

Mediabistro Com Presents Small Screen, Big Picture: A Writer's Guide To The TV Business

Every day, thousands of passionate developers come up with new startup ideas but lack the branding know-how to make them thrive. If you count yourself among them, Lean Branding is here to help. This practical toolkit helps you build your own robust, dynamic brands that generate conversion. You'll find over 100 DIY branding tactics and inspiring case studies, and step-by-step instructions for building and measuring 25 essential brand strategy ingredients, from logo design to demo-day pitches, using The Lean Startup methodology's Build-Measure-Learn loop. Learn exactly what a brand is—and what it isn't Build a minimal set of brand ingredients that are viable in the marketplace: brand story, brand symbols, and brand strategy Measure your brand ingredients by using meaningful metrics to see if they meet your conversion goals Pivot your brand ingredients in new directions based on what you've learned—by optimizing rather than trashing Focus specifically on brand story, symbols, or strategy by following the Build-Measure-Learn chapters that apply A first of its kind, all-in-one guide to creating short-form TV series for the Internet. Written in a hip and entertaining style in the language of the cyber generation, this book guides the aspiring videomaker from an initial series idea through writing, production, and uploading and marketing a polished pilot and successive episodes of his or her own original Internet TV series. Both public and academic libraries are invested in the creation and distribution of information and digital content. They have morphed from keepers of content into content creators and curators, and seek best practices and efficient workflows with emerging publishing platforms and services. The Library Publishing Toolkit looks at the broad and varied landscape of library publishing through discussions, case studies, and shared resources. From supporting writers and authors in the public library setting to hosting open access journals and books, this collection examines opportunities for libraries to leverage their position and resources to create and provide access to content. Sign the contract...then write the book. The good news is that almost every nonfiction book published is sold by a proposal. In this comprehensive yet accessible guide, you will learn exactly what a proposal is, what it must contain, and how to pull yours together into an informative, persuasive selling package. Already a favorite for thousands of aspiring writers, this book has been revised and updated by Elizabeth Lyon to feature nearly two dozen actual proposals, plus: · Choosing a topic based on current trends and competing titles · Drafting the perfect concept statement—daring agents and editors to reject you · Defining and targeting your readership—then connecting with them · Preparing a table of contents and chapter summaries · Submitting exciting and well-written sample chapters · Writing query letters · Devising a marketing plan that will excite agents and publishers

Smart Words

Gone Girl

The Kite and the String

Inside the Cutthroat World of Morning TV

An Ecological Mystery

Reclaiming Creativity for Its Own Sake

Create Your Own TV Series for the Internet

Based on the Zen philosophy that we learn more from our failures than from our successes, **One Continuous Mistake** teaches a refreshing new method for writing as spiritual practice. In this unique guide for writers of all levels, Gail Sher—a poet who is also a widely respected teacher of creative writing—combines the inspirational value of Julia Cameron's *The Artist's Way* with the spiritual focus of *Zen Mind, Beginner's Mind*. Here she introduces a method of discipline that applies specific Zen practices to enhance and clarify creative work. She also discusses bodily postures that support writing, how to set up the appropriate writing regimen, and how to discover one's own "learning personality." In the tradition of such classics as *Writing Down the Bones* and *If You Want to Write*, **One Continuous Mistake** will help beginning writers gain access to their creative capabilities while serving as a perennial reference that working writers can turn to again and again for inspiration and direction.

Sixth-grader Liza K., one of five homeless people living in an unspoiled forest in southern Florida, searches for a missing alligator destined for official extermination and studies the delicate ecological balance keeping her outdoor home beautiful.

