

Feature Writing The Pursuit Of Excellence

Feature Writing and Reporting offers a fresh look at feature writing and reporting in the 21st century. Award-winning professor and author Jennifer Brannock Cox teaches students the fundamentals of feature writing and reporting while emphasizing the skills and tools needed to be successful in the digital era. Packed with the best samples of feature writing today, this practical text gives students ample opportunity to practice their writing as they build a portfolio of work for their future careers. Special attention on new multimedia and online reporting prepares readers for success in a rapidly changing media landscape.

Rhetoric and composition is an academic discipline that informs all other fields in teaching students how to communicate their ideas and construct their arguments. It has grown dramatically to become a cornerstone of many undergraduate courses and curricula, and it is a particularly dynamic field for scholarly research. This book offers an accessible introduction to teaching and studying rhetoric and composition. By combining the history of rhetoric, explorations of its underlying theories, and a survey of current research (with practical examples and advice), Steven Lynn offers a solid foundation for further study in the field. Readers will find useful information on how students have been taught to invent and organize materials, to express themselves correctly and effectively, and how the ancient study of memory and delivery illuminates discourse and pedagogy today. This concise book thus provides a starting point for learning about the discipline that engages writing, thinking, and argument.

Towel Snapping the Press follows the president's lifelong association with the media, showing how he has developed and, over the years, modified his tactics. During Bush's early years in the public eye, the press did not scrutinize him; but as president he became a subject of intense analysis. Still, many reporters find the president's disposition charming, even while they are frustrated by his message discipline and rigid control of press access to administration sources. This book not only presents interesting stories about the president from reporters' points of view, but also raises important issues that any civically engaged citizen will want to explore.

Consumer-run organizations and other types of mental health self-help are becoming increasingly popular in the public mental health system. These initiatives now outnumber traditional mental health organizations in the US (Goldstrom et al., 2006). This growth is due in large part to their low cost, devoted supporters, burgeoning evidence base, and increased acceptance by mental health professionals. International interest in these initiatives is also growing as self-help is flourishing in industrialized countries worldwide. I recently edited a special issue on mental health self-help for the American Journal of Community Psychology and we received submissions from five continents, with exciting work coming out of China, Australia, and Europe. The proposed book develops a rich theoretical model called the Role Framework, which explains how people engage in and benefit from mental health consumer-run organizations (CROs).

Scholarly engagement with the magazine form has, in the last two decades, produced a substantial amount of valuable research. Authored by leading academic authorities in the study of magazines, the chapters in The Routledge Handbook of Magazine

Research not only create an architecture to organize and archive the developing field of magazine research, but also suggest new avenues of future investigation. Each of 33 chapters surveys the last 20 years of scholarship in its subject area, identifying the major research themes, theoretical developments and interpretive breakthroughs. Exploration of the digital challenges and opportunities which currently face the magazine world are woven throughout, offering readers a deeper understanding of the magazine form, as well as of the sociocultural realities it both mirrors and influences. The book includes six sections:

-Methodologies and structures presents theories and models for magazine research in an evolving, global context. -Magazine publishing: the people and the work introduces the roles and practices of those involved in the editorial and business sides of magazine publishing. -Magazines as textual communication surveys the field of contemporary magazines across a range of theoretical perspectives, subjects, genre and format questions. -Magazines as visual communication explores cover design, photography, illustrations and interactivity. -Pedagogical and curricular perspectives offers insights on undergraduate and graduate teaching topics in magazine research. -The future of the magazine form speculates on the changing nature of magazine research via its environmental effects, audience, and transforming platforms.

Previous editions published under title: Feature writing for newspapers and magazines.

Millions of Americans routinely spend half their working day or more with their hands on keyboards and their minds on audiences - writing so much, in fact, that they have less time and appetite for reading. In this highly anticipated sequel to her award-winning *Literacy in American Lives*, Deborah Brandt moves beyond laments about the decline of reading to focus on the rise of writing. What happens when writing overtakes reading as the basis of people's daily literate experience? How does a societal shift toward writing affect the ways that people develop their literacy and understand its value? Drawing on recent interviews with people who write every day, Brandt explores this major turn in the development of mass literacy and examines the serious challenges it poses for America's educational mission and civic health.

