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Subediting for Journalists is a concise, up-to-date and readable introduction to the skills of subediting for newspapers and magazines. It describes how subediting has developed, from the early days of printing to the modern era of computers and the web, and explains clearly what the sub now has to do. Using practical examples from newspapers and magazines, Subediting for Journalists introduces the various techniques involved in subediting from cutting copy to writing cover lines. It includes: *house style explained with model stylebook provided *examples of bad journalistic English such as misused clichés and pronoun confusion *subbing news and features for sense and style *editing quotes and readers' letters *projecting copy by writing headlines and standfirsts *checking pictures and writing captions *principles and methods of proofreading *making copy legally safe *understanding production and using software packages *website subbing *a glossary of journalistic terms and suggestions for further reading

Laying the Foundations is a comprehensive guide to creating, documenting, and maintaining design systems, and how to design websites and products systematically. It's an ideal book for web designers and product designers (of all levels) and especially design teams. This is real talk about creating design systems and digital brand guidelines. No jargon, no glossing over the hard realities, and no company hat. Just good advice, experience, and practical tips. System design is not a scary thing — this book aims to dispel that myth. It covers what design systems are, why they are important, and how to get stakeholder buy-in to create one. It introduces you to a simple model, and two very different approaches to creating a design system. What's unique about this book is its focus on the importance of brand in design systems, web design, product design, and when creating documentation. It's a comprehensive guide that's simple to follow and easy on the eye.

This volume explores both historical and current issues in English usage guides or style manuals. Chapters look at how and why these guides are compiled, and by whom; what sort of advice they contain; how they differ from grammars and dictionaries; and how attitudes to usage have changed.

Redesign your static website into a modern, fully responsive website. As the usage of mobile devices of all shapes and sizes increases exponentially every year, and dominates the manner in which many users access the web, it is now imperative for any business to have a responsive website that adapts seamlessly to any screen size and resolution — a change that will impact not only your designs but the way you build your site. Moving to Responsive Web Design shows you how to convert fixed grids, previously built on absolute units such as pixels, into fluid ones, based on relative units such as percentages or ems. You will also learn to plan how your designs and patterns will adapt across various breakpoints, and how to approach the challenge of responsive images. The prospect of converting an existing site into responsive design, when you don't have all the time in the world and your resources are already overstretched, can be daunting, but with this book and the right tools you can tame the scope of the project from the start and find the time for you and your team to work on making your site enjoyable on any device. Moving to Responsive Web Design is full of ideas and examples of how you can more easily plan, design, develop, and release, your responsively redesigned site. Provides ways of finding time in your hectic schedule to complete a project that is truly important Helps you to scope a responsive redesign project so it's achievable with the resources you have available Provides examples of how other teams have solved some of the most common problems What You Will Learn Find the time in your busy schedule to redesign your site. Engage the entire team in the plan, design and development process. Use your resources in clever and efficient ways. Focus on reusability to save your team time and money. Release your first fully responsive site. Who This Book is For Busy designers, and developers who want to convert an existing site to responsive design and don't have all the time in the

world. It's for teams who know that the move to having a responsive site is the right one, but are struggling to find the time and resources to fit such an expansive project into their already overflowing schedules.

Print Journalism provides an up-to-date overview of the skills needed to work within the newspaper and magazine industries. This critical approach to newspaper and magazine practice highlights historical, theoretical, ethical and political debates and includes tips on the everyday skills of newspaper and magazine journalists, as well as tips for online writing and production. Crucial skills highlighted include: sourcing the news interviewing sub editing feature writing and editing reviewing designing pages pitching features In addition separate chapters focus on ethics, reporting courts, covering politics and copyright whilst others look at the history of newspapers and magazines, the structure of the UK print industry (including its financial organization) and the development of journalism education in the UK, helping to place the coverage of skills within a broader, critical context. All contributors are experienced practicing journalists as well as journalism educators from a broad range of UK universities.

