



Journalism: Publishing Across Media

©2021, 2nd Edition
by Janet Ewell, Michelle Balmeo, Ellen Austin, and Randy Hamm

Teaches the principles, practices, and styles used in traditional and new media

Journalism: Publishing Across Media explains core journalism concepts in a student-friendly way to high school learners in first-year Journalism and Communication programs. In contrast to other journalism texts, this text stresses the importance of telling stories through visual and audio elements, as well as the written and spoken word. The chapters are divided into teachable sections that include opportunities for students to process and apply what they have read. Examples of student and professional work accompany the text.

- *Writers' Workshops* in each chapter lead students through a process that emphasizes writing for an audience, develops students' writing ability, and trains them for future editorial leadership.
- *Journalism Style* activities at the end of each chapter teach students the skills they need to create written copy in accepted journalism style.
- The text includes abundant examples and assignments derived from real-life high school publishing situations to help create strong writers and editors who are grounded in journalistic values, ethics, and practices.

Contents

1. Bringing Information to an Audience
What does a journalist do?
2. News Values and Story Ideas
What do we cover?
3. Media Law
May we cover that?
4. Media Ethics
Should we cover that?
5. Writing Breaking News and Developing Stories
Is it timely?
6. Writing General News Stories
It's news, but it's not breaking
7. Writing Headlines and Captions
Why will they read it?
8. Researching and Evaluating Sources
How do we know that?
9. Interviews and Attributions
Whom do we ask? How do we quote them?
10. Feature Stories
When it's time to go deeper
11. Sports
Who won and why?
12. Editorials, Opinion Pieces, Columns, Blogs and Cartoons
What do you think?
13. Reviews—of Everything
If you want my expert opinion...
14. Letters to the Editor, Online Responses and Community Forums
Is it good if they talk back to you?
15. Designing with Purpose
How do we pull the reader in with design?
16. Visual and Multimedia Storytelling
How do we show them the story?
17. Advertising
How do we pay the bills?

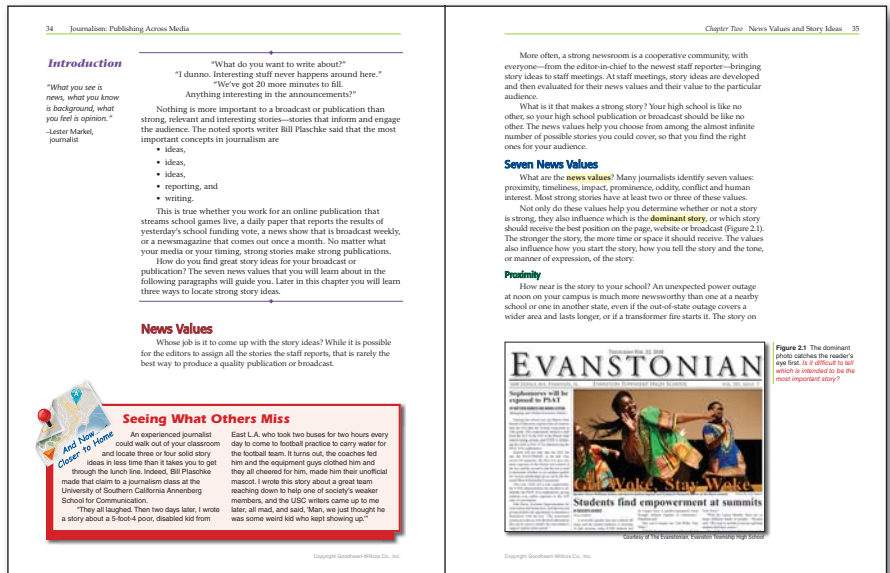


Figure 21 The dominant photo catches the reader's eye first. Is it difficult to tell which is relevant to the most important story?

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Print Textbook , 608 pp., hardcover	978-1-68311-501-4	\$79.98
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English Language Arts and Reading

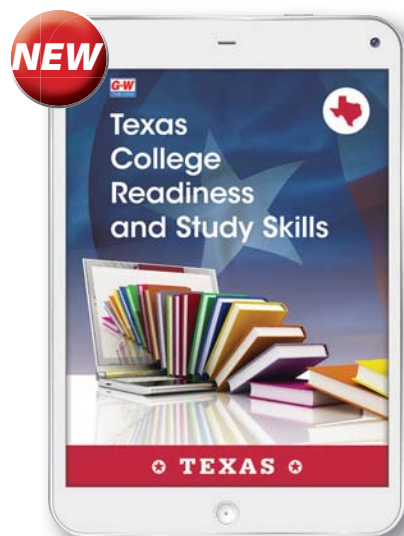


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- College readiness topics, such as Responding and Evaluating Texts and Reading Comprehension, help students improve their reading skills.
- Study skills lessons focus on how to study and succeed in academic life.
- Soft skills lessons cover the people skills that enable workers to communicate and get along with others. Videos complement each lesson for real-life application.
- *Portfolio Development* activities guide students in creating a personal portfolio for use when applying for school, career, and volunteer opportunities.
- A hands-on career exploration tool helps students identify potential career opportunities.



Contents

Study Skills

1. Developing Study Skills
2. Identifying Your Learning Style
3. Developing Time-Management Skills
4. Defining Study Time
5. Creating a Study Environment
6. Improving Reading Comprehension
7. Becoming an Active Reader
8. Becoming an Active Listener
9. Improving Your Note Taking
10. Improving Your Memory
11. Test-Taking Strategies
12. Researching for College Papers
13. Writing a College Paper
14. Managing Stress

Evaluating and Responding to Texts

Soft Skills

1. Professionalism
2. Ethics
3. Self-Management Skills
4. Etiquette
5. Attire
6. Communication Skills
7. Verbal and Nonverbal Communication
8. Speaking Skills
9. Listening Skills
10. Written Communication
11. Writing and Interviewing for Employment
12. Teams
13. Diversity
14. Confidence

Portfolio Development

Charting Your Career: Interest Inventory



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