A text for undergraduate feature-writing classes, also useful for freelance writers. Award-winning newspaper and magazine features illustrate writing principles in chapters on getting ideas, differences between the magazine article and the newspaper feature, interviewing, marketing articles, and wri

Hennessy's classic text tells you everything you need to know about writing successful features. You will learn how to formulate and develop ideas and how to shape them to fit different markets. Now in its fourth edition, *Writing Feature Articles* has been fully revised and updated to take into account the changing requirements of journalism and media courses. You will also discover how to exploit new technology for both researching and writing online. Learn step-by-step how to plan, research and write articles for a wide variety of 'popular', 'quality' and specialist publications. Discover more and make the advice stick by completing the tasks and reading the keen analysis of extracts from the best of today's writing. Packed with inspirational advice in a friendly, highly readable style, this guide is a must-have for practising and aspiring journalists and writers.

The School of Journalism at Columbia University has awarded the Pulitzer Prize since 1917. Nowadays there are prizes in 21 categories from the fields of journalism, literature and music. The Pulitzer Prize Archive presents the history of this award from its beginnings to the present: In

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parts A to E the awarding of the prize in each category is documented, commented and arranged chronologically. Part F covers the history of the prize biographically and bibliographically. Part G provides the background to the decisions.

Real Feature Writing emphasizes story shape and structure by illustrating several distinct types of feature and non-fiction stories, all drawn from the real world. Author Abraham Aamidor presents a collection of distinct non-deadline story types (profile, trend, focus, advocacy, and more), providing an introduction to each story type, a full-text example, a critical analysis of the example, and clear directions for producing similar stories. In this second edition, Aamidor and his guest contributors (all with real-world journalistic experience) demonstrate in clear, honest language how to write features. New for this edition are: *updated examples of feature writing, integrated throughout the text;* a chapter on ethical journalism, which takes a critical look at propaganda;* a chapter on international perspectives, including coverage of issues in the Middle East;* chapters on research, freelancing, content editing, copy editing, and literary journalism. This text is appropriate for upper-level journalism students, and will be a valuable resource for freelance writers and young working journalists needing guidance on writing features.

A text for undergraduate feature-writing classes, also useful for freelance writers. Award-winning newspaper and magazine features illustrate writing principles in chapters on getting ideas, differences between the magazine article and the newspaper feature, interviewing, marketing articles, and writing and rewriting. This third edition contains an overview of the profession, and coverage of writing styles, legal and ethical issues, and computerized research. Annotation copyright by Book News, Inc., Portland, OR

Profiles jobs in the newspaper industry such as art directors, columnists, foreign correspondents, photo editors, reporters, and more. Compiled from: Writing for the mass media, 5th ed. / James Glen Stovall ; Writing right for broadcast and internet news / Sharyl Attkisson and Don R. Vaughan ; Feature writing for newspapers and magazines: the pursuit of excellence, 5th ed. / Edward Jan Friedlander and John Lee ; Newstinking: the secret of making your facts fall into place / Bob Baker ; A journalist's guide to the internet: the net as reporting tool, 2nd ed. / Christopher Callahan ; Integrated advertising, promotion & marketing communications / Kenneth E. Clow and Donald Baack ; Public relations: strategies and tactics, 7th ed. / Dennis L. Wilcox, Glen T. Cameron, Philip H. Ault and Warren K. Agee.

Feature Writing The Pursuit of Excellence Pearson College Division

Provides information on salaries, skill requirements, and employment opportunities for ninety writing and writing-related professions.

Science Journalism: An Introduction gives wide-ranging guidance on producing journalistic content about different areas of scientific research. It provides a step-by-step guide to mastering the practical skills necessary for covering scientific stories and explaining the business behind the industry. Martin W. Angler, an experienced science and technology journalist, covers the main stages involved in getting an article written and published; from choosing an idea, structuring your pitch, researching and interviewing, to writing effectively for magazines, newspapers and online publications. There are chapters dedicated to investigative reporting, handling scientific data and explaining scientific practice and research findings to a non-specialist audience. Coverage in the chapters is supported by reading lists, review questions and practical exercises. The book also includes extensive interviews with established science journalists, scholars and scientists that provide tips on building a career in science journalism, address what makes a good reporter and discuss the current issues they face professionally. The book concludes by laying out the numerous available routes into science journalism, such as relevant writing programs, fellowships, awards and successful online science magazines. For students of journalism and professional journalists at all levels, this book offers an invaluable overview of contemporary science journalism with an emphasis on professional journalistic practice and success in the digital age.

