

## Mediawriting Print Broadcast And Public Relations

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### **9780321011374: MediaWriting: Print, Broadcast, and Public ...**

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Description Organized around an integrated view of print, broadcast, and public relations, MediaWriting provides students with the skills necessary to become proficient writers for the media.

### **Mediawriting: Print, Broadcast, and Public Relations ...**

Designed for those preparing to write in the current multimedia environment, MediaWriting explores the linkages between print, broadcast, and public relations

### **MediaWriting: Print, Broadcast, and Public Relations ...**

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 sythensizes and integrates them, while weaving in basic principles of Internet writing and social media reporting.

### **MediaWriting: Print, Broadcast, and Public Relations - W ...**

Every indicator shows the media are coming together and print, broadcast or public relations specialization is on its way out. Instead of merely being writers and reporters, print and broadcast journalists and public relations practitioners increasingly find themselves in the business of information processing and dissemination.