



Dynamic Media Writing: Adapt and Connect

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Dynamics of Media Writing gives students transferable skills that can be applied across all media platforms—from traditional mass media formats like news, public relations, and advertising to emerging digital media platforms. Whether issuing a press release or tweeting about a new app, today's media writers need to adapt their message for each specific media format in order to successfully connect with their audience. User-friendly and loaded with practical examples and tips from professionals across mass media, this is the perfect guide for any student wanting to launch a professional media writing career.

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