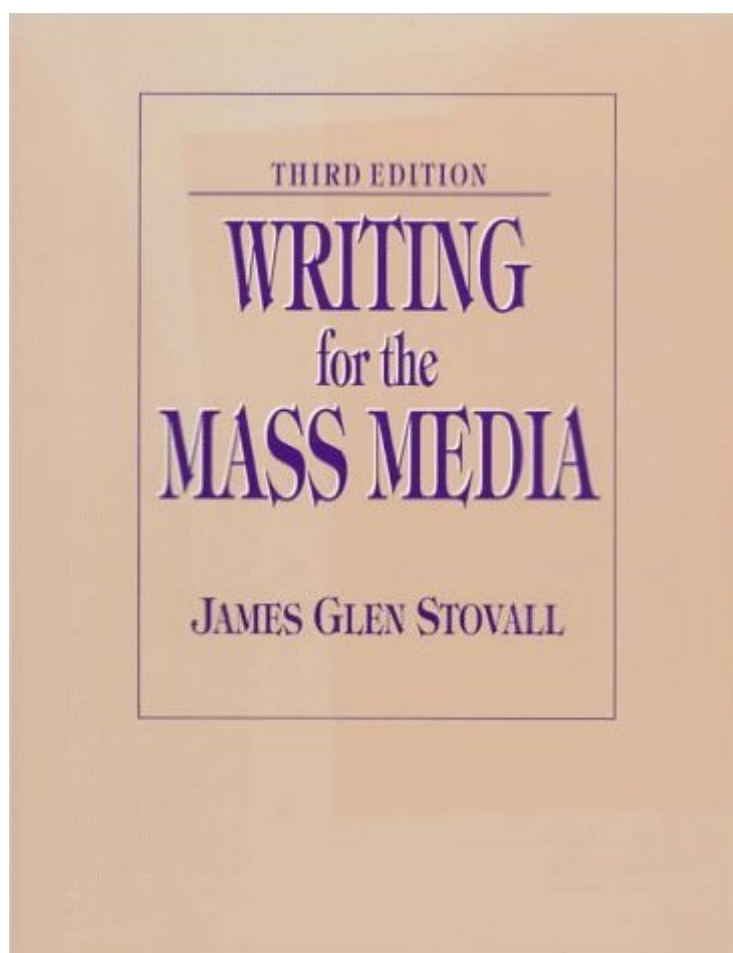


The book was found

Writing For The Mass Media



Synopsis

Featuring examples and writing exercises, this text discusses the various elements of the major forms of writing for the mass media. A teacher's manual is also available (0-13-097973-2).

Book Information

Paperback: 336 pages

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ISBN-10: 0130979651

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Product Dimensions: 0.5 x 8.2 x 11 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #5,380,116 in Books (See Top 100 in Books) #88 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Newspapers & Magazines](#) #14655 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Fiction](#)

Customer Reviews

I have found this book very helpful in my class for journalism and mass communication. In fact I will still use it after I am done with the class. It is easy to read and follow, not at all confusing.

This book was a great textbook. It started with the basics and moved along smoothly to make sure every point of writing for print, broadcast, or web was made clear.

I am in a class in college and the professor recommended this book for us to study. The information in this book helps me with my class studies.

Was a required textbook, overpriced, for very little information. Served its purpose of selling teachers, but offering little to students.

text book - it was what I needed, but I don't personally like it. Needed it for school, would not have purchased for pleasure.

I bought this for a college class I took and it was very helpful to understand how mass media takes

over our minds

So great, looks new. Just one week to arrives and in a low price.

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