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The media writing industry is constantly changing, making it vital for students and practitioners to be able to adapt to new and different forms and approaches. Now updated in a second edition, this highly accessible and practical guide to media writing brings together a range of different professional contexts, enabling students to develop a solid understanding of the practices that will enable them to excel in any media writing field today. In chapters spanning print, online and broadcast news, magazines, public relations, advertising and screenwriting, Batty and Cain outline the key theories, concepts and tools for writing in each context, exploring their distinctive styles and practices and also identifying their shared ideas and principles. Packed with exercises, case studies and career guidance, this lively resource encourages students to engage with each form and hone transferable skills. The new edition reveals how digital technology is continually expanding the scope of platforms and shaping the way media writing is produced and consumed. This insightful text remains essential reading for students of journalism, creative writing, media studies and communication studies.

Chronicling the rise of New York as the cultural capital of the world in the early 1900s, an analysis of the cultural impact of the city includes essays on the art, architecture, literature, language, and commerce of the city.

"Sidney Offit has devised a marvelous mirror of his unique personality as well as a one of a kind tour of the New York literary world in the last half century. Anyone even faintly interested in books will find it impossible to put down."---Thomas Fleming, bestselling author of *Liberty! The American Revolution* Sidney Offit's charming memoir of a writer's life ingeniously reflects some of the greatest (and most infamous) literary, political, and sports personalities of our century. His early days in Baltimore (where he met H. L. Mencken and entertained Robert Frost) are as engaging as his later encounters with Dylan Thomas, John Steinbeck, Pablo Neruda, Heinrich Böll, and some of the era's greatest ballplayers: Robinson, Mantle, Mays, and Williams. Mixing with a remarkable and diverse crowd, led Sidney to run-ins and adventures with Truman Capote ("What kind of guy are you?"), Jackie Kennedy (in a corner), Kurt Vonnegut (who identified Sidney as his "best friend"), the incomparable Toni Morrison, and other bards, muses, and just plain folk. Their conversations are recalled with gentle humor and a keen eye for a New York where casual and spontaneous encounters may shape what the country reads or where a stroll around the corner can change a life.

For undergraduates following any course of study, it is essential to develop the ability to write effectively. Yet the processes by which students become more capable and ready to meet the challenges of writing for employers, the wider public, and their own purposes remain largely invisible. *Developing Writers in Higher Education* shows how learning to write for various purposes in multiple disciplines leads college students to new levels of competence. This volume draws on an in-depth study of the writing and experiences of 169 University of Michigan undergraduates, using statistical analysis of 322 surveys, qualitative analysis of 131 interviews, use of corpus linguistics on 94 electronic portfolios and 2,406 pieces of student writing, and case studies of individual students to trace the multiple paths taken by student writers. Topics include student writers' interaction with feedback; perceptions of genre; the role of disciplinary writing; generality and certainty in student writing; students' concepts of voice and style; students' understanding of multimodal and digital writing; high school's influence on college writers; and writing development after college. The digital edition offers samples of student writing, electronic portfolios produced by student writers, transcripts of interviews with students, and explanations of some of the analysis conducted by the contributors. This is an important book for researchers and graduate students in multiple fields. Those in writing studies get an overview of other longitudinal studies as well as key questions currently circulating. For linguists, it demonstrates how corpus linguistics can inform writing studies. Scholars in higher education will gain a new perspective on college student development. The book also adds to current understandings of sociocultural

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theories of literacy and offers prospective teachers insights into how students learn to write. Finally, for high school teachers, this volume will answer questions about college writing.

