

McKane

News Writing

"Deserves to be on every journalism student's reading list and every tutor's book shelf. It is clear, straightforward and scholarly in a very accessible way. bursting with good advice and insight which should benefit all who all read it." - Kate Jenner, School of Journalism and Digital Communication, University of Central Lancashire "A first-class no-nonsense guide to news writing. Anna McKane's wealth of experience both as a journalist and a lecturer in journalism gives News Writing the edge over similar tomes." - Kate Shanahan, Lecturer in Journalism, School of Media, Dublin Institute of Technology The ability to hone and craft an eye-catching news story is fundamental to good journalism. It is an essential skill that the young journalist of today must carry with them. The growth of online journalism and the use of social media has meant that the skills required in news writing are evolving, opening up fresh challenges and exciting new possibilities. Anna McKane's News Writing takes you step-by-step through the key aspects of writing news on both print and online platforms, equipping you with all that you need to become an articulate, accurate and engaging journalist. Crucially, the book will show you how to: • create an attention-grabbing intro or first paragraph • structure the content of your story effectively • use the appropriate language. Fully updated to account for the role of online journalism, this second edition guides you through the essentials of website presentation, from headlines and standfirsts to the use of smartphone images and links. An all-new chapter shows you how to use Twitter and online blogs to piece together a winning story, and up-to-date examples and exercises throughout encourage you to pick apart and analyse the techniques used in a variety of recent news stories across a range of platforms. This is the essential workbook to take you through your studies in Journalism and News Writing.



189,50 €

177,10 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781446256299

Medium: Buch

ISBN: 978-1-4462-5629-9

Verlag: Sage Publications

Erscheinungstermin: 20.12.2013

Sprache(n): Englisch

Auflage: 2. Auflage 2013

Produktform: Gebunden

Gewicht: 476 g

Seiten: 192

Format (B x H): 170 x 241 mm

