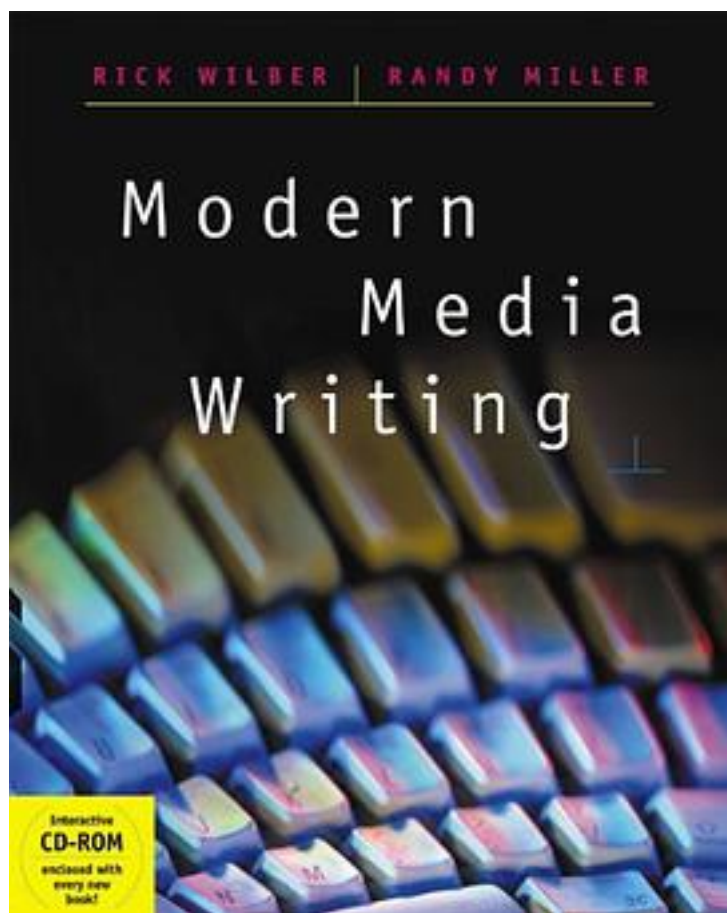


Modern Media Writing



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著者:Rick Wilber

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This new text provides all the basics of media writing for beginning journalism students, from grammar and basic research and writing techniques, to writing for print, broadcast, advertising and public relations. This practical, skills-based book not only instructs, but also provides ample information, professional and student examples,

and exercises to better prepare students as they consider a career as a professional media writer.

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