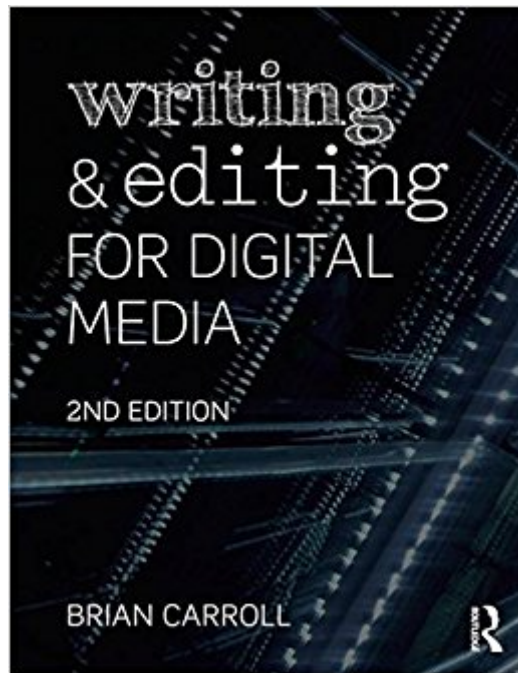The book was found

Writing And Editing For Digital Media

Synopsis

Writing and Editing for Digital Media, 2nd edition, teaches students how to write effectively for digital spacesâ •whether crafting a story for a website, blogging or using Twitter to cover a breaking news story or event. The lessons and exercises in each chapter help students build a solid understanding of the ways that digital communications have introduced opportunities for dynamic storytelling and multi-directional communication. Writing and Editing for Digital Media also addresses the graphical, multimedia, hypertextual and interactive elements that come into play when writing for digital platforms and designing digital spaces. The book teaches students not only to create content, but also to become careful, creative managers of that content. Based on Brian Carroll's extensive experience teaching the course, this revised and updated edition pays particular attention to opportunities presented by the growth of social media and mobile media. Chapters aim to: Assist digital communicators in understanding the social networked, increasingly mobile, always-on, geomapped, personalized media ecosystem;   Help writers across multiple communication fields (journalism, marketing, PR, technical writing) make the transition from print to digital;   Teach communicators to approach storytelling from a multimedia, multi-modal, interactive perspective. A companion website with exercises and assignments gives students the tools they need to put theory into practice.

Book Information

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Customer Reviews

"Writing & Editing for Digital Media is an ambitious and engaging textbook that successfully melds

core journalistic values with dynamic, multi-platform storytelling techniques." â •Ken Paulson, Dean of the College of Mass Communication, Middle Tennessee State University, and former editor in chief of USA Today "Carrollâ ™s book has its own identity and personality. Writing & Editing for Digital Media offers thought-provoking perspectives on writing as technology while also providing students with concrete lessons in writing, editing, and reading in digital environments. The book is ideal for digital journalism but works well for any Web writing course." â •Scott Warnock, Drexel University "Brian Carroll's book reflects how the rise of online media has changed how we communicate. From blogging to search engine optimization to social media, Writing & Editing for Digital Media is an essential resource for students who are broadening their writing skills." â •Andy Bechtel, University of North Carolina at Chapel Hill "Carrollâ ™s text remains the best of its kind. This second edition continues to stress the need for smart, engaging digital writing and sharp editing. Suggested chapter exercises and activities show students how to achieve both, and lessons learned can apply in multiple industries â " news, public relations, marketing â " and across multiple platforms." â •Ellen M. Mrja, Minnesota State University, Mankato

Brian Carroll is Associate Professor of Communication and Director of the Honors Program at Berry College, and Adjunct Professor of Journalism in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill. He is the author of When to Stop the Cheering? The Black Press, the Black Community, and the Integration of Professional Baseball (Routledge, 2006).

Needed it for a class, but ended up being really enjoyable and full of great information. Highly recommend for anybody who wants to write for blogs or other online publications.

great

YesThis is a great learning tool

I have been waiting to find this book. Frankly, I buy a lot of books of this type and never read them. But this one...this one I will keep handy.

this price is valuable. Awesome product! Works perfectly for leveling and trimming cakes! Received as described. excellent. it is a very useful tool,

I had to buy this book for my class at ASU... I don't suggest it at all, unless you love reading anything that resembles the layout of classic novels from the 1800's. For a book that intends to be a guide on how to write digital media, I would assume one would make an effort to make it visually appealing at least. BLACK and WHITE, with lots of extensive and tiresome text, sometimes pages of explanation that could be summarized in one paragraph. No use of colorful pictures or screen shots at all! I felt tired every time I tried to read a full chapter, and I had to count the pages to find out how far I was from achieving that.

Writing and Editing for Digital Media Developmental Editing: A Handbook for Freelancers, Authors, and Publishers (Chicago Guides to Writing, Editing, and Publishing) What Editors Do: The Art, Craft, and Business of Book Editing (Chicago Guides to Writing, Editing, and Publishing) Digital Paper: A Manual for Research and Writing with Library and Internet Materials (Chicago Guides to Writing, Editing, and Publishing) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Media Writer's Handbook: A Guide to Common Writing and Editing Problems Media Writer's Handbook: A Guide to Common Writing and Editing Problems, 6th edition Editing Fact and Fiction: A Concise Guide to Book Editing Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article: Second Edition (Chicago Guides to Writing, Editing, and Publishing) Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article (Chicago Guides to Writing, Editing, and Publishing) Legal Writing in Plain English, Second Edition: A Text with Exercises (Chicago Guides to Writing, Editing, and Publishing) Writing Ethnographic Fieldnotes, Second Edition (Chicago Guides to Writing, Editing, and Publishing) Student's Guide to Writing College Papers: Fourth Edition (Chicago Guides to Writing, Editing, and Publishing) The Chicago Guide to Writing about Multivariate Analysis, Second Edition (Chicago Guides to Writing, Editing, and Publishing) Writing Science in Plain English (Chicago Guides to Writing, Editing, and Publishing) Storycraft: The Complete Guide to Writing Narrative Nonfiction (Chicago Guides to Writing, Editing, and Publishing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand-Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter,

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