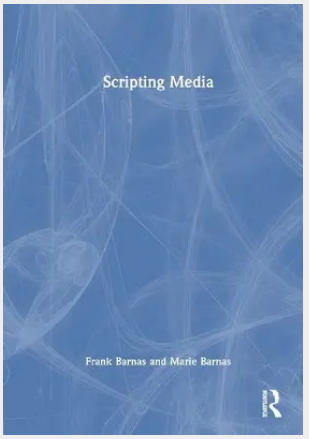
Barnas

# Scripting Media

Bringing together professional standards, practices, and jargon from across the industry, Scripting Media provides a complete overview of writing for divergent forms of media. While some forms of media writing have been honed and standardized over generations, others demand new ways of thinking and collaborating. Covering traditional forms of scriptwriting, such as news, advertising, and film scripting, as well as newer and more emerging areas of social media and virtual reality, this book is designed to prepare readers for the varying formats, styles, and techniques specific to each medium. Each chapter contains a list of key terms, an historical overview of the area, and technical specifications for students to be aware of. Exercises, essay prompts, and online links help reinforce students' knowledge and provide avenues for private study. Written in an accessible and engaging style by two renowned media practitioners, authors, and teachers, Scripting Media is essential reading for students approaching media writing for the first time.

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