A program for parents and professionals on how to raise kids who love to read, featuring interviews with childhood development experts, advice from librarians, tips from authors and children's book publishers, and reading recommendations for kids from birth up to age five. Every parent wants to give his or her child a competitive advantage. In **Born Reading**, publishing insider (and new dad) Jason Boog explains how that can be as simple as opening a book. Studies have shown that interactive reading—a method that creates dialogue as you read together—can raise a child's IQ by more than six points. In fact, interactive reading can have just as much of a determining factor on a child's IQ as vitamins and a healthy diet. But there's no book that takes the cutting-edge research on interactive reading and shows parents, teachers, and librarians how to apply it to their day-to-day lives with kids, until now. **Born Reading** provides step-by-step instructions on interactive reading and advice for developing your child's interest in books from the time they are born. Boog has done the research, talked with the leading experts in child development, and worked with them to compile the “Born Reading Essential Books” lists, offering specific titles tailored to the interests and passions of kids from birth to age five. But reading can take many forms—print books as well as ebooks and apps—and **Born Reading** also includes tips on how to use technology the right way to help (not hinder) your child's intellectual development. Parents will find advice on which educational apps best supplement their child's development, when to start introducing digital reading to their child, and how to use tech to help create the readers of tomorrow. **Born Reading** will show anyone who loves kids how to make sure the children they care about are building a powerful foundation in literacy from the beginning of life.

A provocative assessment of social media discusses how to use the Internet to expand a business, challenging the claims of online authorities and marketing consultants while tracing the rise of social media and revealing the benefits of real-world connections.

Born Reading

We Are Not Ourselves

Top of the Morning

Nothing Rhymes with Orange

One Continuous Mistake

101 Things I Learned® in Advertising School

Why and How for Liberal Arts Teaching and Learning

Concise lessons in design, drawing, the creative process, and presentation, from the basics of “How to Draw a Line” to the complexities of color theory. This is a book that students of architecture will want to keep in the studio and in their backpacks. It is also a book they may want to keep out of view of their professors, for it expresses in clear and simple language things that tend to be murky and abstruse in the classroom. These 101 concise lessons in design, drawing, the creative process, and presentation—from the basics of “How to Draw a Line” to the complexities of color theory—provide a much-needed primer in architectural literacy, making concrete what too often is left nebulous or open-ended in the architecture curriculum. Each lesson utilizes a two-page format, with a brief explanation and an illustration that can range from diagrammatic to whimsical. The lesson on “How to Draw a Line” is illustrated by examples of good and bad lines; a lesson on the dangers of awkward floor level changes shows the television actor Dick Van Dyke in the midst of a pratfall; a discussion of the proportional differences between traditional and modern buildings features a drawing of a building split neatly in half between the two. Written by an architect and instructor who remembers well the fog of his own student days, 101 Things I Learned in Architecture School provides valuable guideposts for navigating the design studio and other classes in the architecture curriculum. Architecture graduates—from young designers to experienced practitioners—will turn to the book as well, for inspiration and a guide back to basics when solving a complex design problem.

As zombies, driven by the need to kill and feed off human flesh, terrorize the streets, a small group of survivors finds a safe haven in an old Coast Guard ship out at sea where their isolation soon becomes their downfall.

Take On Hollywood and Make It as a Television Writer. From mediabistro.com, the media industry's most well-respected source for jobs, professional development, and community, this inside-the-business guide gives you the knowledge and tools you need to infiltrate Hollywood and land a job as a TV writer. That's right—Small Screen, Big Picture gives you a competitive edge over millions of other aspiring writers who share your talent, creativity, and determination. . . .because after reading these pages, you'll have the one thing they lack: an understanding of the business of television. This journey into Hollywood's inner workings not only details how networks, studios, and production companies work together, it teaches you how the process affects the creation and writing of TV series, how shows make money, and—ultimately—how you can use this information to break into the industry. You'll learn: •

What really goes on in the inner sanctum of the writers' room—and how to be a part of it •How today's TV business model works—and how rapidly it's changing •Who has the power to buy a show idea—and how to pitch your own •How new media formats are changing television—and how to use them to your advantage •Which jobs will kick-start your TV writing career—and how to get hired •And much more . . . Armed with this solid foundation of knowledge, you'll be ready to plan your entry into the industry and begin your successful TV writing career.

