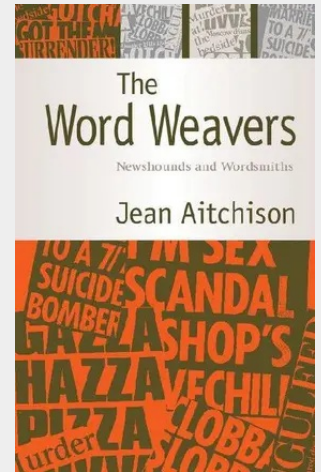


The Word Weavers

Modern journalism is often the subject of criticism and opposition. Written by one of the foremost authorities on language and the media writing today, this engaging book suggests that view is unfair, and that journalists are in fact skilled 'word weavers' whose output is cleverly worked into planned patterns. Drawing on a range of authentic news articles, it traces the development of journalism from its origins to the present day. Aitchison shows how contemporary news writers have inherited an age-old oral tradition, which over the centuries was incorporated into public notices, ballads and storybooks - eventually providing the basis of the journalism we see today. She argues that, while journalists have very different aims to literary writers, their work can in no way be regarded as inferior. Entertainingly written, *The Word Weavers* provides a fascinating insight into journalistic writing, and will be enjoyed by anybody wanting to know more about media language.

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