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Associated Press Stylebook 2015 and Briefing on Media Law*The Ociated Press Stylebook 2009*
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Presents guidelines for reporters on the rules for capitalization, abbreviations, punctuation, spelling, numerals, and usage, and the legal principles of newsgathering, publication, and copyright.

The 2016 edition of The Associated Press Stylebook and Briefing on Media Law includes nearly 250 new or revised entries – including lowercasing internet and web. The AP Stylebook is widely used as a writing and editing reference in newsrooms, classrooms and corporate offices worldwide. Updated regularly since its initial publication in 1953, the AP Stylebook provides fundamental guidelines for spelling, language, punctuation, usage and journalistic style. It is the definitive resource for journalists. Changes in the 2016 Stylebook include: • 50 new and updated technology terms, including emoji, emoticon and metadata • 36 new and updated entries in the food chapter, from arctic char to whisky/whiskey, and eight new and updated entries in the fashion chapter, including normcore and Uniqlo • New entries discouraging the use of child prostitute and mistress; restricting spree to shopping or revelry, not killing; and using the number of firefighters or quantity of equipment sent to a fire, not the number of alarms • DJ is now allowed on first reference, and spokesperson is recognized, in addition to spokesman and spokeswoman • New guidance on the terms marijuana, cannabis and pot; cross dresser and transvestite; accident and crash; notorious and notoriety • A new entry on data journalism With invaluable additional sections on the unique guidelines for business and sports reporting and on how you can guard against libel and copyright infringement, The AP Stylebook is the one reference that all writers, editors and students cannot afford to be without.

Make the most of your messages on Twitter, Facebook, and other social networking sites The advent of Twitter and other social networking sites, as well as the popularity of text messaging, have made short-form communication an everyday reality. But expressing yourself clearly in short bursts-particularly in the 140-character limit of Twitter-takes special writing skill. In 140 Characters, Twitter co-creator Dom Sagolla covers all the basics of great short-form writing, including the importance of communicating with simplicity, honesty, and humor. For marketers and business owners, social media is an increasingly important avenue for promoting a business-this is the first writing guide specifically dedicated to communicating with the succinctness and clarity that the Internet age demands. Covers basic grammar rules for short-form writing The equivalent of Strunk and White's Elements of Style for today's social media-driven marketing messages Helps you develop your own unique short-form writing style 140 Characters is a much-needed guide to the kind of communication that can make or break a reputation online.

Packed with real-life illustrations and practical applications, AGRICULTURAL COMMUNICATIONS IN ACTION: A HANDS-ON APPROACH helps students become better equipped as effective communicators. With a high degree of correlation to the AFNR Standards, this exciting First Edition is focused specifically on skills-building and communication concepts. It helps students understand the broad methods utilized in communication--whether it be in journalism, through social media, or in other outlets. With the text's breadth and depth of coverage, students can master communications development concepts quickly and then immediately put them into action. Current communication trends are integrated throughout this practical, how-to text. It also includes insight from real professionals in various agriculture-related industries, illustrating how they tackle communication issues and problems. Communications skills are critical to student success in high school, college, and their careers. By learning and applying the contents of this book, students will be better able to communicate the importance of agriculture to the world around them. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

In this timely volume, the authors explore public affairs journalism, a practice that lies at the core of the journalism profession. They go beyond the journalistic instruction for reporting and presenting news to reflect on why journalism works the way it does. Asking current and future journalists the critical questions, "Why do we do it?" and "What are the ways of fulfilling the goals of journalism?" their discussion stimulates the examination of contemporary practice, probing the foundations of public affairs journalism. With its detailed examination of factors influencing current journalistic practice, The Two W's of Journalism complements and expands on the skills and techniques presented in reporting, editing, and news writing textbooks. The perspectives presented here facilitate understanding of the larger role journalism has in society. As such, the volume is an excellent supplemental text for reporting and writing courses, and for introductory courses on journalism. It will also offer valuable insights to practicing journalists.

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