# Professional Feature Writing

Sixth Edition



ROUTLEDGE COMMUNICATION SERIES

Bruce Garrison



# <u>Professional Feature Writing Routledge Communication</u> <u>Series</u>

Erika Darics, Veronika Koller

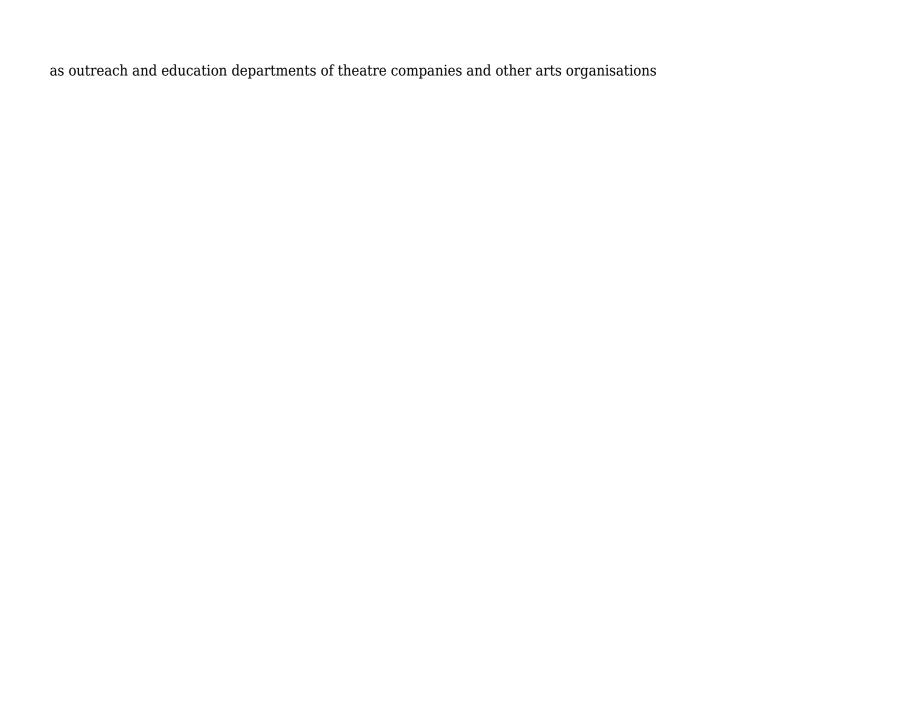
### **Professional Feature Writing Routledge Communication Series:**

Professional Feature Writing Bruce Garrison, 2023-05-30 Professional Feature Writing provides an essential introduction to the basics of news media feature writing and establishes a solid foundation for students and writers making feature writing their careers This sixth edition offers a thorough and up to date look at newspapers magazines newsletters and online publications with emphasis on daily newspapers consumer magazines and online news Special attention is paid to writing skills feature story types and the collegiate and professional writing life and the text is filled with practical guidance for writing a wide variety of features drawing on insights from both junior and experienced writers editors and publishers Alongside a solid tour of forms and approaches to feature writing the author includes lists of tips observations guidelines sources and story ideas New to this edition are Three chapters covering interviewing and observation in features social media in feature writing and writing social trends features Updated international examples of feature writing integrated throughout the text Additional and expanded discussion about writing features for online publications and the uses of social media in gathering information and reporting Increased attention to multimedia and the impact of new technologies on the industry Building on introductory writing and reporting skills this text is appropriate for upper division journalism students learning feature writing and advanced writing topics It will also serve as a valuable resource for freelance writers Communication Chris Segrin, Jeanne Flora, 2025-09-19 The fourth edition of this textbook provides a thoroughly updated and comprehensive introduction to contemporary and classic research and theories of family communication and family relationships In a language that is understandable to a broad range of readers this book imparts what is known about family communication from the most current and highest quality research that is available from around the world The authors bring the perspective of active researchers who strive to stay current on the latest research in the communication field as well as in allied disciplines New to this edition Research on how couples foster intimacy and maintain their relationships Parenting styles that are associated with the best child outcomes How family interaction is related to mental and physical health Findings on recently studied issues such as the so called gray divorce trend and effects of technology or the COVID 19 pandemic on family ties This is an ideal text for advanced undergraduate or graduate courses in family communication and family studies while professionals who work with families and wish to be apprised of the latest research will also find this text useful This edition provides instructors and students with a rich set of gratis online resources including a research methods appendix PowerPoint lecture slides chapter guides a sample syllabus and suggested additional readings and media resources Crisis Communications Kathleen Fearn-Banks, Kevin Please visit www routledge com 9781032228334 Kawamoto, 2024-06-20 Now in its sixth edition this book provides engaging practice oriented case studies analyzing communication professionals crisis preparation and responses illustrating key considerations for communicating with both internal and external stakeholders during and after a crisis This edition continues its strength as a student friendly text that

