



## Convergent Journalism: An Introduction: Writing and Producing Across Media

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# Convergent Journalism: An Introduction: Writing and Producing Across Media

## Convergent Journalism: An Introduction: Writing and Producing Across Media

*Convergent Journalism: An Introduction* is a pioneering textbook that will teach you how to master the skills needed to be a journalist in today's converged media landscape. This book shows you what makes a news story effective, and how to identify the best platform for a particular story, whether it's the Web, broadcast or print. The bedrock tenets of journalism remain at the core of this book, including information dissemination, storytelling, audience engagement. After establishing these journalism basics, the book goes into great detail on how to tailor a story to meet the needs of various media.

Vincent F. Filak has brought this second edition completely up to date through:

- A thorough reorganization of the chapters, which provides a newer, more practical approach focused on "how to do convergent journalism," rather than simply observing the current state of converged media.
- A number of new pedagogical features to improve learning and retention, including examples, exercises, breakout boxes and more.
- Coverage of additional topics such as issues of law and ethics in digital media, and also writing for mobile platforms and social media.
- A companion website with links to additional examples of quality text, images and multimedia for students, as well as an instructor site with a test bank, suggested exercises and discussion questions.

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