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THE MASS MEDIA

REPORTING, WRITING, EDITING

Harper
& Row

by William L. Rivers

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THE MASS MEDIA: REPORTING, WRITING, EDITING is a unique introduction to the field. The text begins with a substantive overview, emphasizing problems and criticisms of the mass media in modern society, with a focus on newspapers, magazines, radio, and television. The remaining chapters discuss techniques of information gathering, writing, and editing. Examples of simple and complex news stories, features, articles, editorials, and reviews are included (many are student-written) and criticized in detail, often with a running commentary printed beside the story. The four specialized handbooks provided in the text—one for all the mass media, and one each for newspapers, magazines, and radio-TV—give special terms used in each field, style guides, forms for typing, a detailed guide to reference sources, and bibliographies. 50 illustrations, end-of-chapter questions and directions for projects.

WILLIAM L. RIVERS is Associate Professor of Communication at Stanford University. A political science Ph.D., he has also taught at Louisiana State University, the University of Miami, and at the University of Texas. Professor Rivers has had extensive experience in all the mass media, as a reporter, editorial writer, and book reviewer, has been Washington Correspondent for *The Reporter* magazine, and an Election Analyst for NBC News. He has been Consultant to the Education Program of the Ford Foundation and recipient of a number of fellowships and awards. He is author of **THE OPINION MAKERS**.

Comments from advance readers . . .

"Combining the vitality of a working newsmen and the perception of a scholar, Professor Rivers has written from years of experience in both areas a beginning journalism text that not only presents the latest practical aspects of reporting and writing, but which also emphasizes the importance of the historic interrelationships among the several media of mass communication. Of special value are the techniques of editing, seldom discussed in such detail in first-year books, and the handbooks . . . which describe the best general reference tools and examine matters of style, news policy, and press law."

Richard F. Hixson, Rutgers, The State University

"The principles of writing and copy editing are treated in detail and given substance with easy-to-understand demonstrations and rules of thumb. The special requirements of writing for magazines and the broadcast media are explained. A survey of related topics, such as the functions of the mass media, the laws of libel, copyright, and privacy, and the readability formulas, supplies context helpful for proper understanding of communication problems.

"Worth special note are the bibliography of references for writers and editors (unusually comprehensive) and the discussion of reviewing (almost unique in its treatment of a neglected art)."

Merrill Samuelson, University of Washington

"Comprehensive, beautifully organized — and most readable. I predict that many teachers will find it a delight to teach a course based on this book. Of such a text no one, in my opinion, has done so superb a job."

**Wilson Hicks, University of Miami
Formerly Executive Editor, Life**