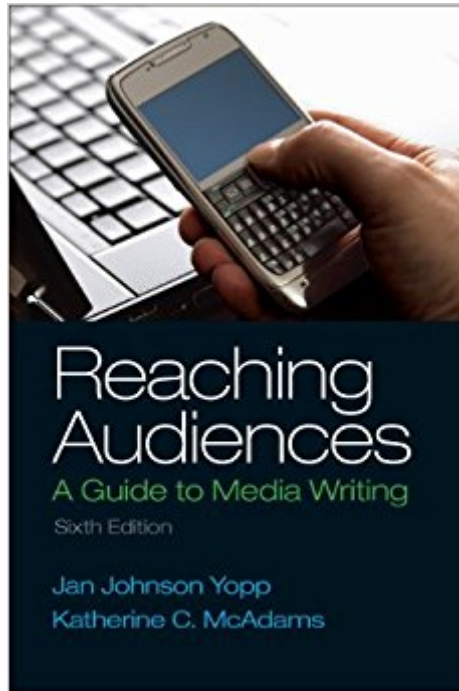




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Reaching Audiences (6th Edition)



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

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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.

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