiplatform news arena Author Carl Sessions Stepp focuses on editors as newsroom decision makers and quality controllers accordingly the book features strategies and techniques for coping with a broad spectrum of editing duties Covering basic and advanced copyediting skills it also provides intellectual context to the editor s role critically examining the history of editing and the changing job of the contemporary editor Exploring the Intersection of Artificial Intelligence and Journalism Santosh Kumar Biswal,Anand J. Kulkarni,2024-02-02 This book studies the role of Artificial Intelligence AI in journalism It traces the origin growth and development of the media and communication industry in the globalized world and discusses the implications of technologies such as Augmented Reality Virtual Reality and Extended Reality which have helped foster a communication revolution across the globe The volume discusses technology centric media theories in the context of AI and examines if AI has been a boon or bane for data journalism It also looks at artificial intelligence in beat reporting and citizen journalism and analyses the social cultural implications of artificial intelligence driven journalism and the ethical concerns arising from it An important contribution this book will be indispensable for students and researchers of media studies communication studies journalism social media technology studies and digital humanities It will also be useful for media professionals

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