



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

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

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Reaching Audiences: A Guide to Media Writing is the essential writing handbook for any student who want a brief yet thorough guide to correct, clear writing for the media. This text stresses the importance of clear, concise, accurate writing in a media world that is increasingly online. The book sets up the writing process and the essential art of editing while reinforcing the importance of the audience in considering the structure of media messages. Illustrative and specific real life examples provide guidance for students in improving their writing. Specific skills related to spelling, grammar, accuracy, word usage, bias, research, interviewing, and other important topics are covered. By recognizing today's ever-changing media environment, this text is grounded in the basics of good writing essential to communicators in print, online, broadcast, and strategic communication.

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