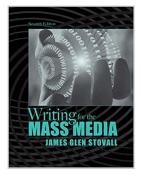
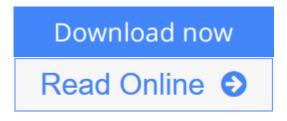
### Writing for the Mass Media (7th Edition)



By James G. Stovall



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#### From the Back Cover

Jim Stovall's book, first published in 1985, has proven itself over and over as an invaluable tool for those who write for the media. It is a book that introduces readers to the forms and demands of writing for the mass media. Its simple, straightforward approach, abundance of material, and attractive design make it a book that is easy to use and ultimately helpful in learning the forms of media writing. The new edition contains all of the material that users have found helpful in the previous edition: clear, well-written text, excellent examples of media writing in all forms, and many exercises. In addition, the fourth edition has a complete chapter on media writing and the law, a revamped chapter on writing in the media environment, and sections on writing for the World Wide Web and on presenting information graphically. Journalists and those involved in media writing.

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