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HOW TO DEVELOP AND MANAGE
A SUCCESSFUL PUBLICATION

JOHN MORRISH

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Magazine Editing How To Develop And Manage A Successful Publication

Jenny McKay



Magazine Editing How To Develop And Manage A Successful Publication:

Magazine Editing John Morrish, 2003 Magazine Editing examines and explains the job of the magazine editor in both its journalistic and managerial aspects. Written by an experienced journalist and former editor, it draws upon the experiences of a number of magazine professionals who were interviewed during the research for this book. Approaching the editorial role from a practical perspective, this book provides advice on such areas as: Becoming an editor; Working with publishers; Creating a successful editorial strategy; Managing the editorial team; Design and Production issues; Drawing up an editorial budget; The Legal Framework; New Technology and on line publishing. John Morrish's book will serve as an introduction to aspiring newly appointed and experienced editors. Magazine Editing John Morrish, 1996 The Routledge Handbook of Magazine Research David Abrahamson, Marcia R. Prior-Miller, 2015-06-05 Scholarly engagement with the magazine form has in the last two decades produced a substantial amount of valuable research. Authored by leading academic authorities in the study of magazines, the chapters in *The Routledge Handbook of Magazine Research* not only create an architecture to organize and archive the developing field of magazine research but also suggest new avenues of future investigation. Each of 33 chapters surveys the last 20 years of scholarship in its subject area, identifying the major research themes, theoretical developments and interpretive breakthroughs. Exploration of the digital challenges and opportunities which currently face the magazine world are woven throughout, offering readers a deeper understanding of the magazine form as well as of the sociocultural realities it both mirrors and influences. The book includes six sections: Methodologies and structures; presents theories and models for magazine research in an evolving global context; Magazine publishing: the people and the work; introduces the roles and practices of those involved in the editorial and business sides of magazine publishing; Magazines as textual communication; surveys the field of contemporary magazines across a range of theoretical perspectives; subjects genre and format questions; Magazines as visual communication; explores cover design, photography, illustrations and interactivity; Pedagogical and curricular perspectives; offers insights on undergraduate and graduate teaching topics in magazine research. The future of the magazine form; speculates on the changing nature of magazine research via its environmental effects; audience and transforming platforms. *Magazine Production* Jason Whittaker, 2009-05-07 Magazine Production is a guide to the practical processes of taking a magazine from initial idea to final print and is aimed at those who wish to produce a title as part of their studies or for distribution on a small scale. It gives readers an overview of the essential elements to take into consideration when creating a magazine, including legal issues, the relation between editorial and design and preparation for print. Magazine Production explains the business of magazines in the UK, Europe and North America and the roles of marketing, publishing and advertising in establishing a successful title. With information on professional bodies such as the Periodical Publishers Association, this book will provide readers with a clear understanding of what is needed to succeed in a career in magazines. **The Magazines Handbook** Jenny McKay, 2013-03-05 The Magazines Handbook has firmly

established itself as the essential introduction to the theories and practices of the modern magazine industry This fully updated third edition comprehensively examines the business of publishing magazines today and the work of the contemporary magazine journalist Jenny McKay draws examples from a broad range of publications to explore key jobs in the industry covering everyone from the sub editor to the fashion assistant as well as analysing the many skills involved in magazine journalism including commissioning researching interviewing and production Updated specialist chapters discuss the growth and development of electronic publishing and online journalism new directions in magazine design photography and picture editing and the most up to date legal frameworks in which magazine journalists must operate The Magazines Handbook includes Interviews with magazine journalists editors and publishers Advice on starting out and freelancing in the magazine industry An analysis of new journalism and reportage A glossary of key terms and specialist concepts Information on contacts courses and professional training

Official Gazette Philippines,2010 **Transforming Magazines** Carla Rodrigues Cardoso,Tim Holmes,2022-07-21 This book is a vital contribution to the development of Magazine Studies It shows the urgent need for industry and academia to jointly find solutions for the challenges faced by magazines as they transition to digital formats The spirit of magazines is to create communities and interconnections between human beings and the global appeal of this subject matter is shown in contributions from 19 authors from four continents and 10 different countries The book disseminates fresh research into a wide variety of periodical types and will appeal to communication and journalism scholars but also to historians digital media and visual studies researchers Magazine professionals will also find significant insights into practice that will deepen their understanding and sharpen their craft Teksredaksie Wannie Carstens,2012-04-01 e Teksredaksie is n baie welkome en uiters nuttige Afrikaanse handboek gemik op die byeenbring van die jongste insigte in teksversorging en die opleiding van taalpraktisyns e Hierdie kombinasie van teoretiese besinning en verantwoording met n duidelik gepaardgaande praktykgerigtheid is werklik uniek en behoort ongetwyfeld die bruikbaarheid van die boek in velerlei opleidingskontekste te verseker e Prof Anne Marie Beukes Hoof van Departement Linguistiek en Literatuurwetenskap Universiteit van Johannesburg

