



Writing for the Mass Media (7th Edition)

By James G. Stovall

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Now in its Seventh Edition, *Writing for the Mass Media* remains one of the clearest and most effective introductions to media writing on the market. Offering clear writing, simple organization, abundant exercises, and precise examples, this book provides readers information about media writing and opportunities to develop their skills as professional writers. Using a text-workbook format, it introduces and explains the major forms of media writing—inverted pyramid and other story structures for print, emerging forms for the Web, dramatic unity for broadcast, copy platforms for advertising, and the various writing structures required for public relations. The basic and practical approach of *Writing for the Mass Media* makes it an excellent book for the introductory level writer.

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Editorial Review

Review

"What impresses me most is how the author relates to the subject matter, the instructor, and the student all at once. Written in a non-stilted style, it is easily understood, practical, and it gets results." - Ronald P. Westpheling, George Mason University

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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Tracy Lindsey:

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