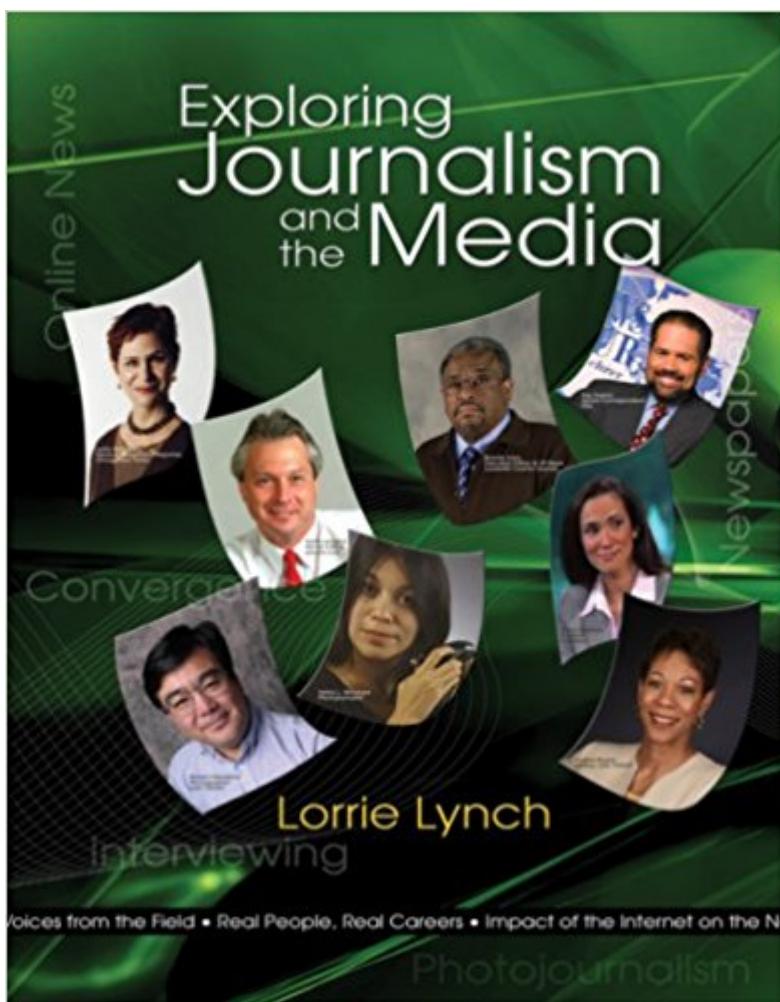


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# Exploring Journalism And The Media (with CD-ROM) (Broadcast News Production Team)



## **Synopsis**

Introduce your students to the exciting world of journalism using the hands-on, relevant approach of **EXPLORING JOURNALISM AND THE MEDIA**. The instructional model presents timeless concepts and applications using examples of good writing techniques. Author Lorrie Lynch's experience as a USA Today journalist gives a unique perspective absent from most other journalism textbooks. Her engaging writing style will inspire your students to connect to the curriculum. Current issues such as convergence and editorial ethics are presented in a meaningful context. **EXPLORING JOURNALISM AND THE MEDIA** will not only help students to perform better in the classroom but will also help to improve standardized test scores because of the many connections to academics.

## **Book Information**

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## **Customer Reviews**

Lorrie Lynch is a news, feature and contemporary culture writer and editor with more than two decades of experience in the print and Web journalism worlds. Lynch is a channel editor at AARP.org, the website of the membership association for those 50-plus. Working in multi-media, she oversees all food and entertainment coverage on the website as well as develops special projects for the organization. Before her work at AARP, Lynch was at USA TODAY and its Sunday magazine USA WEEKEND, carried in 700 newspapers. She was on USA TODAY's founding staff and worked as a reporter, San Francisco Bureau Chief and People editor. At USA WEEKEND, she was a senior editor, celebrity columnist and blogger. Lynch also worked in news at papers in

California and Michigan, where she won several writing awards. She teaches writing for communication in the School of Communication at American University and is a communications consultant in Washington, D.C., where she lives with her husband, a USA TODAY editor. Lynch earned her B.A. in Journalism at Central Michigan University. In November 2007 she was inducted into CMU's Journalism Hall of Fame.

Love my nearly new copy and got my school to buy additional ones to use in my Print Journalism class.

Great condition as expected.

I have the first edition of this book. It is marvelous and very helpful book which takes u to the world of journalism and other media outlets. I advise every one to buy it

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