Promotional Culture and Convergence Helen Powell,2013-04-17 The rapid growth of promotional material through the internet social media and entertainment culture has created consumers who are seeking out their own information to guide their purchasing decisions Promotional Culture and Convergence analyses the environments necessary for creating a culture of collaboration with consumers and critically engages with key areas of contemporary promotional development including promotional culture s primary industries including advertising marketing PR and branding and how are they informed by changes in consumer behaviour and market conditions how industries are adapting in the digital age to attract both audiences and advertising revenue the evolving dialogues between new consumers and producers and promotional industries Ten contributions from leading theorists on contemporary promotional culture presents an indispensable guide to this creative and dynamic field and include detailed

historical analysis in depth case studies and global examples of promotion through TV magazines newspapers and cinema

How to Get a Job in Publishing Alison Baverstock, Susannah Bowen, Steve Carey, 2009-01-01 Careers in the media have always been popular but publishing is particularly competitive with thousands of graduates trying to get a foot in the door This targeted practical guide is ideal for anyone who wants to work in publishing whether on traditional books and magazines or online publications It will help readers to get that all important first job and includes Working out if publishing really is for you Overviews of different types of publishing Explanations of different roles and departments editorial production sales marketing and so on Top tips on how to make it in the industry Advice from leading industry figures

Magazine Journalism Tim Holmes, Liz Nice, 2011-11-10 For those of us who long ago experienced the magazine love bite and have been battling the prejudice and scant attention shown this beautiful medium ever since here at last is the book to set the record straight Nicholas Brett Deputy Managing Director BBC Magazines At a time when magazines are undergoing active redefinition this book represents a welcome intervention It engages with a host of pressing issues in a manner alert to professional priorities while at the same time encouraging new ways of thinking about the challenges shaping this fast moving field Holmes and Nice are trustworthy guides taking the reader on what proves to be a fascinating journey Stuart Allan Professor of Journalism Bournemouth University Magazines are the most successful media format ever to have existed so begins Magazine Journalism as it traces how magazines arose from their earliest beginnings in 1665 to become the ubiquitous format we know today This book combats the assumptions among media academics as well as journalists that magazines somehow don't count and presents a compelling assessment of the development and innovation at the heart of magazine publishing In magazines we find some of the key debates in journalism from the genesis of marketing to the reader to feminist history subcultures and tabloidization Embedding these questions in a thoroughly historical framework Holmes and Nice argue for an understanding of magazine journalism as essential in the media landscape Moving beyond the semiotic and textual analysis so favoured by critics of the past the authors complete the story with an exploration of the production and consumption of magazines Drawing on interviews with more than 30 magazine journalists across the industry what emerges is a story of resilience innovation and a unique ability to embrace new markets and readerships Magazine Journalism takes the reader to the heart of key questions in the past present and future of journalism and is essential reading for students across journalism and the creative industries

Public Relations Jacquie L'Etang, 2007-11-21 An excellent text for encouraging students to think critically about key public relations issues Not only does it help students to develop a deeper appreciation of public relations it also helps them to develop valuable learning skills Amanda Coady The Hague University A typically excellent piece of work from Jacquie L'Etang Critical of every basic concept and provocative to all students Ideal for second and final year undergraduates plus MA students Chris Rushton Sunderland University Extending beyond the usual bounds of insularity this text is designed to encourage critical thought in students and improve practice in

workplaces A refreshing read that is consistently inventive enough to attain both aims David McKie Waikato Management School At long last fills a void in the landscape of text books on public relations theory and practice it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study Julia Jahansoozi University of Central Lancashire This book introduces students to the key concepts in Public Relations with 12 chapters providing clear and careful explanations of concepts such as Reputation Risk Impression management Celebrity Ethics Persuasion and propaganda Emotional and spiritual dimensions of management Promotional culture and globalization Drawing on a wide range of interdisciplinary sources Jacquie L Etang also encourages students to think critically about public relations as an occupation Student exercises critical reflections vignettes and discipline boxes help students to widen their intellectual perspective on the subject and to really engage the thinking that has shaped both the discipline and practice of public relations

Subediting and Production for Journalists Tim Holmes, 2015-08-27 The new edition of Subediting and Production for Journalists is a concise clear and contemporary introduction to the skills required for subediting newspapers magazines and websites Tim Holmes describes how subediting has developed from the early days of print to the modern era of the internet browser and social media and explores the many challenges for the sub working today Using numerous practical examples drawn from print and online Subediting and Production for Journalists introduces the various techniques employed by the sub to help make the written word stand out on the page including subbing news and features for sense and style writing headlines and sells making copy legally safe understanding production using software packages and content management systems editing and rewriting stories for online publication creating suitable page furniture for websites handling and sizing pictures digitally handling audio and video Subediting and Production for Journalists is the perfect guide for all those with an interest in subbing in today's multimedia environments as well as anyone wanting to see their words come to life

