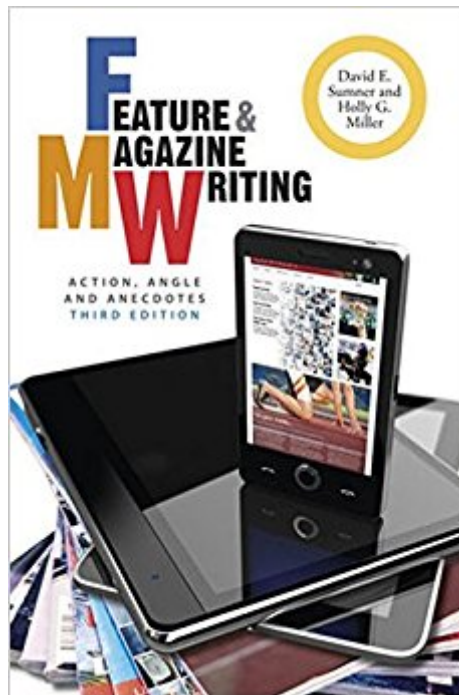




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Feature And Magazine Writing: Action, Angle, And Anecdotes



Synopsis

Updated with fresh facts, examples and illustrations, along with two new chapters on digital media and blogs this third edition continues to be the authoritative and essential guide to writing engaging and marketable feature stories. Covers everything from finding original ideas and angles to locating expert sources Expanded edition with new chapters on storytelling for digital media and building a story blog Captivating style exemplifies the authors' expert guidance, combining academic authority with professional know-how Comprehensive coverage of all the angles, including marketing written work and finding jobs in the publishing industry Essential reading for anyone wishing to become a strong feature writer Accompanied by a website with a wealth of resources including PowerPoint presentations, handouts, and Q&As that will be available upon publication: www.wiley.com/go/sumnerandmiller

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Customer Reviews

"Summing Up: Recommended. Undergraduate collections." (Choice, 1 July 2013) "It doesn't matter if the student's chosen medium is daily newsprint, a monthly glossy, or an iPad, Sumner's and Miller's approach reinforces the time-tested tenets of feature journalism: make things interesting, well-organized, market-appropriate, and reader-friendly." (Journal of Magazine & New Media Release, 1 June 2013) "Highly recommended for any student interested in writing for magazines or the Internet." (Cogito Ergo Sum, 20 December 2012)

“This text provides the cutting-edge insights on writing and publishing needed in today’s competitive marketplace. The authors--themselves highly successful authors and editors--teach with wit, pragmatic examples, concise information, and logical explanations. For developing journalists and freelance writers, this book is the gold standard.”

• Dennis E. Hensley, Taylor University

“Holly Miller was my first editor when I wrote for The Saturday Evening Post, and I found her directives to me on a story assignment to be to the point and always helpful. In this book, she and David Sumner speak to student writers as if they were already professional writers. The advice is lucid. The tips are outstanding. This revision addresses the switch to digital publishing and even a veteran writer of 50 years such as myself can learn from it.”

• Hank Nuwer, Franklin College

“Practical, methodical, and poetic, this book wonderfully teaches the art and craft of writing features and magazine stories. And it’s targeted to the digital demands of the 21st century.”

• Berkley Hudson, University of Missouri

The first chapter of this book has done more to teach me about journalism than my three years at Columbia College Chicago.

This is a "professor fluff" (my term if that ever goes viral) book in which the professor tells you to buy the book and that it’s necessary for class and that you have to buy the newest edition but in reality there is not information in this book that isn’t google-able.

There is so much information that is relevant, it is clear and an easy read. It is worth getting and keeping.

Not much new here - when I used the book in my Feature Writing class, I dropped about half the chapters, finding them not helpful.

It was here on time. Great read. Very useful.

I never see the books because my granddaughter gets them, but she said they were all alright.

needs a return option I dropped the class but can’t return it. Super sucks.

worst.book..ever

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