"How important is quality writing in journalism? What are reporters' responsibilities to their profession, their sources, and the public? What part do publicists play in the news-making process?" "The third edition of Writing for the Media tackles these and other pertinent questions facing those who write for the media - journalists and public relations professionals alike. It challenges writers to think critically about what they do as well as how they do it. At the same time, this edition remains a guide for beginning and intermediate writers on ways to identify, report and construct accurate and interesting articles under deadline pressure. There are also chapters on editing, publication design, publicity, and advice on how to succeed as a freelancer." "Each chapter contains real-life case studies, advice from top practitioners, and lists of useful websites for further reading."--BOOK JACK-ET.

Radio Four has been described as 'the greatest broadcasting channel in the world', 'the heartbeat of the BBC', a cultural icon of Britishness. From its birth in 1967, Hendy explores its struggle to justify itself in a television age amid passionate disputes with its fiercely loyal listeners.

An indispensable reference for postgraduates, providing up to date guidance in all subject areas Methods for Postgraduates brings together guidance for postgraduate students on how to organise, plan and do research from an interdisciplinary perspective. In this new edition, the already wide-ranging coverage is enhanced by the addition of new chapters on social media, evaluating the research process, Kansei engineering and medical research reporting. The extensive updates also provide the latest guidance on issues relevant to postgraduates in all subject areas, from writing a proposal and securing research funds, to data analysis and the presentation of research, through to intellectual property protection and career opportunities. This thoroughly revised new edition provides: Clear and concise advice from distinguished international researchers on how to plan, organise and conduct research. New chapters explore social media in research, evaluate the research process, Kansei engineering and discuss the reporting of medical research. Check lists and diagrams throughout. Praise for the second edition: "... the most useful book any new postgraduate could ever buy." (New Scientist) "The book certainly merits its acceptance as essential reading for postgraduates and will be valuable to anyone associated in any way with research or with presentation of technical or scientific information of any kind."(Robotica) Like its predecessors, the third edition of Research Methods for Postgraduates is accessible and comprehensive, and is a must-read for any postgraduate student.

This is the comprehensively revised second edition of a popular professional book on textbook writing and finding one's way in the higher education publishing world--for academic authors and editors, college instructors, and instructional designers. The second edition has two new chapters on

the latest industry trends--such as the pricing revolt, open access movement, and wiki-textbook phenomenon, and on the use of learning objectives to structure textbook package development. Every chapter features new sections, links, forms, models, or examples from an even greater range of college courses. Contains updated and expanded appendices, glossary entries, references, bibliography entries, and index. BISAC: Language Arts & Disciplines/Authorship and Publishing

"This is not another turgid guide to digital editing, writing for radio and the structure of a newsroom team. It is an ambitious and accessible study that combines a succinct narrative history of radio journalism with an analysis of its power in the public sphere. It describes the development of British audio broadcasting before locating it in an international context and contemplating the contours of the convergent future. Such ambition is often the prelude to failure. Instead, Starkey and Crisell have written a precious introduction to the theory, practice and purposes of radio journalism that will be very useful to serious students of the subject... This is a very good book." - THE (Times Higher Education) Radio Journalism introduces key themes in journalism studies to explore what makes radio reporting distinctive and lay out the claims for radio's critical importance in the news landscape. With their extensive experience in radio production and academia, authors Guy Starkey and Andrew Crisell take readers on a tour through the past, present and future of radio broadcasting, from the infancy of the BBC in the 1920s up to the prospect of rolling news delivered to mobile telephones. Grounding each chapter in a survey of scholarly writing on the radio, they explore the connections between politics, policy and practice, inviting critical reflection on who radio professionals are, what they do and why. Putting theory and practice into dialogue, this book is the perfect bridge between unreflective production manuals and generalised media theory texts. Witty and engaging, Radio Journalism provides an essential framework for understanding the continuing relevance of radio journalism as a profession, set of practices and arena for critical debate.

Writing for Broadcast Journalists is the essential guide to writing news for television and radio, guiding readers through the significant differences between writing text to be read, and writing spoken English that will be heard. This book helps broadcast journalists at every stage of their careers to avoid newspaper-style 'journalese', clichés, jargon, and inaccurate grammar or pronunciation, while capturing the immediacy of the spoken word in creative broadcast news scripts. It also gives advice on providing concise online material for broadcasters' websites. Sections include: • Practical advice on how to write accurately but conversationally • How to cope with a dynamic English language, with new expressions and words changing their meanings • Writing scripts that match the TV pictures, and use real sound on radio • Detailed guidance on correct terminology and the need for sensitive language • An appendix of 'dangerous' words and phrases to be avoided in scripts. Written in a lively and accessible style by a former BBC news editor, Writing for Broadcast Journalists is an invaluable guide to the techniques of writing news for television, radio and online audiences.

