Creative Editing Dorothy A Bowles

A trusted source of essential information and a workbook that helps you apply your skills, Creative Editing immerses you in the real workaday world of editing newspapers, magazines, public relations materials, and Web sites.
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Creative Editing covers all aspects of editing for print and online media. It is a comprehensive field guide to copy editing for Canadian publications. The textbook/workbook format allows students to practice their skills as they learn. It also includes separate chapters on communications law and ethics.

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CREATIVE EDITING has been consistently praised by reviewers for its comprehensive coverage, excellent organization, and currency of issues relevant to editing copy. The Fourth Edition continues to live up to this reputation through consistent reinforcement and practical application of editing concepts. The book covers all aspects of editing for print and online media and provides ample practice exercises for students to demonstrate that they know how to apply

principles from the text. This book does not assume that students understand grammar fundamentals. It starts with basic language skills and leads students through every phase of a professional copy editor's job. The book's textbook/workbook approach allows students to practice their skills as they learn. This edition covers editing as it relates to public relations, digital editing for Web sources and magazine editing. In addition, it includes separate chapters on communications law and ethics, along with exercises designed to help students understand practical applications of legal and ethical principles.

The Student Newspaper Survival Guide has been extensively updated to cover recent developments in online publishing, social media, mobile journalism, and multimedia storytelling; at the same time, it continues to serve as an essential reference on all aspects of producing a student publication. Updated and expanded to discuss many of the changes in the field of journalism and in college newspapers, with two new chapters to enhance the focus on online journalism and technology Emphasis on Web-first publishing and covering breaking news as it happens, including a new section on mobile journalism Guides student journalists through the intricate, multi-step process of producing a student newspaper including the challenges of reporting, writing, editing, designing, and publishing campus newspapers and websites Chapters include discussion

questions, exercises, sample projects, checklists, tips from professionals, sample forms, story ideas, and scenarios for discussion Fresh, new, full color examples from award winning college newspapers around North America Essential reading for student reporters, editors, page designers, photographers, webmasters, and advertising sales representatives

Creative Editing

Every 3rd issue is a quarterly cumulation.

Takes a narrative, "nuts-and-bolts" approach to mass communication, with substantial material applicable to public relations, advertising, broadcasting, and journalism. The book addresses market changes by streamlining some of the traditional news-oriented material and introducing other legal topics of broad concern to communications professionals (i.e., advertising, PR, video production, announcing, magazine editing, etc.). Its approach and pedagogical features make the material easily accessible.

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The importance of research and knowing how to analyze information is essential in many careers. Research and Information Management, Second Edition (the first edition was titled Information Management) helps students learn how to acquire and manage information of all types. In todayOCOs information age, it is easy to be bewildered by the vast amount of data that is easily available. This book looks at different ways of approaching research and information management. Topics covered include research methods, evaluating information for relevance, creating effective presentations, and managing information with spreadsheet and word processing software"

This excellent book covers editing in the digital age, demonstrating the tools needed for effective text editing. Learn how to write powerful headlines and captions, and how to edit body text quickly and cleanly. It also concentrates on design in the digital environment, introducing typography and the related issues of readability and legibility. The skills of picture editing are explored, including image selection, cropping, manipulation and the ethics involved. These core skills and methods are then applied to the World Wide Web. Recent research into how people navigate Web pages is considered, and recommends ways to write more effectively for

the online medium. The first section concentrates on editing in the digital age, demonstrating the tools needed for effective text editing. Dr Quinn shows how to write powerful headlines and captions, and how to edit body text quickly and cleanly. The middle section concentrates on design in the digital environment. Chapter five introduces typography and the related issues of readability and legibility. Chapter six covers the principles of design and how they can be applied to print and electronic publications. Chapter seven looks at the skills of picture editing, including image selection, cropping, manipulation and the ethics involved. Chapter eight investigates other forms of visual presentation such as diagrams, logos, maps and cartoons. In the final section, these core skills and methods are applied to the World Wide Web. Chapter nine considers recent research into how people navigate Web pages, and recommends ways to write more effectively for the online medium. Chapter ten examines how the principles of print design can (and cannot) be applied to Web pages.
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Though mass media students need to have a firm enough understanding of the

research process to carry out some research, their main goal is to understand analysis and reports from secondary sources..
Traditional Chinese edition of The Wild Robot Escapes
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A world list of books in the English language.
Traditional Chinese edition of Every Crooked Pot. For a teenager, the birthmark on her face is disastrous. Because of it, her life was ruined! So she believes. In Traditional Chinese. Distributed by Tsai Fong Books, Inc.
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Provides information on salaries, skill requirements, and employment opportunities for ninety writing and writing-related professions.
Traditional Chinese edition of On Becoming a Novelist by John Gardner.
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