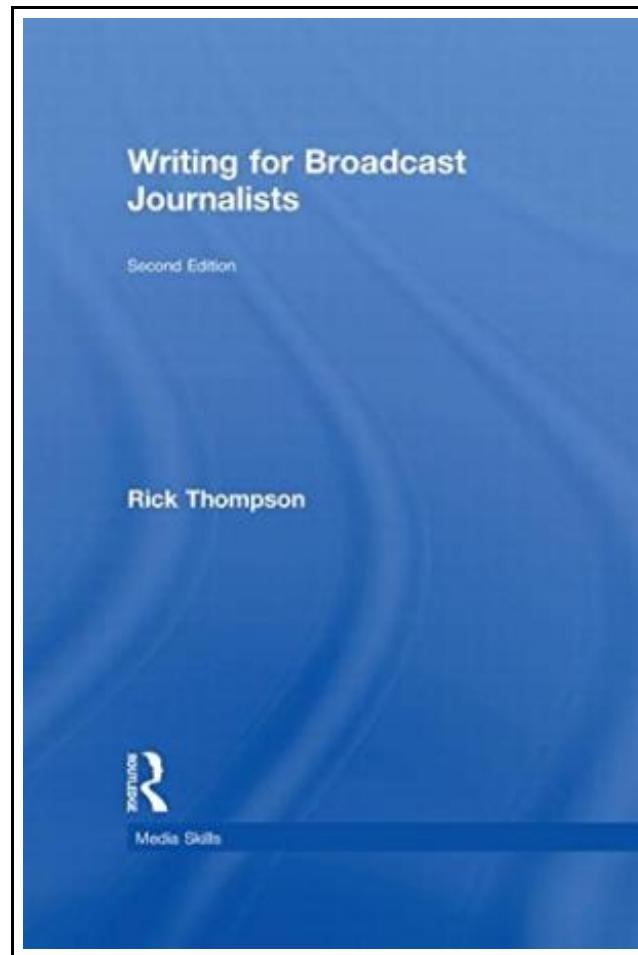


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Taylor Francis Ltd, United Kingdom, 2010. Hardback. Condition: New. 2nd Revised edition. Language: English . Brand New Book ***** Print on Demand *****. This is a superb book which combines the rare mixture of high quality information with humour. The style of writing engages the reader from the introduction and the experience and insight of the author occasionally makes it difficult to put down, a rare feature of a textbook. I would unreservedly recommend this book not only to those studying journalism but to students of language and all who use the spoken and written word as the materials of their work. Barry Turner, Nottingham Trent University Rick Thompson s guidance manual is packed with advice to would-be writers for this medium. He s someone with years of experience at the top level of the national and international profession, and he s smack up to date with his references. The book is aimed at journalists, but anyone with a serious interest in developing their literacy will learn a lot about professional writing skills from what he has to say. Roy Johnson, Writing for Broadcast Journalists guides readers through the significant differences between the written and the spoken versions of journalistic English. It will help broadcast journalists at every stage of their careers to avoid such pitfalls as the use of newspaper-English, common linguistic errors, and Americanised phrases, and gives practical advice on accurate terminology and pronunciation, while encouraging writers to capture the immediacy of the spoken word in their scripts. Writing for Broadcast Journalists includes: * practical tips on how to avoid journalese , cliches and jargon * guidance on tailoring your writing style to suit a particular audience * advice on converting agency copy into spoken English * writing to television pictures * examples of scripts from some of...

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