A targeted and insightful guide to the stages of writing fiction and memoir without falling into common traps, while wisely navigating the writing life, from an award-winning author and longtime teacher “A book-length master class.”—The Atlantic Writing well does not result from following rules and instructions, but from a blend of spontaneity, judgment, and a wise attitude toward the work—neither despairing nor defensive, but clear-eyed, courageous, and discerning. Writers must learn to tolerate the early stages, the dreamlike and irrational states of mind, and then to move from jottings and ideas to a messy first draft, and onward into the work of revision. Understanding these stages is key. The Kite and the String urges writers to let playfulness and spontaneity breathe life into the work—letting the kite move with the winds of feeling—while still holding on to the string that will keep it from flying away. Alice Mattison attends also to the difficulties of protecting writing time, preserving solitude, finding trusted readers, and setting the right goals for publication. The only writing guide that takes up both the stages of creative work and developing effective attitudes while progressing through them, plus strategies for learning more about the craft, The Kite and the String responds to a pressing need for writing guidance at all levels.

Mediabistro.com Presents Small Screen, Big Picture

Perfect Words for Poets, Songwriters, and Rhymers

How to Find Out Anything

Write Right!

101 Things I Learned in Architecture School

a survey of selected issues

The Irresistible Henry House

In How to Find Out Anything, master researcher Don MacLeod explains how to find what you're looking for quickly, efficiently, and accurately—and how to avoid the most common mistakes of the Google Age. Not your average research book, How to Find Out Anything shows you how to unveil nearly anything about anyone. From top CEO's salaries to police records, you'll learn little-known tricks for discovering the exact information you're looking for. You'll learn:
•How to really tap the power of Google, and why Google is the best place to start a search, but never the best place to finish it.
•The scoop on vast, yet little-known online resources that search engines cannot scour, such as refdesk.com, ipl.org, the University of Michigan Documents Center, and Project Gutenberg, among many others.
•How to access free government resources (and put your tax dollars to good use).
•How to find experts and other people with special knowledge.
•How to dig up seemingly confidential information on people and businesses, from public and private companies to non-profits and international companies. Whether researching for a term paper or digging up dirt on an ex, the advice in this book arms you with the sleuthing skills to tackle any mystery.

Raised by her Irish immigrant parents in a 1940s Queens apartment where alcohol and company combine in mercurial ways, Eileen marries an unambitious scientist with whom she endures an increasingly psychologically dark family life. A first novel.

The irresistible rhymes you need, in a book that?s fun to read. An entertaining and browsable reference, Nothing Rhymes with Orange is to rhyme what Every Good Boy Deserves Fudge is to mnemonic devices. Revised and updated from the perennial seller Capricorn Rhyming Dictionary, this edition includes an introduction by children?s author Hope Vestergaard, as well as a phonetic spelling guide, a key to rhyming sounds that are spelled differently, fun sidebars, and a list of poetic terms. Now anyone can quickly and easily find rhyming words that end in: -act (abstract, attract, bract, cataract, compact, contract, counteract, detract) -ipsy (gipsy, tipsy) -isp (crisp, lisp, will-o?-the-wisp) and countless others!

First published in 2013. Have you written the script for the next box office blockbuster or hit TV show and just need the right agent to sell it? Not sure whether to accept an if-come deal or a script commitment? Debating which manager is the right choice to steer your career? Well, worry no more...How to Manage Your Agent is a fun, friendly guide to the world of literary representation. Enter the inner sanctums of Hollywood's power-brokers and learn how they influence what pitches get bought, what projects get sold, and which writers get hired. Find tips from top-level executives, agents, managers, producers, and writers to help you maximize your own representation and kick your career into overdrive! You'll learn: How agents prioritize their client list... and ways to guarantee you're at the top: When to approach new representation... and what you need to capture their interest; Hollywood's secret buying schedule... and how to ensure you're on it; The truth about packaging... where it helps and when it hurts; Which agents are best for you... and where to find them; Advice on acing your first agent meeting... and why so many writers blow it; Managers' tricks for creating buzz... and when to use them yourself; How to fire your agent... without killing your career; When you don't need representation... and how to succeed without it. The value of good representation is undeniable-especially in a world where agents and managers control which projects (and careers) live or die. How to Manage Your Agent puts you on the inside track to get your work the attention it deserves!