MediaWriting is an introductory, hands-on textbook for students preparing to write in the current multimedia environment. Rather than just talk about the differences among the styles of print, broadcast, and public relations, MediaWriting synthesizes and integrates them, while weaving in basic principles of Internet writing and social media reporting. Complete with real-world examples, practical writing exercises, and tips and information for entering into the profession, MediaWriting continues to give students the tools they need to become a successful media writer. The new edition has been extensively rewritten to reflect the dynamic nature of the profession, paying significant attention to how the Internet and social media have become essential communication tools for print and broadcast journalists, and public relations professionals. Further updates and features include: Increased attention to computer-assisted reporting, the preparation of online copy, and social media applications Two new chapters on lead writing and new new media A separate chapter focused solely on ethics Explanatory "how to" boxes that help students understand and retain main themes Illustrative "It Happened to Me" vignettes from the authors' professional experiences Discussion questions and exercises at the end of every chapter Suggested readings that highlight biographies, books, and websites that expand the scope and definition of professionalism In addition to new multimedia elements, the fourth edition's companion website features enhanced resources for both students and instructors, including chapter overviews, writing tips, a test bank, sample critiques, and a sample syllabus.

Using experience-driven advice and compelling articles from scores of newspaper, magazine and online writers, Feature Writing shows how award-winning journalists achieve excellence and national recognition. The Seventh Edition helps the reader cultivate vital journalistic skills through detailed coverage on creating and refining article ideas, conducting research and interviews, writing, and navigating legal and ethical questions. World-class writing examples from Pulitzer Prize feature writers, extensive updates, and timely tips from some of America's best feature writers have made this the premier book in its field for more than three decades.

Via 100 entries or "mini-chapters," the SAGE 21st Century Reference Series volumes on Communication will highlight the most important topics, issues, questions, and debates any student obtaining a degree in the field of communication ought to have mastered for effectiveness in the 21st Century. The purpose is to provide undergraduate majors with an authoritative reference source that will serve their research needs with more detailed information than encyclopedia entries but not as much jargon, detail or density as a journal article or a research handbook chapter.

Covering all of the major genres, The Bloomsbury Introduction to Creative Writing is a complete introductory manual for students of creative writing. Now in its second edition, the book features an updated and expanded chapter on writing for digital media, and new exercises for reading across the genres and writing hybrid forms. Through a structured series of practical writing exercises – perfect for the classroom, the writer's workshop or as a starting point for a portfolio of work – the book builds the student writer

from the first explorations of voice and the relationship between writing and knowledge, through to mastery of a wide range of genres and forms. The Bloomsbury Introduction to Creative Writing covers such genres as: · Autobiographical writing · Short fiction · Poetry · Screenwriting and writing for performance · Writing for digital media, including video games and social media With practical guidance on writing scholarly critiques of your own work and a glossary of terms for ease of reference, The Bloomsbury Introduction to Creative Writing is an essential manual for any introductory creative writing course and a practical companion for more advanced writers.

In almost any career, you must know how to write—even if it's not part of your job description. But if you are a reluctant writer, producing even the simplest memo may be a struggle. Write Better Right Now is the springboard to get you ahead in any job, passion project, or situation that requires writing skills. No matter what you are called upon to do—blog posts, speeches, web content, press releases, or more—this step-by-step manual gives you the solid techniques you need to get the task done. Write Better Right Now works because it is: Short—It takes a concise approach, from first thoughts to final edits, and its “mix-and-match” structure means you only have to read the sections you need. Practical—It is loaded with summations, short cuts, tips, cheat sheets, and hands-on exercises. Solution-driven—Knowing where you've gone wrong is half the battle. Write Better Right Now offers you the tools to identify your own problem patterns and choose the quickest and most appropriate fixes. You can improve your writing today. With straightforward guidance, Write Better Right Now is the quick read for productive people who need to create clear and crisp communication—right now.

