



## 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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