Online and social media have become indispensable tools for journalists, but you still have to know how to find and tell a great story. To be a journalist today, you must have not only the practical skills to work with new technologies, but also the understanding of how and why journalism has changed. Combining theory and practice, Online Journalism: The Essential Guide will take you through the classic skills of investigating, writing and reporting as you master the new environments of mobile, on-demand, social, participatory and entrepreneurial journalism. You will also develop must-have skills in app development for smartphones and tablets, as well as techniques in podcast, blog and news website production. What this book does for you: Tips and advice from leading industry experts in their own words QR codes throughout the book to take you straight to multimedia links A fully up-to-date companion website loaded with teaching resources, detailed careers advice and industry insights (<http://onlinejournalismguide.com/>) Exercises to help you hone

your skills Top five guided reading list for each topic, so you can take it further Perfect for students throughout a journalism course, this is your essential guide!

Now in its second edition, the MHRA Style Guide is an indispensable tool for authors and editors of scholarly books, contributors to academic publications, and students preparing theses. The Style Guide succeeds the best-selling MHRA Style Book, five editions of which were published from 1971 to 1996. Though originally designed for use in connection with the publications of the Modern Humanities Research Association, the Style Book became a standard book of reference, particularly in the humanities, and has been adopted by many other authors, editors, and publishers. This new edition of the Style Guide has been revised and updated by a subcommittee of the MHRA. It provides comprehensive guidance on the preparation of copy for publication and gives clear and concise advice on such matters as spelling (including the spelling of proper names and the transliteration of Slavonic names), abbreviations, punctuation, the use of capitals and italics, dates and numbers, quotations, notes, and references. Chapters on indexing, the preparation of theses and dissertations, and proof correcting are also included

Journalism Online tackles the pressing question of how to apply fundamental journalism skills to the online medium. It provides an essential guide to the Internet as a research and publishing tool. In particular, it examines how to forge key journalism skills with the distinctive qualities of the World Wide Web to provide compelling web content. Trainee and practicing online journalists will learn: - core journalism skills of identifying, collecting, selecting and presenting news and information; - multimedia skills such as audio recording and editing; - online research methods including use of search tools, newsgroups and listservs; - story construction and writing for the Web; - an introduction to HTML; - web site design for the effective use of content. Journalism Online takes the best of the 'new' and 'old' media to provide an essential primer for this emerging discipline. Leading web designers such as Jakob Nielsen rub shoulders with established journalists like Harold Evans in the search for clear guidance in this rapidly developing field. It also provides a useful insight for non-news organisations into how to prepare and present effective web content and avoid the deepest pitfall of the online world - being ignored. Supplementary resources can be found on the book's supporting web site www.journalismonline.co.uk, which features additional exercises, useful links and reviews.

A classic reference book on user interface design and graphic design for web sites, updated to reflect a rapidly changing market Consistently praised as the best volume on classic elements of web site design, Web Style Guide has sold many thousands of copies and has been published around the world. This new revised edition confirms Web Style Guide as the go-to authority in a rapidly changing market. As web designers move from building sites from scratch to using content management and aggregation tools, the book's focus shifts away from code samples and toward best practices, especially those involving mobile experience, social media, and accessibility. An ideal reference for web site designers in corporations, government, nonprofit organizations, and academic institutions, the book explains established design principles and covers all aspects of web design—from planning to production to maintenance. The guide also shows how these principles apply in web design projects whose primary concerns are information design, interface design, and efficient search and navigation.

This book demonstrates the step-by-step process involved in designing a Web site. Readers are assumed to be familiar with whatever Web publishing tool they are using. The guide gives few technical details but instead focuses on the usability, layout, and attractiveness of a Web site, with the goal being to make it as popular with the intended audience as possible. Considerations such as graphics, typography, and multimedia enhancements are discussed.