Vocabulary for the Erudite

platform and cultures

Introduction to Electronic Commerce and Social Commerce

From Extreme Google Searches to Scouring Government Documents, a Guide to Uncovering Anything About Everyone and Everything

Four Noble Truths for Writers

Understanding Media

How Strong Brands Make More Money

“Come affermarsì nella sceneggiatura televisiva: Interviste agli addetti ai lavori” distrugge i miti sull’emergere nelle sale autori di Hollywood, e li sostituisce con informazioni da parte degli insider e un solido piano di battaglia. “Come affermarsì nella sceneggiatura televisiva: Interviste agli addetti ai lavori” distrugge i miti sull’emergere nelle sale autori di Hollywood, e li sostituisce con informazioni da parte degli insider e un solido piano di battaglia. Imparate come funziona, le dritte e le strategie da chi è arrivato prima, le opportunità di cui approfittare e le trappole da evitare. Troverete una mappa di tutti gli strumenti di cui avete bisogno per iniziare, nonché percorsi collaudati per raggiungere il vostro obiettivo. Oltre a queste risorse, il libro contiene anche trascrizioni complete delle 5 interviste fatte sul TV Writer Podcast:
• Carole Kirschner (Hollywood Game Plan, Showrunner Training Program)
• Rick Muirragui (Suits, The Good Guys)
• Matt MacLennan (The Listener, Call Me Fitz, Irvine Welsh’s Ecstasy)
• Aaron Ginsburg (The Finder, The Good Guys, The 100)
• Bob DeRosa (Killers, White Collar, The Air I Breathe)
Ci sono molte intuizioni applicabili anche alla sceneggiatura cinematografica. Se volete sfondare in questo eccitante settore, è da qui che dovete iniziare!

Instilling brand loyalty among consumers is the key to long-term success, and requires focusing on meaningful differentiation: functional, emotional, or societal. Supported by data analyses, case studies and interviews, The Meaningful Brand explores the four components of a distinguished brand: purpose, delivery, resonance, and difference.

Examines the opportunities available for writers in the television industry and negotiates its complex corporate labyrinth to share advice on getting hired, television's business model, and new media formats.

When a woman goes missing on her fifth wedding anniversary, her diary reveals hidden turmoil in her marriage, while her husband, desperate to clear himself of suspicion, realizes that something more disturbing than murder may have occurred.

The Meaningful Brand

Having the Last Say

A Desk Drawer Digest of Punctuation, Grammar & Style

Come affermarsì nella sceneggiatura televisiva. Interviste agli addetti ai lavori

Dead Sea

Creating Dynamic Brands to Generate Conversion

Perfect Speeches for All Occasions

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. the following="" tutorials="" are="" not="" related="" to="" any="" specific="" chapter.="" they="" cover="" the="" essentials="" ec="" technologies="" and="" provide="" a="" guide="" relevant="" resources.="" p

This book takes an extensive look at the many different types of users and cultures that comprise the popular social media platform Tumblr. Though it does not receive nearly as much attention as other social media such as Twitter or Facebook, Tumblr and its users have been hugely influential in creating and shifting popular culture, especially progressive youth culture, with the New York Times referring to 2014 as the dawning of the “age of Tumblr activism.” Perfect for those unfamiliar with the platform as well as those who grew up on it, this volume contains essays and artwork that span many different topics: fandom; platform structure and design; race, gender and sexuality, including queer and trans identities; aesthetics; disability and mental health; and social media privacy and ethics. An entire generation of young people that is now beginning to influence mass culture and politics came of age on Tumblr, and this volume is an indispensable guide to the many ways this platform works.

Have you been asked to give a speech? Are you worried your nerves will get the better of you? Do you need some tips on how to deliver your message clearly and effectively? Perfect Speeches for All Occasions is an indispensable guide for anyone who has to give a talk or presentation. Written by Matt Shinn, a professional speech writer with years of experience in the field, it explains how to structure your speech so that it has the most impact and gives practical advice about controlling your nerves on the big day. Whether you're been asked to say a few words at a party or need to put together a high-level presentation, Perfect Speeches for All Occasions has all you need to make sure you perform with style and confidence. The Perfect series is a

range of practical guides that give clear and straightforward advice on everything from getting your first job to choosing your baby's name. Written by experienced authors offering tried-and-tested tips, each book contains all you need to get it right first time.

