

The Basics Of Media Writing A Strategic Approach

The Basics of Media Writing: a Strategic Approach
The Basics of Media Writing
Media Studies: The Basics
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Standard Directory of Advertising Agencies
Essentials of Media Planning
Standard Directory of Advertisers
The Essentials of Media Planning
Essentials of Media Planning
Fundamentals of Media Effects
The Basics of Media Research
Marketing & Media Decisions
Adobe Flash Professional CS6 Essentials
The Dynamics of Mass Communication
Mike Meyers' A+ Guide: Essentials (Exam 220-601)
Sponsor
The Media Design Book
School Media Quarterly
Media/scope
Loose-leaf Version for Media
Essentials
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the basics of media writing a strategic approach helps readers develop the essential writing skills and professional habits needed to succeed in 21st century media careers this research driven strategy based media writing textbook digs deeply into how media professionals think and write in journalism public relations advertising and other forms of strategic communication authors scott a kuehn and andrew lingwall have created two comprehensive writing models to help students overcome their problems in finding and developing story topics by giving them starting points to begin writing the professional strategy triangle model shows students how to think critically about the audience the situation and the message before starting a news story or persuasive piece and the faja four point model asks students a series of questions about their story type fact analysis judgment or action to guide them to the right angle or organizational structure for their message rooted in classical rhetorical methods this step by step technique enables readers to strategically approach each writing task no matter the format

there have been seismic shifts in what constitutes the media in recent years with technological advances ushering in whole new categories of producers consumers and modes of delivery this has been reflected in the way media is studied with new theories concepts and practices coming to the fore media studies the basics is the ideal guide to this changing landscape and addresses core questions including who or what is the media what are the key terms and concepts used in analysing media where have been the impacts of the globalization of media how and by whom is media made in the 21st century featuring contemporary case studies from around the world a glossary and suggestions for further reading this is the ideal introduction to media studies today

fully updated and revised the third edition of media studies the basics is the ideal guide to the changing landscape of media and media studies covering new developments in media big tech and a i an updated glossary and suggestions for further reading this edition cements itself as the ideal introduction to media studies today

in six concise highly readable chapters essentials of media planning explains the key elements behind every successful media program with an emphasis on the role of media planning in marketing decision making this practical hands on guide is the first step towards structuring a complete and workable media plan for any product or service new to this edition actual media plans by leading agencies for top new consumer and business to business products levi dockers sun microsystems and samsonite luggage an illustrated analysis of the media decision making process the enhanced role of database marketing in media planning to reach individual consumers with targeted messages expanded coverage of market segmentation devices including new vals 2 and smrb data up to date media sources and statistics critical evaluation of newly developed online media selection services including smrb s choices and telmar s micronetwork n3p authoritative and easy to use essentials of media planning is a real world back to basics guide for every media specialist advertiser marketer and media student

this book is the result of years of reflection and experience in teaching the difficult job of media planner it is intended for students who want to improve their knowledge in the world of communications but also for those who are referred to as direct clients the ones who are working without a media agency but have advertising budgets to spend and want to know where to start in choosing the best media for their campaign this book will serve as a reference for all those who are called upon to build a media plan having worked for over 25 years in media agencies and as a teacher of media management for the university of montreal s advertising graduate program marc hamelin has developed the ability to demystify several important aspects of the media planner s profession all while maintaining a global vision of the media world

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fundamentals of media effects is a readable scholarly text geared to undergraduate students in the media effects course the book is divided into three sections section 1 overview and history provides historical evidence for media effects and for societal concern about media effects section 2 theory and concepts includes the concepts and theories that serve as the basis for different types of media effects research the final section section 3 key areas of research delves into the specific areas of inquiry

this title provides an applied approach to research in mass communication with contemporary examples from media and market research and expanded coverage of focus groups and online methods of data collection

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media essentials focuses on the most pivotal aspects of mass communication and its new edition is more effective than ever at helping students understand the everchanging mass media landscape it features new media convergence and media literacy boxes plus specific detailed case studies a newly integrated chapter on the history of journalism and an expanded program of video clips on launchpad that drive home the book s approach to media literacy and analysis

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