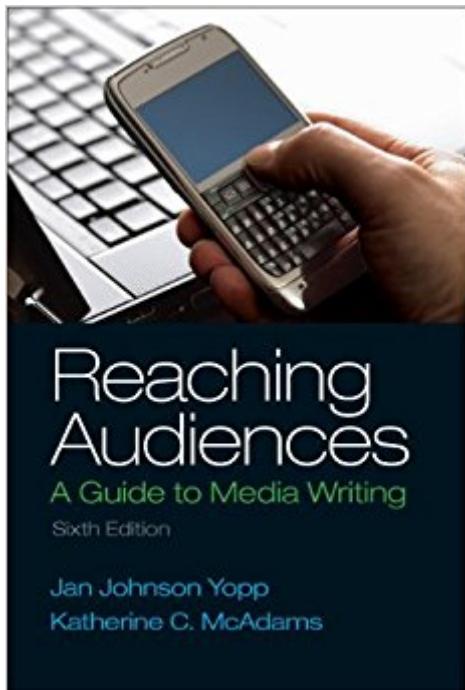


The book was found

Reaching Audiences (6th Edition)



Synopsis

A brief yet thorough guide to correct, clear writing for the media. This text stresses the importance of clear, concise, and accurate writing in a media world that is increasingly web-based. Illustrative and specific real life examples provide guidance for students to improve their writing. By recognizing today's ever-changing media environment, this text is grounded in the basics of good writing, which is essential to communicators in print, online, broadcast, and strategic communication. This text is available in a variety of formats—print and digital. Check your favorite digital provider for your etext, including Coursesmart, Kindle, Nook, and more. To learn more about our programs, pricing options and customization, click the Choices tab.

Learning Goals Upon completing this book, readers will be able to:

- Understand the basics of good writing
- Edit and evaluate their own writing
- Gather information through research and interviewing

Note: MySearchLab does not come automatically packaged with this text. To purchase MySearchLab, please visit: www.mysearchlab.com or you can purchase a ValuePack of the text + MySearchLab (at no additional cost): ValuePack ISBN-10: 0133829944 / ValuePack ISBN-13: 9780133829945

Book Information

Paperback: 336 pages

Publisher: Pearson; 6 edition (January 26, 2014)

Language: English

ISBN-10: 0205874371

ISBN-13: 978-0205874378

Product Dimensions: 5.9 x 1 x 8.9 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #61,472 in Books (See Top 100 in Books) #62 in Books > Textbooks > Communication & Journalism > Journalism #131 in Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction

Customer Reviews

Short, sweet and to the point!Just like media writing is supposed to be. Even if I wasn't reading this book for a college course, I'd benefit from the content anyway. Each chapter is relevant for writers of all varieties. From radio broadcast script-to blogs-to news print articles, this book has the "how to's." However, I'd also recommend buying a copy of the, "Associated Press Stylebook and

Briefing on Media Law 2013" to accompany this contemporary textbook-ish. All writers, or want-to-be writers, should own a copy of AP Stylebook (ISBN: 978-0-465-08299-5) even though this text, Reaching Audiences, does give relevant examples and rules of AP style within chapters.

Good, basic information about writing for the media. I feel as though this is a great starting point for someone with a goal to do freelance writing. At some points in the book I felt like it wasn't quite getting to the point but for the most part it was very helpful.

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

Reaching Audiences (6th Edition) Reaching Audiences: A Guide to Media Writing (4th Edition) Arts Management: Uniting Arts and Audiences in the 21st Century Soap Operas and Telenovelas in the Digital Age: Global Industries and New Audiences (Popular Culture and Everyday Life) The Dynamic Orchestra: Principles of Orchestral Performance for Instrumentalists, Conductors and Audiences Subscribe Now!: Building Arts Audiences Through Dynamic Subscription Promotion Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses (Business Books) Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses Standing Room Only: Marketing Insights for Engaging Performing Arts Audiences A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms Media/Society: Industries, Images, and Audiences The TV Brand Builders: How to Win Audiences and Influence Viewers Fantastic Theater: Puppets and Plays for Young Performers and Young Audiences Introduction to Public History: Interpreting the Past, Engaging Audiences (American Association for State and Local History) Writing for Today's Healthcare Audiences Plays for Young Audiences Seattle Children's Theatre: Six Plays for Young Audiences Most Valuable Player and Four Other All-Star Plays for Middle and High School Audiences (Young Actors Series) Resonate: Present Visual Stories that Transform Audiences Mas alla de mi Reaching Out Spanish Edition

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)