Renowned writing coach Alan Gelb shows baby boomers how to create "last says"—short personal narratives that serve as a powerful form of life review. As the baby-boomer generation ages, its members are looking ahead to the biggest challenge of all: making sense of life in its third act. Having the Last Say takes life review out of the realm of memoir writing and journaling—making the rich and timeless tradition of authentic storytelling accessible to those who have never considered themselves "writers." In creating "legacies" in the form of short personal narratives, you will have the opportunity to reflect on the people, actions, and events that have shaped your life and your values, and to share these stories with those who matter most. Gelb's reassuring and straightforward advice will help you every step of the way, from identifying an engaging topic to employing creative writing techniques to construct a compelling story.

Using Right-brain Techniques to Release Your Expressive Powers

Library Publishing Toolkit

A Writer's Guide to the TV Business

Feminism and Pop Culture

The Extensions of Man

Building digital safety for journalism

Book Was There

When first published, Marshall McLuhan's Understanding Media made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

Examines the reciprocal relationship shared between feminism and popular culture from the 1940s to the twenty-first century; and discusses representations of women on television and in films, music, advertisements, and other medias.

A wallflower in the spotlight can do one of two things: wilt, or blossom... Violet Greenfield's life changes forever when a lady in giant Chanel shades tells her she could be IT, the next Kate Moss—but taller, and without the PR problems. That's how Violet winds up with a business card in the front pocket of her jeans on her first day as a senior in high school. Angela Blythe from Tryst Models in New York City wants to put Violet on a plane and whisk her into the world of high-heeled boots and oversized sunglasses. Tall, skinny Violet, who's been P-L-A-I-N practically forever. And guess what? She's going. Look out for Violet by Design, coming in March 2008 from Berkley Jam.

“Clever and accomplished . . . A little Irving, a little Doctorow, a little Winston Groom—[The Irresistible Henry House] is storytelling for story lovers; realism with an enchanting touch of fairy tale.”—Newsday “Sweeps along with such page-turning vitality that [Henry’s] story is indeed irresistible. [Grade:] A”—Entertainment Weekly In this captivating novel, bestselling author Lisa Grunwald gives us the sweeping tale of an irresistible hero and the many women who love him. In the middle of the twentieth century, in a home economics program at a prominent university, orphaned babies are being used to teach mothering skills to young women. For Henry House, raised in these unlikely circumstances, finding real love and learning to trust will prove to be the work of a lifetime. From his earliest days as a “practice baby” through his adult adventures in 1960s New York City, Disney’s Burbank studios, and the delirious world of the Beatles’ London, Henry remains handsome, charming, universally adored—but unable to return the affections of the many women who try to lay claim to his heart. It is not until Henry comes face-to-face with the truths of his past that he finds a chance for real love. Praise for The Irresistible Henry House “Like T. S. Garp, Forrest Gump or Benjamin Button, Henry House, the hero of Grunwald’s imaginative take on a little-known aspect of American academic life, has an unusual upbringing. Grunwald nails the era just as she ingeniously uses Henry and the women in his life to illuminate the heady rush of sexual freedom (and confusion) that signifi ed mid-century life.”—Publishers Weekly (starred review, Pick of the Week) “A smart, enjoyable read that will leave you with a pleasing thought: Even for guys who just aren’t that into anyone, there’s hope.”—People “Truly extraordinary . . . Get ready for a story, an adventure, and a cast of characters you’ll never forget.”—Liz Smith “Imaginatively picaresque and often gut-wrenching.”—O: The Oprah Magazine “Grunwald’s novel runs parallel to perfection.”—Chicago Sun-Times

An Audience of One

Capturing Your Legacy in One Small Story

Reading in Electronic Times

A Writer’s Guide to Hollywood Representation

a tumblr book

Bringing Up Bookworms in a Digital Age -- From Picture Books to eBooks and Everything in Between

