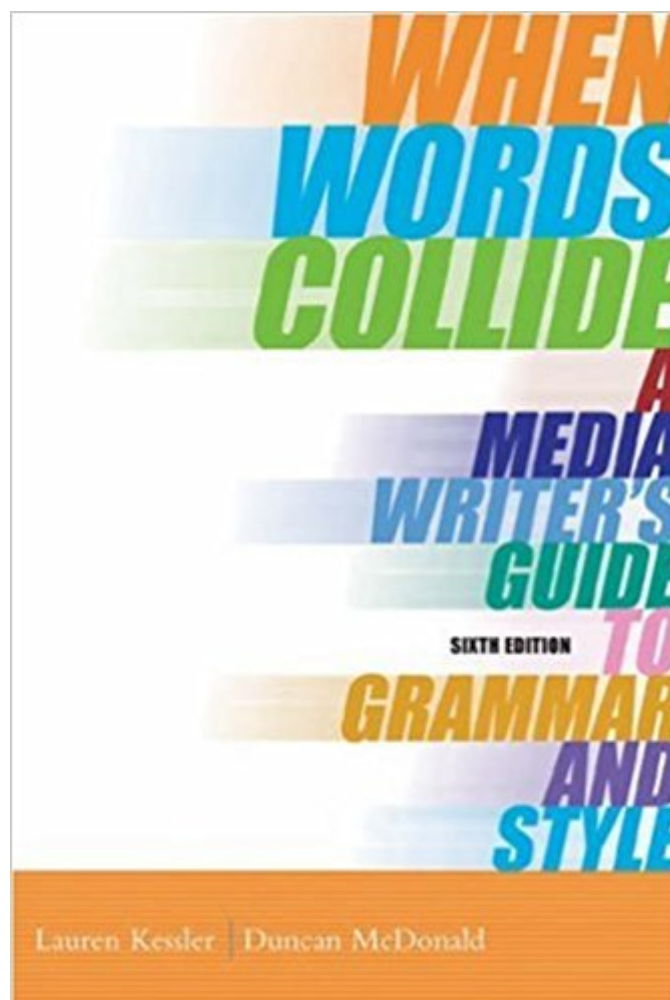


The book was found

When Words Collide: A Media Writer's Guide To Grammar And Style (with InfoTrac) (Wadsworth Series In Mass Communication And Journalism)





Synopsis

WHEN WORDS COLLIDE is the most versatile grammar and usage handbook for beginning and continuing media writers. As a main text, the book is praised by students and professors for its straightforward, clear treatment of grammar, offered in a lighthearted, almost conversational tone. As a handbook, the text serves as a reference tool for students throughout their writing careers. It provides concise and clear explanations and examples, or a quick and accurate answer to a grammar or usage question. The unique 'from writer to writer' perspective engages students and guides them firsthand through the writing process.

Book Information

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Customer Reviews

"Specific examples help the novice or less mature writer quickly see how the errors can be corrected. The section on parallel Structure is particularly important because students tend to overlook these errors." "I really like the clarity and directness of the writing style. In fact, style is one of the book's main strengths. The examples are clear, succinct and extremely helpful." "College students will find the casual writing style a refreshing change from many of their other textbooks. The conversational tone and frequent use of analogies turns a boring subject into an interesting narrative."

Lauren Kessler is professor and director of the Multimedia Journalism Master's Program at the

University of Oregon as well as a national speaker, workshop leader, and founder and editor of ETUDE, the online magazine of narrative nonfiction. In addition, she is the author of three textbooks and seven works of narrative nonfiction, including MY TEENAGE WEREWOLF: A MOTHER, A DAUGHTER, A JOURNEY THROUGH THE THICKETS OF ADOLESCENCE, Pacific Northwest Book Award winner DANCING WITH ROSE (published in paperback as FINDING LIFE IN THE LAND OF ALZHEIMER'S), WASHINGTON POST bestseller CLEVER GIRL and LOS ANGELES TIMES bestseller THE HAPPY BOTTOM RIDING CLUB--which David Letterman, in fierce competition with Oprah, chose as the first (and only) book for the Dave Letterman Book Club. She appeared twice on his late-night show. She is also the author of Oregon Book Award winner STUBBORN TWIG, which was chosen as the book for all Oregon to read in honor of the state's 2009 sesquicentennial. Dr. Kessler's journalism has appeared in THE NEW YORK TIMES MAGAZINE, LOS ANGELES TIMES MAGAZINE, O magazine, UTNE READER, THE NATION, newsweek.com and salon.com. She received her Ph.D. from the University of Washington. Dr. Kessler blogs at www.myteenagewerewolf.com. Find out more at www.laurenkessler.com

Duncan McDonald is professor of journalism at the University of Oregon, where he also served as dean of the School of Journalism and Communications as well as vice president of Public Affairs and Development. He is a former deputy director of the Freedom Forum Media Studies Center at Columbia University. A former newspaper reporter, editor and publisher, he has co-authored texts in grammar, media writing, information gathering and graphics.

No fluff. Actual real life answers to those tricky writing questions. Help with grammar, structure, spelling, sentence writing form. I would recommend this book to anyone who wants to write for media.

Had to buy this for journalism class and it got the job done. I now know the difference between awhile and a while.

This guide wittily walks its readers through the rules of English grammar, breaks down every principle, identifies the most common mistakes among writers and gives excellent insight on how to fix these errors. The last 37 pages (the Topical Guide to Grammar and Word Use) simply list every misconception or fallacy regarding word and punctuation misuse and give quick explanations on how to correct these frequent blunders. This book is an absolutely must for any undergraduate student and I recommend it to even the most professional grammarians. It should be considered

beginner grammarians' Bible.

This book changed my life! I took a class in college from the author and this was the textbook. I have been in advertising and marketing for the past 12 years and I use this book all the time. It's so easy to use and the info is really clear. The best part is a guide at the back that explains the distinctions between commonly misused words. For Example: farther/further (farther--physical distance-throw the ball farther and further --degree,time or quantity - discuss the issue further); since/because (since -- denotes a period of time -it's been many years since we've been together and because gives a reason or cause); irregardless(isn't a word) etc. I recommend this book to everyone--it's great.

This a great guide for all journalists or anyone who wants to use proper grammar and punctuation. This textbook is owned by every student in the journalism school where the two authors teach, which is where I first picked up this book. I've been working in PR for the last four years and have it sitting on my desk for reference whenever I want to know the proper use of underway vs. under way or bad vs. badly or some other frequently misused words and punctuation.

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