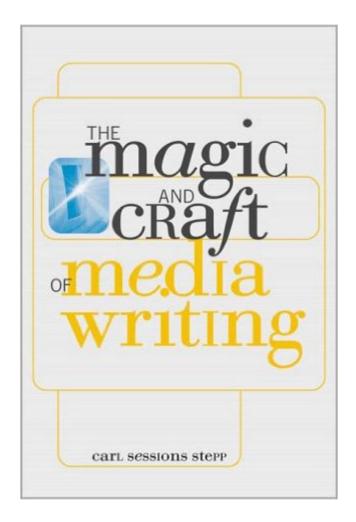
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The Magic And Craft Of Media Writing





Synopsis

Learn how to write for the mass media, both print and on-line, by blending the magic of artistry and creativity with the craft of attention to detail and technique. Specific examples help professional and aspiring writers, businesspeople, and media professionals to conceive, organize, and write compelling and informative material.

Book Information

Paperback: 320 pages Publisher: NTC/Contemporary Publishing Company (May 2000) Language: English ISBN-10: 0658008749 ISBN-13: 978-0658008740 Product Dimensions: 9 x 6.1 x 0.7 inches Shipping Weight: 1 pounds Average Customer Review: Be the first to review this item Best Sellers Rank: #4,147,891 in Books (See Top 100 in Books) #70 in Books > Reference > Writing, Research & Publishing Guides > Writing > Newspapers & Magazines #12801 in Books > Reference > Writing, Research & Publishing Guides > Writing > Fiction #20882 in Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies

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