Librería

Bonilla y Asociados

desde 1950





Título:

Autor: Precio: \$420.00

Editorial: Año: 2010

Tema: Edición: 1^a

Sinopsis ISBN: 9780415553209

REPORTING FOR JOURNALISTS EXPLAINS THE KEY SKILLS NEEDED BY THE TWENTY-FIRST CENTURY NEWS REPORTER. FROM THE PROCESS OF FINDING A STORY AND TRACING SOURCES, TO INTERVIEWING CONTACTS, GATHERING INFORMATION AND FILING THE FINISHED REPORT, IT IS AN ESSENTIAL HANDBOOK FOR STUDENTS OF JOURNALISM AND A USEFUL GUIDE FOR WORKING PROFESSIONALS.

REPORTING FOR JOURNALISTS EXPLORES THE ROLE OF THE REPORTER IN THE WORLD OF MODERN JOURNALISM AND EMPHASISES THE IMPORTANCE OF LEARNING TO REPORT ACROSS ALL MEDIA - RADIO, TELEVISION, ONLINE, NEWSPAPERS AND PERIODICALS. USING CASE STUDIES, AND EXAMPLES OF PRINT, ONLINE AND BROADCAST NEWS STORIES, THE SECOND EDITION OF REPORTING FOR JOURNALISTS INCLUDES:

INFORMATION ON USING WIKIS, BLOGS, SOCIAL NETWORKS AND ONLINE MAPS FINDING A STORY AND HOW TO DEVELOP IDEAS

RESEARCHING THE STORY AND BUILDING THE CONTACTS BOOK INCLUDING CROWD SOURCING AND USING CHAT ROOMS

INTERACTIVITY WITH READERS AND VIEWERS AND USER GENERATED CONTENT MAKING BEST USE OF COMPUTER AIDED REPORTING (CAR), NEWS GROUPS AND SEARCH ENGINES

COVERING COURTS, COUNCILS AND PRESS CONFERENCES

REPORTING USING VIDEO, AUDIO AND TEXT

PREPARING REPORTS FOR BROADCASTING OR PUBLICATION

CONSIDERATION OF ETHICAL PRACTICE, AND CULTURAL EXPECTATIONS AND PROBLEMS

AN ANNOTATED GUIDE TO FURTHER READING, A GLOSSARY OF KEY TERMS AND A LIST OF JOURNALISM WEBSITES AND ORGANISATIONS.

Teléfonos: 55 44 73 40 y 55 44 72 91