

<<新闻写作与报道训练教程>>

图书基本信息

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## 前言

We are living in an age of rapid changes in the media, but the basic principles of good writing, accurate reporting and ethical behavior are timeless. This book is designed to teach you how to acquire the writing and reporting skills you will need to excel in your career no matter which media field you choose to enter. The book also emphasizes media ethics in every chapter so that you can gain an understanding of the problems you might encounter and learn ethical principles that will help you resolve them. The coaching method, which is the foundation of this book, is a way of helping writers discover their problems and learn techniques to solve them. The book features tips from leading writing coaches and award-winning journalists. This fifth edition is the first book in which author Carole Rich has collaborated with another author. Because media careers now require a convergence of print, broadcast and online skills, Rich worked with Christopher Harper, who has more than 20 years of experience in print, broadcast and international media. Harper revised the chapters on broadcast journalism and Web journalism and wrote a new chapter on global journalism.

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### 内容概要

本书从新闻本身、如何采集信息、新闻报道结构、媒介伦理和各种类型的新闻写作技巧五个方面着手，详细介绍了新闻采集和写作的方法与技巧。

强调利用互联网辅助新闻调研和报道，并在每一章之后提供了相关网络的网址资源。

实例材料丰富翔实，精选自数百家媒体，极大地增强了本书的可读性和趣味性。

注重新闻伦理问题，在每一部分都有所涉及并辟有专章论述。

本书适用于新闻学科的学生，对相关的从业人员也有很好的借鉴作用，是一本不可多得的、极具使用价值的新闻采访与写作教材。

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### 作者简介

卡罗尔·里奇（Carole Rich），现为阿拉斯加安克雷奇大学（University of Alaska Anchorage）的新闻学教授。

她从1970年开始其新闻生涯，在《费城公报》（Philadelphia Bulletin）做记者，从事教育和政府新闻报道；在《劳德代尔堡新闻/太阳一前哨报》（Fort Lauderdale News/S

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书籍目录

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人物专访

章节摘录

Some story ideas are assigned by editors, but most editors expect reporters to provide their own story ideas, especially if the reporter covers a beat. The daily "story budget" contains a brief description of each story planned for the next days newspaper, TV news show or online news site. Each budget item, or "budget line," begins with a "slug" ( a one-word title ) and is followed by a few sentences describing the story. Many news organizations also use a planning story budget, describing story ideas for the week and long-range stories. The budget line is also a tool to help you focus your ideas. As you write your budget lines, you should be keeping the focus—the "so what" factor—in mind. Your budget line is your way of selling the story idea to your editor, so you need to make it sound like an essential news story or a compelling idea. To write a budget line, give your story a slug, and describe the idea in a paragraph or two. Include potential sources and possibilities for photos or graphics. Heres an example of a budget line by Buddy Nevins, a reporter who covered the transportation beat for the Sun-Sentinel in Fort Lauderdale, Fla. Pedestrians. Broward has one of the highest rates of pedestrian deaths in the nation. One problem is that the roads havent been designed for pedestrians, and many dont have sidewalks or crosswalks because of a lack of money. What is being done to solve the problem ?

Graphics: Charts, maps of worst roads A good budget line should summarize the main point of your story. It will also give you a head start in writing your lead or nut graph.

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### 编辑推荐

《新闻写作与报道训练教程（第5版）》精选自美国数百家媒体的生动材料，使《新闻写作与报道训练教程（第5版）》读来绝不枯燥。每章前简洁精炼、易懂好记的训练秘诀，帮你掌握大量相关领域的互联网网址，提供了在线资源，极大地丰富了《新闻写作与报道训练教程（第5版）》的内涵。不管你是从事报纸、广播、杂志、公共关系等职业，还是从事新媒体行业，都能在《新闻写作与报道训练教程（第5版）》中找到你想要的财富。

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