Small Screen, Big Picture

Discover the cutthroat world behind the polite smiles and perky demeanors of morning news in the book that inspired the Apple TV series starring Reese Witherspoon, Jennifer Aniston, and Steve Carrell. When America wakes up with personable and charming hosts like Robin Roberts and George Stephanopoulos, it's hard to imagine their show bookers having to guard a guest's hotel room all night to prevent rival shows from poaching. But that is just a glimpse of the intense rivalry revealed in this gripping look into the most competitive time slot in television. Featuring exclusive content about all the major players of the 2000s, the book illuminates what it takes to win the AM -- when every single viewer counts, tons of jobs are on the line, and hundreds of millions of dollars are at stake. Author Brian Stelter is behind the scenes as Ann Curry replaces Meredith Vieira on the Today show, only to be fired a year later in a fiasco that made national headlines. He's backstage as Good Morning America launches an attack to dethrone Today and end the longest consecutive winning streak in morning television history. And he's there as Roberts is diagnosed with a crippling disease -- on what should be the happiest day of her career. So grab a cup of coffee, sit back, and discover the dark side of the sun. PRAISE FOR TOP OF THE MORNING "Mr. Stelter pulls back the curtains and exposes a savage corporate world that might have been inhabited by the Sopranos." - Washington Times "A troubling look inside an enterprise as vicious and internecine as a soap opera." - Kirkus Reviews

Providing unique, accessible lessons on advertising, this title in the bestselling 101 Things I Learned® series is a perfect resource for students, recent graduates, general readers, and even seasoned professionals. The advertising industry is fast paced and confusing, and so is advertising school. This installment in the 101 Things I Learned® series is for the student lost in a sea of jargon, data, and creative dead-ends. One hundred and one illustrated lessons offer thoughtful, entertaining insights into consumer psychology, media, audience targeting, creativity, and design, illuminating a range of provocative questions: Why is half of advertising bound to fail? Why should a mug in an ad be displayed with its handle to the right? How did the ban on cigarette advertising create more smokers? Why do people fall for propaganda? When doesn't sex sell? Written by an experienced advertising executive and instructor, 101 Things I Learned® in Advertising School is sure to appeal to students, to seasoned professionals seeking new ways to craft an ad campaign, and to small-business owners looking to increase awareness of their brand.

Simplifies the most important points of grammar, punctuation and style. Includes a list of frequently misspelled words and demonstrates proper usage with quotes from literature and politics.

Andrew Piper grew up liking books and loving computers. While occasionally burying his nose in books, he was going to computer camp, programming his Radio Shack TRS-80, and playing Pong. His eventual love of reading made him a historian of the book and a connoisseur of print, but as a card-carrying member of the first digital generation—and the father of two digital natives—he understands that we live in electronic times. Book Was There is Piper’s surprising and always entertaining essay on reading in an e-reader world. Much ink has been spilled lamenting or championing the decline of printed books, but Piper shows that the rich history of reading itself offers unexpected clues to what lies in store for books, print or digital. From medieval manuscript books to today’s playable media and interactive urban fictions, Piper explores the manifold ways that physical media have shaped how we read, while also observing his own children as they face the struggles and triumphs of learning to read. In doing so, he uncovers the intimate connections we develop with our reading materials—how we hold them, look at them, share them, play with them, and even where we read them—and shows how reading is interwoven with our experiences in life. Piper reveals that reading’s many identities, past and present, on page and on screen, are the key to helping us understand the kind of reading we care about and how new technologies will—and will not—change old habits. Contending that our experience of reading belies naive generalizations about the future of books, Book Was There is an elegantly argued and thoroughly up-to-date tribute to the endurance of books in our ever-evolving digital world.

