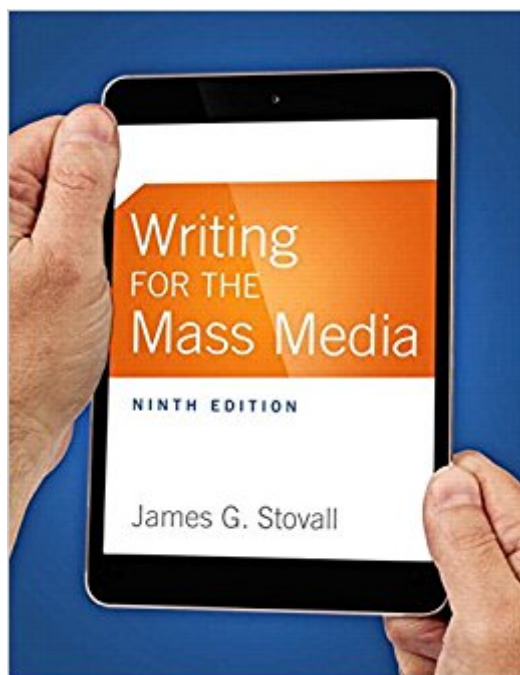


The book was found

Writing For The Mass Media (9th Edition)



Synopsis

A clear and effective introduction to media writing — Writing for the Mass Media offers clear writing, simple organization, abundant exercises, and precise examples that give students information about media writing and opportunities to develop their skills as professional writers. With a focus on a converged style of media writing, and converting that style into real work, this ninth edition maintains its classic and effective text/workbook format while staying ahead of the curve and preparing students for their future careers. MyCommunicationLab is an integral part of the Stovall program. MediaShare allows students to post speeches and share them with classmates and instructors. Interactive videos provide students with the opportunity to watch and evaluate sample speeches. Online self-assessments and pre- and post-tests help students assess their comfort level with public speaking and their knowledge of the material.

Book Information

Paperback: 336 pages

Publisher: Pearson; 9 edition (August 2, 2014)

Language: English

ISBN-10: 0133863271

ISBN-13: 978-0133863277

Product Dimensions: 8.4 x 0.8 x 10.6 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 25 customer reviews

Best Sellers Rank: #4,388 in Books (See Top 100 in Books) #26 in Books > Textbooks >

Communication & Journalism > Communications #34 in Books > Reference > Words, Language

& Grammar > Communication #35 in Books > Politics & Social Sciences > Social Sciences >

Communication & Media Studies

Customer Reviews

James Glen Stovall is Edward J. Meeman Distinguished Professor of Journalism at the University of Tennessee. Before coming to Tennessee, he was a visiting professor of mass communication at Emory and Henry College in Emory, Virginia. From 1978 to 2003 he taught journalism at the University of Alabama. He received his Ph.D. from the University of Tennessee and is a former reporter and editor for several newspapers, including the Chicago Tribune. Stovall has more than five years of public relations experience. He is the author of a number of textbooks, including *Web Journalism: Practice and Promise of a New Medium* • (2004), *Journalism: Who, What,*

When, Where, Why and How • (2005) and Infographics: A Journalist's Guide • (1997), all published by Allyn and Bacon. He is also the author of Seeing Suffrage: The Washington Suffrage Parade of 1913, Its Pictures and Its Effect on the American Political Landscape, • (2013) published by the University of Tennessee Press. His website, www.jprof.com, contains a wide variety of material for teaching journalism. Stovall is also the author of the mystery novel, Kill the Quarterback. •

Effective teaching book for writing for the public media

Very good book, lots of information for a beginner journalist.

This book is really helpful in understanding and writing for the mass media. There are great examples and small projects/assignment in it too.

This was a rental for my college class. It smelled of cigarette smoke that had been covered up with perfume. I am glad I only need it temporarily.

Fast shipping and exactly what I wanted, just was more worn out than what I was expecting, but it came and it works so that's great!

As a media professional this book comes in handy on a daily basis. It covers a variety of formats, news magazine, television, internet and radio copy. As a good media writer you must understand the platform you are writing for, this book gives you that guidance.

Exactly what I needed for the class I'm taking, and at a really good price.

i got this for my writing across the media class and i am definitely going to keep this as reference. it has a lot of good information that is relevant in all the mass communication fields. totally worth the investment

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

Mass Media Law: Mass Media Law Writing for the Mass Media (9th Edition) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Mass Communication: Living in a

Media World (Media and Public Opinion), 4th Edition Media/Impact: An Introduction to Mass Media (Cengage Series in Communication Arts) Media/Impact: An Introduction to Mass Media Taking Sides: Clashing Views in Media and Society (Taking Sides : Clashing Views in Mass Media and Society) Photocommunication Across Media: Beginning Photography for Mass Media Professionals Writing for the Mass Media (8th Edition) Writing for the Mass Media (7th Edition) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Writing Mastery: How to Master the Art of Writing & Write 3,000 Words Per Day - Overcoming Writer's Block (Make Money Online, Copywriting, Erotica Writing, ... Writing Mastery, How to Write a Book) Let's Celebrate the Mass!: A Fun, Follow-And-Learn Children's Mass Book! The Mass Brother Francis Coloring & Activity Book Catholic Mass - Parable - parables of Jesus - Gratitude - Humility - Forgiveness - Worship Soft Cover Nelson Mass and Mass in Time of War in Full Score (Dover Music Scores) Dynamics of Mass Communication: Media in Transition, 12th edition (B&B Journalism) Media of Mass Communication, 2008 Update, The (8th Edition)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)