This full colour, highly illustrated textbook is designed to support students through their WJEC AS in Media Studies. Individual chapters cover the following key areas: Textual Analysis: Visual, Technical and Audio codes Textual Analysis: Narrative and Genre Codes Approaches to Representation Approaches to Audience Response Case Studies on Representation and Audience: Gender, Age, Ethnicity, Identity, Events and Issues Passing MS1: Media Representations and Receptions Production Work, Evaluation and report Specially designed to be user-friendly, AS Media Studies: The Essential Introduction for WJEC includes activities, key terms, case studies and sample exam questions. It introduces the course, tackles useful approaches to study, key content covered in the specification, and guides the student in approaching and planning the exam and production work through analysis, prompts and activities.

Do virtual museums really provide added value to end-users, or do they just contribute to the abun-

dance of images? Does the World Wide Web save endangered cultural heritage, or does it foster a society with less variety? These and other related questions are raised and answered in this book, the result of a long path across the digital heritage landscape. It provides a comprehensive view on issues and achievements in digital collections and cultural content.

Programme Making for Radio offers trainee radio broadcasters and their instructors focused practical guidelines to the professional techniques applied to the making of radio shows, explaining how specific radio programmes are made and the conventions and techniques required to produce them. This book describes how and why these methods are applied through the use of a behind-the-scenes glimpse at working practices and procedures used in the industry. It considers the constraints and incentives that limit or stimulate creativity and innovation within programme production. Programme Making for Radio examines the individual roles and responsibilities of the whole production team and the importance of team-working skills. Chapters focus on the specific requirements of specialist programmes and offer advice from a range of programme makers working in local and national broadcasting. There is a case study example that follows the progress of a feature programme from pitching the original idea, through assembling material to final transmission. Programme Making for Radio includes: a clear description of the role of each member of the programme making team, their duties and responsibilities practical tips on interviewing, mixing and presenting explanations of the key elements that make up a radio programme such as clips, wraps, packages, features and interviews with a full glossary of technical terms. This book is informative, accessible and comprehensive, covering the whole range of skills needed by the radio professional in the studio and on location.

Technology is meant to make life easier and to raise its quality. Our interaction with technology should be designed according to human needs instead of us being required to adapt to technology. Even so, technology may change quickly and people and their habits change slowly. With the aim of supporting user acceptance of iTV, the focus of this book is on the usability of iTV applications. A method for developing interaction design patterns especially for new technologies is presented for the first time. The main characteristics covered in this new approach are: systematic identification of recurrent design problems; usability as a quality criterion for design solutions; integration of designers into the pattern development process including identification of designers' needs, and iterative evaluation and optimisation of patterns to encourage designers to accept and use them; usability testing to identify proven design solutions and their trade-offs; presentation of specific design guidelines.

This third edition of the OECD Style Guide is designed to help draft and organise published material so that readers can easily navigate, understand and access OECD analysis, statistics and information.

Global Writing for Public Relations: Connecting in English with Stakeholders and Publics Worldwide provides multiple resources to help students and public relations practitioners learn best practices for writing in English to communicate and connect with a global marketplace. Author Arhlene Flowers has created a new approach on writing for public relations by combining intercultural communication, international public relations, and effective public relations writing techniques. Global Writing for Public Relations offers the following features: Insight into the evolution of English-language communication in business and public relations, as well as theoretical and political debates on global English and globalization; An understanding of both a global thematic and customized local approach in creating public relations campaigns and written materials; Strategic questions to help writers develop critical thinking skills and understand how to create meaningful communications materials for specific audiences; Storytelling skills that help writers craft compelling content; Real-world global examples from diverse industries that illustrate creative solutions; Step-by-step guidance on writing public relations materials with easy-to-follow templates to reach traditional and online media, consumers, and businesses; Self-evaluation and creative thinking exercises to improve cultural literacy, grammar, punctuation, and editing skills for enhanced clarity; and Supplemental online resources for educators and students. English is the go-to business language across the world, and this book combines the author's experience training students and seasoned professionals in crafting public relations materials that resonate with global English-language audiences. It will help public relations students and practitioners become proficient and sophisticated writers with the ability to connect with diverse audiences worldwide.

