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## Reaching Audiences: A Guide to Media Writing (5th Edition)

By Yopp, Jan Johnson; McAdams, Katherine C.; Thornburg, Ryan M.

Pearson, 2009. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: I. THE COMPONENTS OF GOOD WRITING 1. Writing for Today's Audiences Reaching Audiences Knowing Audiences The Writing Process Explained 2. Tools for Writers: Spelling, Grammar, Style, and Math Spelling in the Computer Age Grammar To the Rescue Grammar Problems Up Close Math for Journalists Suggested Readings 3. Editing, Editing, Editing Watching Style Editing Responsibilities Editing for Online and Other Formats Putting the Rules in Practice 4. Guidelines for Good Writing Watchwords of Writing Keys to Good Writing Words Sentences Paragraphs Short Paragraphs The Way to Clearer Writing II. CONSTRUCTING THE MESSAGE 5. Getting to the Point What's the Point? In the Beginning Comes the Lead News Elements News Values General Rules for Leads Summary Leads Other Lead Formats Writing Leads for Online Media Choosing a Lead Type 6. Beyond the Lead: Writing the Message The Inverted Pyramid Organizing a Story News Peg and Nut Graph Other Organizational Styles Unifying Writing. 7. Producing Online Content The World Goes Online Electronic Media Then and Now What's Different about Online Content The Components of a News Site Structuring Messages Online Challenges and Opportunities 8. Beyond Breaking News News...



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