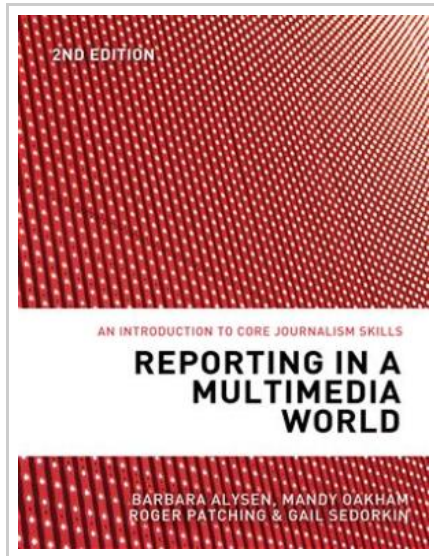




Reporting in a Multimedia World

By Sedorkin, Gail

Allen & Unwin, 2012. Paperback. Book Condition: New. 2. 17.6 x 23 cm. Every journalist must be able to conduct an interview and write snappy copy. No matter what field they are working in journalists also need to be able to wield a digital recorder, take photographs, talk to camera convincingly and create content for online delivery. Reporting in a Multimedia World offers a thorough overview of the core skills journalists need for the 21st century. The authors show how to generate story ideas, handle interviews, write for different audiences, and edit your own copy. They explain the basics of news photography and broadcast media, the requirements of different digital platforms and the challenges of user generated content. They also look at professional issues: the use of social media by journalists, legal and ethical issues, and career strategies. Thoroughly revised to reflect the rapid changes in media as a result of digital technologies, and written in a lively style with case studies and tips from experienced journalists, Reporting in a Multimedia World is an ideal introduction to an exciting and demanding profession. 'Theoretical and practical aspects of journalism are perfectly matched, making it an invaluable resource for students and teachers alike.' - Padma...



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