This book explores the impact of new forms of online reporting on the BBC's coverage of war and terrorism. Informed by the views of over 100 BBC staff at all levels of the corporation, Bennett captures journalists' shifting attitudes towards blogs and internet sources used to cover wars and

other conflicts. He argues that the BBC's practices and values are fundamentally evolving in response to the challenges of immediate digital publication. Ongoing challenges for journalism in the online media environment are identified: maintaining impartiality in the face of calls for more open personal journalism; ensuring accuracy when the power of the "former audience" allows news to break at speed; and overcoming the limits of the scale of the BBC's news operation in order to meet the demands to present news as conversation. While the focus of the book is on the BBC's coverage of war and terrorism, the conclusions are more widely relevant to the evolving practice of journalism at traditional media organizations as they grapple with a revolution in publication.

It's 1940, and Britain is at war. Young Chas McGill has the second-best collection of war souvenirs in town, but desperately wants it to be the best. Amidst the bombs and air raids, Chas and his friends plan their own war effort in their newly built bunker. Friendships are forged and loyalties tested, in the adventure of a lifetime. Robert Westall's "The Machine Gunners" has been read, studied - and loved - by successive generations of younger readers. It won the Carnegie Medal and was voted one of the most important children's novels of the past seventy years. This thrilling stage adaptation comes from the award-winning playwright Ali Taylor, and premiered at the Polka Theatre, London. It provides rich opportunities for discussion in the classroom, and for staging by schools, youth theatres and amateur companies.

A fully revised and updated edition of the bible of the newspaper industry

New diversity style guide helps journalists write with authority and accuracy about a complex, multicultural world A companion to the online resource of the same name, The Diversity Style Guide raises the consciousness of journalists who strive to be accurate. Based on studies, news reports and style guides, as well as interviews with more than 50 journalists and experts, it offers the best, most up-to-date advice on writing about underrepresented and often misrepresented groups. Addressing such thorny questions as whether the words Black and White should be capitalized when referring to race and which pronouns to use for people who don't identify as male or female, the book helps readers navigate the minefield of names, terms, labels and colloquialisms that come with living in a diverse society. The Diversity Style Guide comes in two parts. Part One offers enlightening chapters on Why is Diversity So Important; Implicit Bias; Black Americans; Native People; Hispanics and Latinos; Asian Americans and Pacific Islanders; Arab Americans and Muslim Americans; Immigrants and Immigration; Gender Identity and Sexual Orientation; People with Disabilities; Gender Equality in the News Media; Mental Illness, Substance Abuse and Suicide; and Diversity and Inclusion in a Changing Industry. Part Two includes Diversity and Inclusion Activities and an A-Z Guide with more than 500 terms. This guide: Helps journalists, journalism students, and other media writers better understand the context behind hot-button words so they can report with confidence and sensitivity Explores the subtle and not-so-subtle ways that certain words can alienate a source or infuriate a reader Provides writers with an understanding that diversity in journalism is about accuracy and truth, not "political correctness." Brings together guidance from more than 20 organizations and style guides into a single handy reference book The Diversity Style Guide is first and foremost a guide for journalists, but it is also an important resource for journalism and writing instructors, as well as other media professionals. In addition, it will appeal to those in other fields looking to make informed choices in their word usage and their personal interactions.

This book presents a practical model for the management and maintenance of your website. Such a site can be of any size and in any industry - from an intranet of a few dozen pages to a huge online music store. The fundamentals are the same. Written entirely from the manager's point-of-view, The Website Manager's Handbook provides a roadmap through the neglected issues of site maintenance and governance. The purpose is to equip you with the knowledge you need to make informed decisions. This book has already been described by respected web-commentator Gerry McGovern as "very clear and well written...a lot of practical depth".

A completely revised and updated edition of the Guardian's indispensable guide to good style, used by journalists at one of the world's most stylishly written and edited newspapers

This book examines the role of the governors in making the BBC more acceptable to the government, the ways Home Secretaries have sought to make the BBC toe the line, the institutional players which have sought to undermine the BBC, the market philosophy which the BBC has been forced to embrace and the pressure to find commercial sources of revenue.

