

MASTERING *the* MESSAGE

Second Edition

Media Writing with Substance and Style

Laurence Kirshner
Douglas McDonald

Mastering The Message Media Writing With Substance And Style

Roger D. Wimmer, Joseph R. Dominick



Mastering The Message Media Writing With Substance And Style:

Mastering the Message Lauren Kessler, Duncan McDonald, 1989 **Mastering the Message** Lauren Kessler, Duncan McDonald, 1999 **Political Correctness in Context: The PC Controversy in America** Annette Gomis van Heteren, 1997-01-01 In this book the recent phenomenon of political correctness or PC is studied in the American context in which it arose with a brief section devoted to its British press coverage The author examines the question from the point of view of an outsider and one who moreover lives in continental Europe and consequently her perspective aims to be as far reaching as possible in contrast to most of the studies of PC so far The scope of the book discusses the background of PC and manifestations of the different aspects that make up the so called PC debate only one of which is the canon debate Annette Gomis has an Honours degree in Modern Languages from Trinity College Dublin and a degree in Modern Languages from the University of Valencia She also has an MSc in Teaching English from the University of Aston and a Ph D in English from the University of Granada She is currently a member of the Department of French English and German at the University of Almer a

History of the Mass Media in the United States Margaret A. Blanchard, 2013-12-19 The influence of the mass media on American history has been overwhelming History of the Mass Media in the United States examines the ways in which the media both affects and is affected by U S society From 1690 when the first American newspaper was founded to 1995 this encyclopedia covers more than 300 years of mass media history History of Mass Media in the United States contains more than 475 alphabetically arranged entries covering subjects ranging from key areas of newspaper history to broader topics such as media coverage of wars major conflicts over press freedom court cases and legislation and the concerns and representation of ethnic and special interest groups The editor and the 200 scholarly contributors to this work have taken particular care to examine the technological legal legislative economic and political developments that have affected the American media

Copywriting that Sells High Tech Janice M. King, 2006 **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

Public Relations Writing and Media Techniques Dennis L. Wilcox, Lawrence W. Nolte, 1990 Mediamerica Edward Jay Whetmore, 1991 **Mass Media Research** Roger D. Wimmer, Joseph R. Dominick, 1994 Though mass media students need to have a firm enough understanding of the research process to carry out some research their main goal is to understand analysis and reports from secondary sources

Speech Communication Directory Speech Communication Association, 1989 Brief biographical information on members of the Speech Communication Association Central States Speech Association Eastern Communication Association Southern Speech

Communication Association and Western Speech Communication Association Also includes information about the organization institutions offering graduate degrees in speech communication lists of books equipment and supplies in speech and advertisements **Mediamerica, Mediaworld** Edward Jay Whetmore,1993 *Objectivity in Journalism* Steven Maras,2013-04-03 Objectivity in journalism is a key topic for debate in media communication and journalism studies and has been the subject of intensive historical and sociological research In the first study of its kind Steven Maras surveys the different viewpoints and perspectives on objectivity Going beyond a denunciation or defence of journalistic objectivity Maras critically examines the different scholarly and professional arguments made in the area Structured around key questions the book considers the origins and history of objectivity its philosophical influences the main objections and defences and questions of values politics and ethics This book examines debates around objectivity as a transnational norm focusing on the emergence of objectivity in the US while broadening out discussion to include developments around objectivity in the UK Australia Asia and other regions **Radio Station Operations** Lewis B. O'Donnell,Carl Hausman,Philip Benoit,1989

Video Field Production Ron Whittaker,1996 Offering a balanced treatment of pre production production and post production for single camera video this book provides coverage of electronic news gathering spot production corporate video and creative performance music video A chapter on legal and ethical guidelines related to current issues discusses principles of privacy and invasion of privacy definitions of defamation and the use of copyrighted materials *Communications Law* John D. Zelezny,1993 Personal injury lawsuits against the media invasion of privacy copyright and trademark law corporate and government speech music licensing unfair competition These and other topics are covered fully in John Zelezny s survival kit for anyone who works in media Throughout Zelezny passes on to the reader a deep appreciation for the liberties provided by a tradition of free speech but zeros in on the restraints imposed by the most significant and current legal rules and principles Diagrams boxed inserts photographs sample documents and other graphics are used throughout this dynamic presentation Hypothetical puzzles begin each chapter to engage readers and serve as a springboard into the material Case excerpts in most chapters show readers the legal process at work Many practical tips references to communications contracts and descriptions of common professional practices show how the law actually affects daily life in the media industries **Reaching Audiences** Jan Johnson Yopp,Katherine C. McAdams,1999 A new edition of an instructional textbook for developing writing skills for use in various mass communication settings The material is organized into four sections which cover the basic writing process and the critical role of the audience specific tips for refining compositions methods of infor

When Words Collide Lauren Kessler,Duncan McDonald,1996 This best selling stylebook is useful as a refresher for basic grammar and as a handy permanent reference In a lively and positive manner the authors move through the basic concepts of grammar highlighting their discussion with examples from many media New Books in the Communications Library University of Illinois at Urbana-Champaign. Communications Library,1989-07 *Creative Strategy*

in Advertising A. Jerome Jewler, 1989 This text moves step by step through the creative process of advertising covering most of today's important advertising media print radio television and direct mail Books in Print Supplement , 1994

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