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Media Writing is designed for those who will venture into this new multimedia environment. The book explores linkages between print, broadcast and public relations writing styles, outlines the nature of good writing, and synthesizes and integrates professional skills and concepts.

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When the first edition of Media Writing-was conceptualized in the mid-1990s, industry predictions were that media were coming together in "convergence. " spurred by the increasingly interrelated technologies of computer, telephone, and TV. Specialization by media, it was said, was on its way out. Print and broadcast journalists and public relations practitioners would not be merely ...

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MediaWriting : Print, Broadcast, and Public Relations

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