demonstrates how to craft target and deliver messages during crises in order to mitigate further controversy and distress Classic cases lay the foundation while contemporary cases shed light on cutting edge practices in use today Many cases from previous editions have been updated and new cases added including the COVID 19 crisis and U S vaccination campaign Starbucks and racial discrimination at a Philadelphia branch Will Smith and the Academy Awards slap Gander Newfoundland in supporting stranded tourists after the attacks of September 11 2001 and a look at how schools can prepare communication responses to school shootings Each case pays particular attention to the actual and ideal use of social media in the crisis and there is a new section on the important issues of misinformation and disinformation Crisis Communications 6th Edition is intended for courses in crisis communication crisis management disaster response corporate communications and public relations Student and instructor online support materials feature selected previous editions case studies no longer in this edition as well as an Instructor's Manual with suggested activities discussion questions and sample quizzes www routledge com 9780367894450 Professional Writing Sky Marsen, 2019-11-06 Now in its fourth edition this is a comprehensive yet concise introduction to professional writing for different media which synthesises methods and ideas developed in journalism public relations management and marketing Based on research in the field it equips students with the ability to convey their ideas in a wealth of print and digital formats in a variety of professional contexts internationally It begins by examining the different aspects of the writing process before showing students how to adjust their style tone and approach for different documents including short memos feature articles press releases and reports This new edition will continue to be an essential companion for undergraduates on professional writing and business communication modules It will also be a valuable source of guidance for new professionals and entrepreneurs needing to get to grips with writing formal written documents New to this Edition Fully revised throughout with coverage of a wider variety of journalistic writing New content on mission and vision statements annual reports and newsletters alongside an overview of how organisations use social media and respond to crises Includes more analysed examples of business documents **The Business of Sports** Mark Conrad, 2009-06-02 This volume provides journalists with the foundation for understanding the various parts of the sports business and explores structure governance labor issues and other business factors within the sports community For journalists and students in jou

**Video Production** James C. Foust, Edward J. Fink, 2017-09-01 The revised twelfth edition of Video Production Disciplines and Techniques introduces readers to the operations underlying video production It provides thorough coverage of the theory and techniques readers need to know balancing complexity with practical how to information about detailed subjects in a concise conversational style The book has been updated to incorporate recent changes in the video production pipeline emphasizing digital video non linear video production streaming platforms and mobile production while maintaining the foundational nuanced teamwork based approach that has made the book popular Each chapter includes key takeaways review questions and on set exercises and a comprehensive glossary defines all the key production terms discussed An

accompanying eResource includes downloadable versions of the forms and paperwork used in the book in addition to links to further online resources Journalism in the Digital Age John Herbert, 1999-11-03 Provides the practical techniques and theoretical knowledge that underpin the fundamental skills of a journalist It also takes a highly modern approach as the convergence of broadcast print and online media require the learning of new skills and methods The book is written from an international perspective with examples from around the world in recognition of the global marketplace for today s media This is an essential text for students on journalism courses and professionals looking for a reference that covers the skill technology and knowledge required for a digital and converged media age The book s essence lies in the way essential theories such as ethics and law are woven into practical newsgathering and reporting techniques as well as advice on management skills for journalists providing the wide intellectual foundation which gives credibility to reporting Language in Business, Language at Work Erika Darics, Veronika Koller, 2018-01-31 Packed with contemporary examples from the business world this is an exciting and engaging text which explains how language works in business how to analyse it and how to use it in an informed and creative way The book is split into three parts which look at business communication from corporate management and employee perspectives Wide ranging in nature it explores a variety of topics ranging from stakeholder communication and brand narratives to managing conflict and self branding Each chapter contains ample opportunity for readers to put new skills into practice while case studies act as springboards for further discussion This is essential reading for students of both language and business related disciplines both during and beyond their studies It is also an indispensable resource for teachers of business communication **Discourse, conversation and argumentation:** Theoretical perspectives and innovative empirical studies, volume II Antonio Bova, Lise Haddouk, Carlo Galimberti, Francesco Arcidiacono, 2023-06-22 That's My Story!: Drama for Confidence, Communication and Creativity in KS1 and Beyond Adam Power-Annand, 2024-03-25 The ability to communicate is an essential life skill for all children and young people and it underpins their social emotional and educational development If a child experiences a positive relationship with an adult listening carefully they are more likely to constructively share their thoughts feelings and their imaginative ideas That's My Story places children's imagined stories at the heart of their own development and provides a joyful creative approach to support young children's personal and social development and to encourage their communication In this book you will find Tried and tested drama games and activities that support communication and well being all adaptable to complement your current practice Guidance and advice on how to promote positive adult child interactions Examples of creative interventions that support children's communication development A celebration of the joy that comes with carefully listening to children s own imagined stories Those of us who work with children can sense a tangible connection between how young children feel and how they communicate This essential and practical resource will be valuable reading for primary teachers teaching assistants speech and language therapists and drama practitioners as well



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