Fearless Editing clearly articulates the basic concepts underlying editing techniques and demonstrates their application for newspapers, public relations, magazines and Web pages. This text takes a conceptual approach that integrates verbal skills with visual elements. Unlike other texts that are clearly designed for print, this book includes multi-media applications in every chapter. The Student Newspaper Survival Guide has been extensively updated to cover recent developments in online publishing, social media, mobile journalism, and multimedia storytelling; at the same time, it continues to serve as an essential reference on all aspects of producing a student publication. Updated and expanded to discuss many of the changes in the field of journalism and in college newspapers, with two new chapters to enhance the focus on online journalism and technology Emphasis on Web-first publishing and covering breaking news as it happens, including a new section on mobile journalism Guides student journalists through the intricate, multi-step process of producing a student newspaper including the challenges of reporting, writing, editing, designing, and publishing campus newspapers and websites Chapters include discussion questions, exercises, sample projects, checklists, tips from professionals, sample forms, story ideas, and scenarios for discussion Fresh, new, full color examples from award winning college newspapers around North America Essential reading for student reporters, editors, page designers, photographers, webmasters, and advertising sales representatives

Covers topic selection story dimensions, organization, and editing

This is a lively, practical guide that provides a fascinating linguistic description of six familiar text and discourse types,

showing how language works in everyday life to perform its particular purpose. Through original examples, students are introduced to a wide-ranging repertoire of analytical concepts and techniques, described in basic, clear terms, and drawn from a broad range of areas of linguistics and language study. The aim of the book is to enable students to discover for themselves what is interesting about different language situations, and to begin to interrogate the relationship between language, society, and ideology. The Language of Everyday Life includes: topics for discussion; exercises, and; further readings; extensive glossary of technical terms; a practical guide to project work.

Print Journalism provides an up-to-date overview of the skills needed to work within the newspaper and magazine industries. This critical approach to newspaper and magazine practice highlights historical, theoretical, ethical and political debates and includes tips on the everyday skills of newspaper and magazine journalists, as well as tips for online writing and production. Crucial skills highlighted include: sourcing the news interviewing sub editing feature writing and editing reviewing designing pages pitching features In addition separate chapters focus on ethics, reporting courts, covering politics and copyright whilst others look at the history of newspapers and magazines, the structure of the UK print industry (including its financial organization) and the development of journalism education in the UK, helping to place the coverage of skills within a broader, critical context. All contributors are experienced practicing journalists as well as journalism educators from a broad range of UK universities.

Looks at the the role of literacy learning over the past century and the impact it has had on people born between 1895 and 1985.

What links Cinderella to Harry Potter? What can The Simpsons teach us about character creation? What is the False Horizon moment? What are the two classic openings and five effective endings of a newspaper story? Aimed at primary and early secondary school teachers, Tricks of the Writer's Trade uses a simple, straightforward and highly-entertaining method to reveal a myriad of writing approaches, from basic story structure through to advanced scriptwriting, and the techniques used by professional writers and journalists. Covering fiction and non-fiction writing, chapters include guidance on: Story structure Creating characters Persuasive writing Informative writing Scriptwriting Writing techniques By following its step-by-step approach and using the resources and materials provided, teachers can engage their pupils, improve their writing skills dramatically – and have fun while they're doing it. Writing lessons will never be the same again! Tricks of the Writer's Trade is an invaluable resource for all Primary Teachers, Key Stage Three English teachers and literacy coordinators as well as PGCE students.

A handy guide for freelancers and novice journalists to writing feature articles.

Good writing engages as it informs and feature journalism offers writers the opportunity to tell deep, affecting stories that

look beyond the immediate mechanics of who, what, where and when and explore the more difficult-and more rewarding-questions: how and why? Whether you're a blogger, a news journalist or an aspiring lifestyle reporter, a strong voice and a fresh, informed perspective remain in short supply and strong demand; this book will help you craft the kind of narratives people can't wait to share on their social media feeds. Writing Feature Stories established a reputation as a comprehensive, thought-provoking and engaging introduction to researching and writing feature stories. This second edition is completely overhauled to reflect the range of print and digital feature formats, and the variety of online, mobile and traditional media in which they appear. This hands-on guide explains how to generate fresh ideas; research online and offline; make the most of interviews; sift and sort raw material; structure and write the story; edit and proofread your work; find the best platform for your story; and pitch your work to editors. 'A wide-ranging, much-needed master class for anyone who tells true yarns in this fast-changing journalistic marketplace' - Bruce Shapiro, Columbia University 'Useful and thought provoking' - Margaret Simons, journalist and author 'A must read for any digital storyteller who wants to write emotive, engaging, believable content.' - Nidhi Dutt, foreign correspondent

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