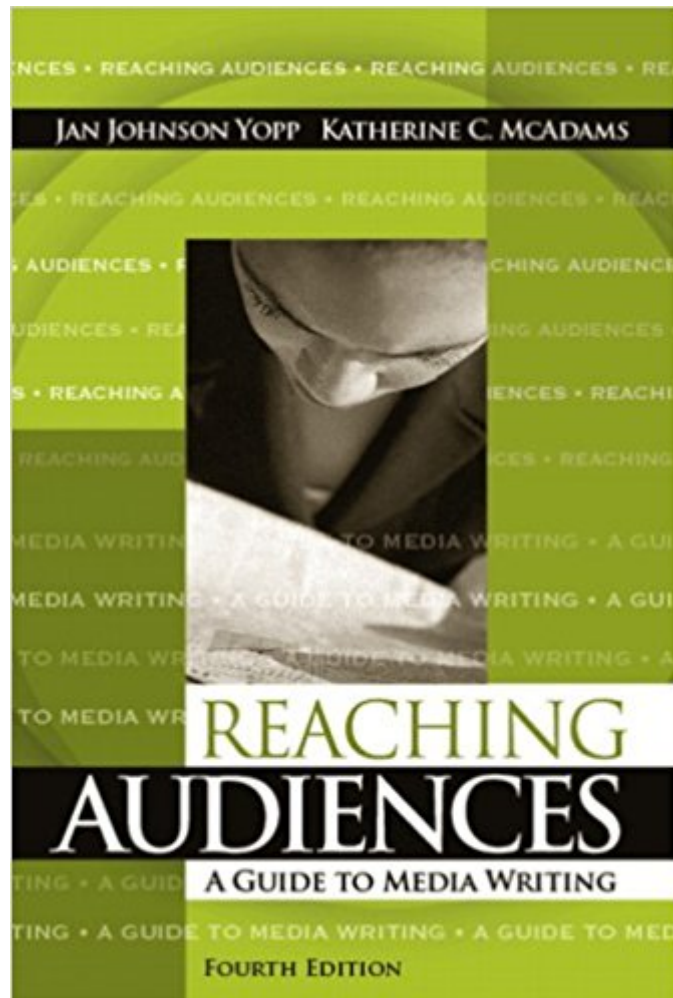




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# Reaching Audiences: A Guide To Media Writing (4th Edition)



## Synopsis

Reaching Audiences: A Guide to Media Writing provides a brief yet thorough guide to correct, clear writing for the media. This book sets up the writing process and shows the reader how to accomplish each task in a mass media context. The importance of the audience in considering media and messages is stressed throughout, while illustrative and specific real life examples provide guidance for writing improvement. Specific skills related to spelling, grammar, accuracy, word usage, bias, research, interviewing, and other important topics are covered. Recognizing the changing media environment, this book covers a wide range of careers in print, electronic media, public relations, and advertising, illuminating the differences and similarities in writing styles among them.

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## Customer Reviews

Reaching Audiences provides a brief yet thorough guide to correct, clear writing for the media. This text sets up the writing process and shows students how to accomplish each task in a mass media context. Throughout the book, the importance of the audience in considering media and messages is stressed. Illustrative and specific real life examples provide students with guidance for improving their writing. Specific skills related to spelling, grammar, accuracy, word usage, bias, research, interviewing, and other important topics are covered. By recognizing that today's students are preparing for careers in a changing media environment, this text covers a wide range of fields (print, electronic media, public relations, and advertising) and illuminates the differences

and similarities in writing styles among them. **• New in the 4th Edition** Features 2 new chapters: Editing has been given its own chapter (Ch. 3) with coverage expanded to include online editing, providing students with up-to-date information and tips for editing in multiple platforms. The three types of stories beginning reporters generally write **• features, obituaries, and speeches** are discussed in chapter 7, preparing students for work they will do when they first work as reporters. The chapter on bias has been expanded to cover religion and under-reported groups such as people living in poverty, helping students increase their awareness about the variety of stories possible and how to report on them. Updated examples throughout the book include legal and ethical issues, enhancing students understanding of the complexity and nuances of professional reporting. **Praise for Reaching Audiences** The focus of this text is perfect. I am a strong believer that mass media writers must consider audience, above all, when writing. [In this text] there isn't extraneous material. It goes to the point of each media style and includes good examples.

~ James Aucoin, University of South Alabama

I think this text is an excellent one.

~ Roberta Kelly, Washington State University

It's the only book which addresses writing fundamentals in a basic and usable way.

~ Deborah Petersen-Perlman, University of Minnesota Duluth

Reaching Audiences is straightforward and to the point. The authors work hard at making points very clear in each chapter and section. They speak directly to students with direct language.

~ Betsy B. Alderman, University of Tennessee at Chattanooga

Had to buy this book for school - was obviously not my favorite, but was able to get it at a decent price and did the job.

I found that this book is a practical book as it gives lot of do's and don't. However, this book should incorporate proper citation method. For instance, on page 6, "Research has shown... audience may not return to a medium one they have abandoned it for another." I would like to know who says this and from where it is obtained. On page 241, the writers quote Judith Lewis book on Trauma and Recovery. I just wondering from what page was it extracted. Nevertheless, this book complements many other books as it gives media practitioner stand point. Certainly they need "polishing" as written on page 16.

The book has a pretty logical sequence of chapters. I found this book easy to read and it had good examples. I would recommend this book be used with the AP style book to better your

understanding of writing in the media. The last chapter was a little more difficult to grasp than the other chapters but it was a great book overall.

rented this book for a class, felt as if this book did not help improve my writing. did not explain why certain rules existed when needed. did not explain how to write for communications. feel extremely underqualified to write anything now.

Order came in very fast, my book was in great condition. An overall good experience.

A book which I bought was good. Just several markers on pages but it does not problem. Package was orifessional and the book arrived in adequate time.

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