Are you interested in using Project Based Learning to revamp your lessons, but aren't sure how to get started? In DIY Project Based Learning for Math and Science, award-winning teacher and Edu-

topia blogger Heather Wolpert-Gawron makes it fun and easy! Project Based Learning encourages students and teachers alike to abandon their dusty textbooks, and instead embrace a form of curriculum design focused on student engagement, innovation, and creative problem-solving. A leading name in this field, Heather Wolpert-Gawron shares some of her most popular units for Math and Science in this exciting new collection. This book is an essential resource for teachers looking to: Create their own project-based learning units. Engage student in their education by grounding lessons in real-world problems and encouraging them to develop creative solutions. Incorporate role-playing into everyday learning. Develop real-world lessons to get students to understand the life-long relevance of what they are learning. Assess multiple skills and subject areas in an integrated way. Collaborate with teachers across subject areas. Test authentic skills and set authentic goals for their students to grow as individuals. Part I of the book features five full units, complete with student samples, targeted rubrics, a checklist to keep students on track, and even "Homework Hints." Part II is a mix-and-match section of tools you can use to create your own PBL-aligned lessons. The tools are available as eResources on our website, www.routledge.com/9781138891609, so you can print and use them in your classroom immediately.

'Alternative Media' is the term used to describe non-mainstream media forms that are independently run and community focussed, such as zines, pirate radio, online discussion boards, community run and owned broadcasting companies, and activist publications such as Red Pepper and Corporate Watch. The book outlines the different types of 'alternative media' and offers an overview of global alternative media activity, before moving on to provide information about alternative media production and how to get involved in it, including: What is Alternative Media? alternative media in practice making media getting involved. This book will primarily appeal to students studying media freedom, alternative media, media globalization and media production as well as anyone wishing to embark on a career in this field.

Deliver an optimal user experience to all devices—including tablets, smartphones, feature phones, laptops, and large screens—by learning the basics of responsive web design. In this hands-on guide, UX designer Clarissa Peterson explains how responsive web design works, and takes you through a responsive workflow from project kickoff to site launch. Ideal for anyone involved in the process of creating websites—not just developers—this book teaches you fundamental strategies and techniques for using HTML and CSS to design websites that not only adapt to any screen size, but also use progressive enhancement to provide a better user experience based on device capabilities such as touchscreens and retina displays. Start with content strategy before creating a visual design Learn why your default design should be for the narrowest screens Explore the HTML elements and CSS properties essential for responsive web design Use media queries to display different CSS styles based on a device's viewport width Handle elements such as images, typography, and navigation Use performance optimization techniques to make your site lighter and faster

This expanded twelfth edition of the bestselling guide to style is based on the Economist's own updated house style manual, and is an invaluable companion for everyone who wants to communicate with the clarity, style and precision for which the Economist is renowned. As the introduction says, 'clarity of writing usually follows clarity of thought.' The Economist Style Guide gives general

advice on writing, points out common errors and clichés, offers guidance on consistent use of punctuation, abbreviations and capital letters, and contains an exhaustive range of reference material - covering everything from accountancy ratios and stock market indices to laws of nature and science. Some of the numerous useful rules and common mistakes pointed out in the guide include: *Which informs, that defines. This is the house that Jack built. But: This house, which Jack built, is now falling down. Discreet means circumspect or prudent; discrete means separate or distinct. Remember that "Questions are never indiscreet. Answers sometimes are" (Oscar Wilde). Flaunt means display, flout means disdain. If you flout this distinction you will flaunt your ignorance Forgo means do without; forego means go before. Fortuitous means accidental, not fortunate or well-timed. Times: Take care. Three times more than X is four times as much as X. Full stops: Use plenty. They keep sentences short. This helps the reader.

Set against the background of the fundamental issues facing the industry today, The 21st Century Journalism Handbook is a comprehensive guide to the core principles and practices essential to the modern journalist. Convergence, online, the growth of magazine formats, challenges presented by technology and new demands in news and feature writing are all covered from conceptual and practical perspectives. A thorough grounding in the key debates and techniques is provided; while clear, no-nonsense practical advice helps you develop your journalism skills and make a success of your studies and career. Key Features: A combination of professional insight, academic study and practical exercises allows you to develop at your own pace Thinking it through activities at the end of each chapter allow you to think over the topics discussed and to think about how you could apply these skills Case studies and Closer Look boxes explore real-life examples in more depth Key points to remember and chapter summaries highlight the essential things you need to know Comprehensive but digestible coverage of the key elements of ethics, regulation and law ensures you are fully equipped with the essential frameworks for informed practice With an emphasis on developing the 'whole journalist', a creative and visual reporter who can think across different platforms, this text is ideal for all for journalism students training in newspapers, magazines and online reporting.

