

# Basics of Mass Media Writing

## Introduction

- At the mention of the mass media, radio, television, newspaper, magazine, etc. naturally comes to mind.
- Mass media are communication channels for disseminating information to a large and heterogenous audience simultaneously for education and enlightenment.
- This implies that media writers are in the primary business of information gathering, writing, and dissemination.
- A deeper understanding of mass media is essential for writing effectively for the mass media

## Mass Media

- They are technical vices through which mass communication take place

# Basics Of Writing For The Mass Media

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Paul Smeyak**

## **Basics Of Writing For The Mass Media:**

Basics of Writing for the Mass Media Marlan D. Nelson, George Rhoades, 1986      **Writing for the Mass Media** James Glen Stovall, 2006 This successful text offers a simple organization clear writing abundant exercises and precise examples that give students the information about media writing and the opportunity to develop their skills as professional writers Using a workbook style format it introduces and explains the major forms of media writing inverted pyramid for print and Web dramatic unity for broadcast copy platforms for advertising and the various writing structures required for public relations Writing for the Mass Media also covers all major areas of media including the Internet In addition its basic and practical approach makes this text an excellent book for any introductory writing course New to the Sixth Edition A completely rewritten chapter on writing for the Web uses innovative exercises to develop writing skills accounts for many of the structures and demands of the web environment and helps students navigate in this medium Many new examples of good writing are featured in the text against which students are encouraged to model their own writing New exercises found in many of the chapters including those involving grammar and style allow students to put content into practice An updated Companion Website [www.ablongman.com/stovall6e](http://www.ablongman.com/stovall6e) and Instructor's Manual with additional material for lectures and discussion as well as some additional exercise material provide supplementary material for users A glossary provides easy access to definitions of terms used throughout the book Praise for Writing for the Mass Media Stovall's strengths are many the book is a bargain and the inclusion of exercises for each chapter heightens its bargain status Likewise the back to basics approach makes the book accessible to a wide range of students For those who are in search of breadth Stovall's greatest virtue has to be the diversity of media writing tasks addressed Not one of the competitors that I have used offers nearly the diversity of writing assignments treated by Stovall Laurence W Fennelly Macon State College Stovall's text is easy to read and the information is easy to access for any entry level course in media writing Christine Cranford East Carolina University

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ahead of the curve and preparing professionals for their future careers      *Mass Media* James B. Martin, 2002 Mass media has become an integral part of the human experience News travels around the world in a split second affecting people in other countries in untold ways Although being on top of the news may be good at least for news junkies mass media also transmits values or the lack thereof condenses complex events and thoughts to simplified sound bites and often ignores the essence of an event or story The selective bibliography gathers the books and magazine literature over the previous ten years while providing access through author title and subject indexes      Writing for the Mass Media James Glen Stovall, 2002 Through five editions Writing for the Mass Media remains one of the most clear and efficient introductions to media writing This successful book offers a simple organization clear writing abundant exercises and precise examples that give readers the information and opportunity to develop their skills as professional writers Using a workbook style format it introduces and explains the major forms of media writing inverted pyramid for print and Web dramatic writing for broadcast copy platforms for advertising and the various writing structures required for public relations and covers all major areas of media including the World Wide Web For writers interested in media writing      **Basic Media Writing** Melvin Mencher, 1999 The new sixth edition reflects the rapidly increasing use of computers in journalism discussing their uses and effects throughout the text Mencher offers a unique insider's look at an array of media from newspapers magazines and photojournalism to advertising public relations and broadcasting His numerous gritty photographs and vibrant examples highlight the world of journalism in a way no other book does      The Basics of Media Writing Scott A. Kuehn, Andrew Lingwall, 2016-12-08 The Basics of Media Writing A Strategic Approach helps readers develop the essential writing skills and professional habits needed to succeed in 21st century media careers This research driven strategy based media writing textbook digs deeply into how media professionals think and write in journalism public relations advertising and other forms of strategic communication Authors Scott A Kuehn and Andrew Lingwall have created two comprehensive writing models to help students overcome their problems in finding and developing story topics by giving them starting points to begin writing The Professional Strategy Triangle model shows students how to think critically about the audience the situation and the message before starting a news story or persuasive piece and the FAJA four point model asks students a series of questions about their story type Fact Analysis Judgment or Action to guide them to the right angle or organizational structure for their message Rooted in classical rhetorical methods this step by step technique enables readers to strategically approach each writing task no matter the format      *Modern Media Writing* Rick Wilber, Randy Miller, 2002-12 This new book provides all the basics of media writing for beginning journalists from grammar and basic research and writing techniques to writing for print broadcast advertising and public relations This practical skills based book not only instructs but also provides ample information professional examples and exercises to better prepare readers as they consider a career as a professional media writer      **The 1984 Guide to the Evaluation of Educational Experiences in the Armed Services: Air Force** American

Council on Education,1984      **Writing for Mass Communication** Earl R. Hutchison,1986      **The 1980 Guide to the Evaluation of Educational Experiences in the Armed Services: Coast Guard, Marine Corps, Navy, Dept. of Defense**

American Council on Education,1980      *Resources in Education* ,1997      *Mass Media Writing* Gail Baker-Woods,Kay Ford,Ken Keller,Joe Plumley, Jr.,Julie E. Dodd,G. Paul Smeyak,1998

Because journalism and mass media students need and benefit from writing skills for print based media this text first provides a strong foundation in newspaper writing techniques Following chapters cover other media writing styles and discuss how and why these writing styles differ from and resemble newspaper writing A final chapter discusses legal aspects of writing including libel invasion of privacy and First Amendment rights      *American Media and Mass Culture* Donald Lazere,1987-12-07

On subjects from Superman to rock n roll from Donald Duck to the TV news from soap operas and romance novels to the use of double speak in advertising these lively essays offer students of contemporary media a comprehensive counterstatement to the conservatism that has been ascendant since the seventies in American politics and cultural criticism Donald Lazere brings together selections from nearly forty of the most prominent Marxist feminist and other leftist critics of American mass culture from a dozen academic disciplines and fields of media activism The collection will appeal to a wide range of students scholars and general readers      *MediaWriting* W. Richard Whitaker,Janet E. Ramsey,Ronald D. Smith,2009-01-13

Designed for those preparing to write in the current multimedia environment MediaWriting explores the linkages between print broadcast and public relations styles outlines the nature of good writing synthesizes and integrates professional skills and concepts Complete with interesting real world examples and exercises this textbook gives students progressive writing activities amid an environment for developing research and interviewing skills Starting from a basis in writing news and features for print media it moves on to writing for broadcast news media then introduces students to public relations writing in print broadcast and digital media as well as for news media and advertising venues Rather than emphasizing the differences among the three writing styles this book synthesizes and integrates the three concepts weaving in basic principles of Internet writing and reporting This book provides beginning newswriting students with a primer for developing the skills needed for work in the media industry As such it is a hands on writing text for students preparing in all professional areas of communication journalism broadcasting media and public relations      **Professional Feature Writing** Bruce Garrison,2009-10-16

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