When East Meets West Fran Blumberg, 2008-12-18 The impetus for this book was a series of guest lectures for the Issues in Applied Cognition Institute sponsored by Fordham University's Graduate School of Education May 26 27 2005 and convened at Fordham University in New York City and May 30 June 7 2005 at The Beijing Center for Language and Culture in Beijing The book that has since emerged is designed to serve as a reference that brings together theoretical perspectives research findings and cultural practice in the examination of media from a primarily Sino American vantage point as commented upon by Chinese U S and U K researchers and practitioners The need for such a reference is prompted by China's status as a nascent superpower and the ramifications of that emerging status for collaborative ventures and exchange of information with the U S Clearly one flourishing context in which this sharing will occur is media The goal of this volume is to provide the basis for consideration of the theoretical and practical issues that both China and the United States media will encounter as they move toward greater economic and political interdependence This discussion is approached through the lens of media practice research and education and includes the voices of media

market researchers journalists and editors developers of children s educational programs and academicians Collectively the chapters offer a select set of snapshots of how media in China and the U S look at one point in time This moment is one that includes China preparing for the Beijing 2008 Olympics and the U S grappling with its involvement in an unpopular war However these images may capture what has been referred to in photojournalism as a decisive moment in the fledgling media interdependency between the U S and China

Effective Publications Management Cathy Connor

Lips,2007-10-01 Master the details of creating contracting and overseeing print materials and make your communication projects annual reports brochures newsletters and other publications run smoothly Each chapter is dedicated to a different phase of the process Topics include determining your communication needs educating clients creating proposals planning schedules and budgets hiring a creative team selecting printers and much more Award winning creative directors art directors designers editors and consultants share their publications management strategies and exemplary work Sample project schedules budgets and vendor contracts are provided One phase of the publication process per chapter Ideal for professionals in corporate and nonprofit communications and marketing for graphic designers and for design and business students Great reference for anyone creating or overseeing any type of print publication novices as well as seasoned professionals who can benefit from industry experts knowledge 58 color images plus 18 sample schedules budgets contracts and more

Magazine Editing John Morrish,Paul Bradshaw,2012-03-12 Including comprehensive coverage on both print and online consumer and free magazines Magazine Editing looks at how magazines work and explains the dual role of the magazine editor John Morrish and Paul Bradshaw consider the editor both as a journalist having to provide information and entertainment for readers and as a manager expected to lead and supervise successfully the development of a magazine or periodical Looking at the current state of the magazine market in the twenty first century the third edition explains how this has developed and changed in recent years with specific attention paid to the explosion of apps e zines online communities and magazine websites Featuring case studies interviews with successful editors examples of covers and spreads and useful tables and graphs this book discusses the editor s many roles and details the skills needed to run a publication Magazine Editing offers practical guidance on how to create an editorial strategy how to lead and manage an editorial team researching a market and finding new readers dealing with budgets and finance working with designers and production staff legal technological and ethical dilemmas online distribution social media and search engine optimisation managing information overload how to become an editor

Creating Your Career in Communications and Entertainment Leonard

Mogel,1998 This premiere edition from Leonard Mogel provides up to date snapshots with data forecasts and analyses of career opportunities in the worlds of publishing communications media and entertainment A veteran of the printing publishing and movie industries Mogel offers dozens of specific career tips and many interviews with experts in each field Offering visions of dream jobs with a healthy dose of perspective and wisdom this volume is intended for readers interested

in pursuing careers in media and entertainment **Inside Magazine Publishing** David Stam, Andrew Scott, 2014-03-05
Inside Magazine Publishing is an engaging and practically focused textbook exploring all aspects of the contemporary magazine industry Editors David Stam and Andrew Scott present a detailed analysis of the key elements of the magazine business today with both a look back to the past and a projection of the future The role of digital and new media platforms and their effect on all aspects of publishing is explored in detail The book features a broad range of case studies written by industry experts providing readers with accessible examples of key issues in magazine publishing Additional micro essays also expertly apply theory to practice and the book is further supported by a companion website www.insidemagazinepublishing.com Subject areas covered include UK magazine publishing today changing business models originating and managing creative content magazine writing and design circulation sales and advertising distribution and marketing the magazine in the digital age There are useful appendices on printing paper selection and legal matters as well as a detailed glossary Inside Magazine Publishing provides a comprehensive overview of magazine publishing for students and all those wishing to understand this dynamic and complex industry *Author and Journalist* ,1927 *Editor & Publisher* ,1917

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