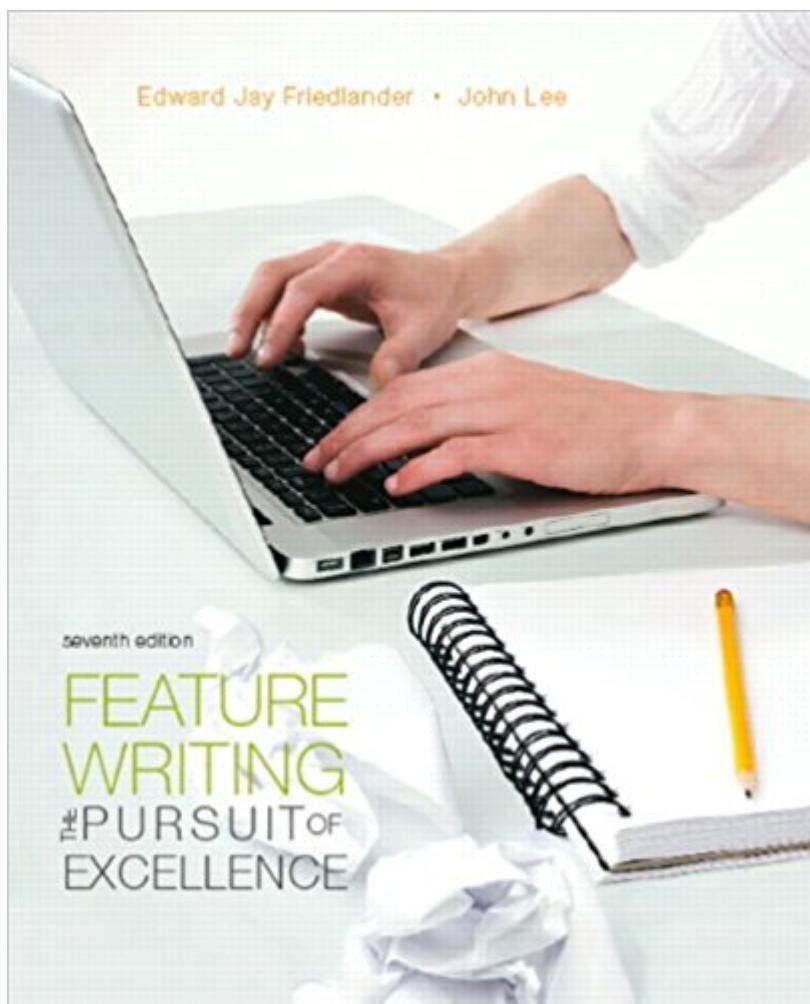


The book was found

Feature Writing: The Pursuit Of Excellence (7th Edition) (Mysearchlab Series For Communication)



Synopsis

Updated in a new 7th edition, this book helps the reader cultivate vital journalistic skills. It combines clear explanations of each step in the writing process with a wide range of stories from some of the country's best newspaper, magazine and online feature writers. With detailed coverage on creating and refining article ideas, conducting research and interviews, writing, and navigating legal and ethical questions, this book uses experience-driven advice and compelling articles to show how award-winning journalists achieve excellence and national recognition.

Book Information

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Customer Reviews

An increased emphasis on online feature writing includes a thoroughly revised examination of Internet-assisted research and looks at the burgeoning new market for freelance writers' Internet writing. Includes biographies of three new Pulitzer winners for feature writing—Andrea Elliott of The New York Times (2007), Gene Weingarten of The Washington Post Magazine (2008), and Lane DeGregory of the St. Petersburg Times (2009) in Chapter 1. Examines a new Pulitzer Prize-winning multimedia feature article by Weingarten in Chapter 2. As with all writing examples in this book, articles and excerpts are accompanied by a careful analysis of the authors' writing techniques. Adds invaluable case-history comments and writing aids from several new Pulitzer winners—Lane DeGregory, in particular—in Chapters 5 and 6. Expands discussion about the multimedia journalism potential for the three Pulitzer Prize-winning stories featured in Chapter 7,

as well as an exploration of the multimedia used to present the 2006 Pulitzer Prizeâ “winning feature story.

Everything I needed for my Communications class, but sometimes a little unclear.

This textbook has a lot of useful information in it... but it can still be utterly boring and useless since it is a textbook.I would say it is one of the better ones I was forced to use since reading it went somewhat quickly.Some of it is a little bit more common sense than the author lets on.

Thanks

Book arrived as described and quickly.

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