Web Writing

Understanding Digital Literacies

The Missing 'gator of Gumbo Limbo

How to Manage Your Agent

How to Write with Spontaneity and Control—and Live to Tell the Tale

Lean Branding

Social Media Is Bullshit

The Business Ethics Workshop by James Brusseau focuses on reality and engagement. Students respond to examples and contemporary cases that touch on their own anxieties, desires and aspirations, and this textbook drives that without sacrificing intellectual gravity. It incites student interest and gets to the core of ethical issues.

Teaching writing across the curriculum with online tools

Understanding Digital Literacies Second Edition provides an accessible and timely introduction to new media literacies. This book equips students with the theoretical and analytical tools with which to explore the linguistic dimensions and social impact of a range of digital literacy practices. Each chapter in the volume covers a different topic, presenting an overview of the major concepts, issues, problems, and debates surrounding it, while also encouraging students to reflect on and critically evaluate their own language and communication practices. Features of the second edition include:

- expanded coverage of a diverse range of digital media practices that now includes Instagram, Snapchat, TikTok, Tinder, and WhatsApp;*
- two entirely new chapters on mobility and materiality, and surveillance and privacy;*
- updated activities in each chapter which engage students in reflecting on and analysing their own media use;*
- e-resources featuring a glossary of key terms and supplementary material for each chapter, including additional activities and links to useful websites, articles, and videos. This book is an essential textbook for undergraduate and postgraduate students studying courses in new media and digital literacies.*

How and where to use 500 of the words that make you sound more cultured, worldly, and downright smart. Whoever said sounding smart had to be painful? It's all in how you acquire the "ten-dollar words" of English. Smart Words makes fast and smooth learning of words such as prelapsarian, sedulous, sybaritic and draconian. How? By sticking to ultra-simple definitions, then offering a memorable--and often funny--description of when or why to use the word. A sample sentence shows you how. And the phonetics are a snap. Here's the description of sybaritic, defined as luxurious: "Make that luxurious with a capital S. The word got its start from Sybaris, an ancient Greek city known for being a tad over the top in the pamper-me department." Whether you're a word lover, a fan of quirky reference books, or simply in need of a vocabulary makeover, Smart Words will help you be smart(er) about the words you use and the way you use them.

A Novel

Writing the Natural Way

The Business Ethics Workshop

Sea Studies

A Practical Introduction

Nonfiction Book Proposals Anybody can Write (Revised and Updated)

Violet on the Runway

The creator of the Unmistakable Creative podcast makes a counterintuitive argument: By focusing your creative work on pleasing yourself, you can increase your productivity, happiness, and (eventually, paradoxically) the size of your audience. Creating for your own pleasure—whether you're writing a novel, composing songs, or painting a landscape—can seem pointless. It's tempting to focus on pursuing money and fame, rather than the process itself. But as Srini Rao warns, creating then turns into a chore that can harm your self-esteem and suck the pleasure out of life, rather than being a source of joy. Rao, host of the podcast The Unmistakable Creative, argues that we should counter this thinking by intentionally creating art for ourselves alone—an audience of one. In this book he shares the fascinating true stories of creatives who took this path, along with actionable tips and the research of creativity experts. You'll learn, for example:

- How Oprah's intentional focus on her own work rather than the opinions of everyone else catapulted her into one of the most popular talk shows of all time.*
- How being process-driven can not only help you produce more work, but can make you happier outside of your creative time.*
- How to put together a creative "team of rivals" whose feedback can help you hone your craft and filter out useless feedback. By playing to an audience of one, we can find more happiness, increased productivity, and a greater sense of community.*

Shows all writers how effective writing can be as natural as telling a story to a friend, and as easy as daydreaming.

Provides examples and advice on writing announcements, condolences, invitations, cover letters, resumes, recommendations, memos, proposals, reports, collection letters, direct-mail, press releases, and e-mail.

In order to improve global understanding of emerging safety threats linked to digital developments, UNESCO commissioned this research within the Organization's on-going efforts to implement the UN Inter-Agency Plan on the Safety of Journalists and the Issue of Impunity, spearheaded by UNESCO. The UN Plan was born in UNESCO's International Programme for the Development of Communication (IPDC), which concentrates much of its work on promoting safety for journalists.

How to Write it

A Complete Guide to Everything You'll Ever Write