



# Reaching Audiences: A Guide to Media Writing (4th Edition)

*Jan Johnson Yopp, Kathy C McAdams*

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*Reaching Audiences: A Guide to Media Writing* provides a brief yet thorough guide to correct, clear writing for the media. This book sets up the writing process and shows the reader how to accomplish each task in a mass media context. The importance of the audience in considering media and messages is stressed throughout, while illustrative and specific real life examples provide guidance for writing improvement. Specific skills related to spelling, grammar, accuracy, word usage, bias, research, interviewing, and other important topics are covered. Recognizing the changing media environment, this book covers a wide range of careers in print, electronic media, public relations, and advertising, illuminating the differences and similarities in writing styles among them.

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