



Understanding Journalism

Lynette Sheridan Burns

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The new era of Google, Twitter and Facebook has fundamentally shifted the journalist's relationship with the audience. To navigate these new realities, it is imperative for journalism students to master skills in cross-platform writing, and understand the implications on their communication decisions.

This second edition of *Understanding Journalism* tackles these changes head-on. It integrates media and cultural theory with the step-by-step development of writing skills to give students the techniques and the savvy they need to succeed.

Bigger and better, this new edition includes:

- A new chapter on who journalists are in the social media age
- Reorganization of journalism skills chapters to bring writing and editing to the fore
- Full coverage and examples on Twitter, social media, SMS formats
- In-depth exploration of the ethical issues raised by new media platforms
- All new exercises, case scenarios and further readings

It is the essential guide for all students of journalism.

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