The Voices project of the British Broadcasting Corporation, a recent high-profile media investigation, gathered contemporary English dialect samples from all over the UK and invited contributions from the public to a dedicated website. This book explores both issues of ideology and representation behind the media project and uses to which the emerging data can be put in the study of language variation and change. Two lead-in chapters, written from the complementary perspectives of a broadcast media specialist, Simon Elmes, and an academic linguist, David Crystal, set the project in the BBC's historical, social, and linguistic contexts. Following these, authorities in a range of specialisms concerned with uses and representations of language varieties address various aspects of the project's potential, in three broad sections: Linguistic explorations of the representations of language and the debates on language evoked by the data. The linguistic product of the project, including lexical, phonological, and grammatical investigations. Technical aspects of creating maps from the large electronic Voices database. An interactive companion website provides the means to access, explore, and make use of raw linguistic data, along with interpretive maps created from it, all accompanied by full explanations. Analysing 21st Century British English brings

together key research and is essential reading for advanced undergraduate students, postgraduate students and researchers working in the areas of language variation, dialect and sociolinguistics. Contributors: David Crystal, Bethan Davies, Susie Dent, Simon Elmes, Holly Gilbert, Jon Herring, John Holliday, Alexandra Jaffe, Tommaso Milani, Rob Penhallurick, Jonnie Robinson, Mooniq Shaikjee, Ann Thompson, Will Turner, Clive Upton, Martijn Wieling.

"A sharply articulated, well-documented expos of the political and economic manipulation of language . . . Fans of Orwell, take heart."—Kirkus Reviews What do the phrases "pro-life," "intelligent design," and "the war on terror" have in common? Each of them is a name for something that smuggles in a highly charged political opinion. Words and phrases that function in this special way go by many names. Some writers call them "evaluative-descriptive terms." Others talk of "terministic screens" or discuss the way debates are "framed." Author Steven Poole calls them Unspeak. Unspeak represents an attempt by politicians, interest groups, and business corporations to say something without saying it, without getting into an argument and so having to justify itself. At the same time, it tries to unspeak—in the sense of erasing or silencing—any possible opposing point of view by laying a claim right at the start to only one way of looking at a problem. Recalling the vocabulary of George Orwell's 1984, as an Unspeak phrase becomes a widely used term of public debate, it saturates the mind with one viewpoint while simultaneously makes an opposing view ever more difficult to enunciate. In this fascinating book, Poole traces modern Unspeak and reveals how the evolution of language changes the way we think. "Unspeak deserves a place in every journalist's vocabulary."—Slate "This book takes no word at face value, which will anger some and enlighten others, just as a book of social and linguistic commentary should."—Publishers Weekly "As we approach yet another political campaign season, this remarkable new book examines the intersection where words and politics collide."—Tucson Citizen

Multimedia Journalism: A Practical Guide, Second edition builds on the first edition's expert guidance on working across multiple media platforms, and continues to explore getting started, building proficiency and developing professional standards in multimedia journalism. The second edition features new chapters including: getting started with social media live reporting building proficiency with Wordpress building apps for smartphones and tablets building a personal brand and developing a specialism long-form video journalism, audio and video news bulletins and magazine programmes. The new edition also includes an extensive range of new and updated materials essential for all aspects multimedia journalism today. New areas explored include editing video and slideshows for mobile and tablet devices, the advanced use of mobile devices for reporting, location-specific content creation and delivery, the use of video and audio slideshows, and live blogging. Other updates include more material on photojournalism as a storytelling technique, using and transferring digital images and sound, the use of Google Analytics, and practical guides to storytelling through infographics, timelines, interactive graphics and maps. The book fully engages with multimedia journalism in relation to range of social media and web publishing platforms, including Wordpress, Blogger, Tumblr, Twitter, Facebook, Google+, YouTube, Instagram, Pinterest, SoundCloud, AudioBoom and iTunes. The book is also supported by fully updated online masterclasses at www.multimedia-journalism.co.uk.