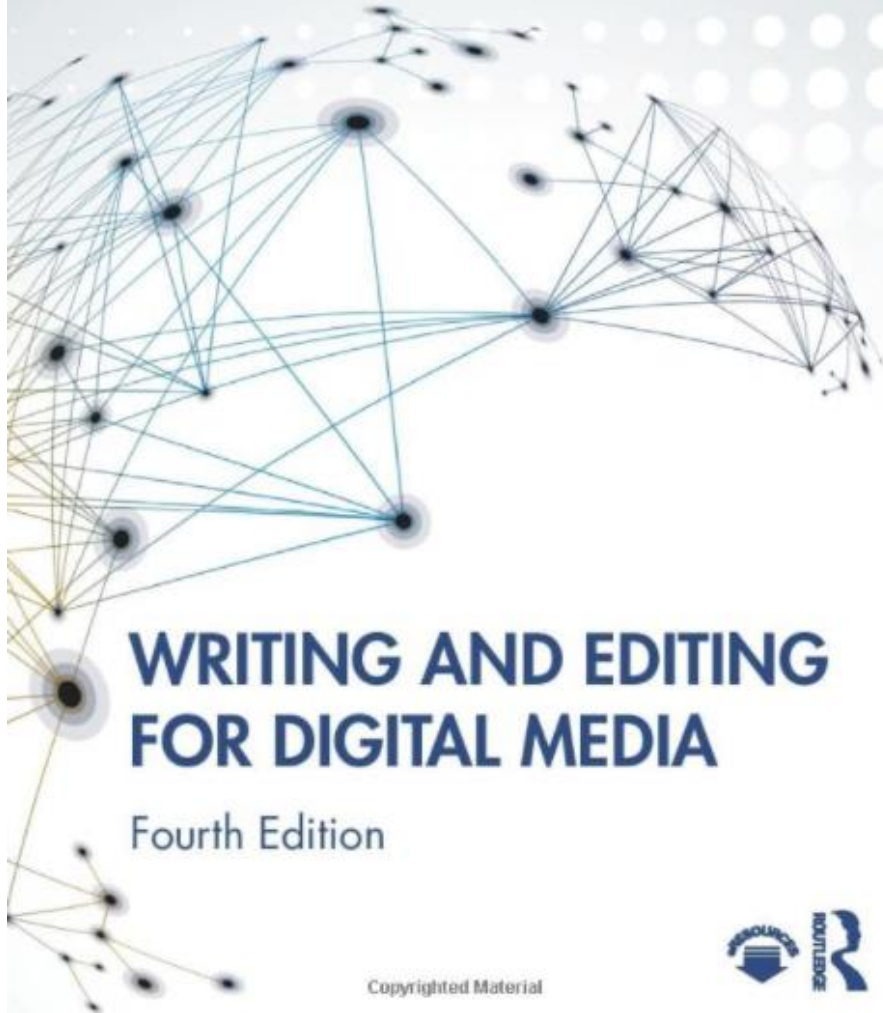


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"*Writing and Editing for Digital Media* has long been a valuable and accessible textbook for anyone interested in digital communication. This edition – with new chapters on brainstorming story ideas and making them come to life through words, sounds, and video – is essential."

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"Carroll's expanded and updated coverage of multimedia storytelling will become indispensable for learners. I'm looking forward to a new adoption."

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In this new edition, Brian Carroll explores writing and editing for digital media with information about voice, style, media formats, and content development, combining hands-on exercises with new sections on idea generation, multi-modal storytelling, podcasting, and information credibility.

Carroll explains and demonstrates how to effectively write for digital spaces — whether crafting a story for a website, writing for an app, blogging, or using social media to expand the conversation. Each chapter features lessons and exercises through which students can build a solid understanding of the ways that digital communication provides opportunities for dynamic storytelling and multi-directional communication.

Updated with contemporary examples and new pedagogy, the fourth edition broadens its scope, helping digital writers and editors in all fields, including public relations, marketing, and social media management. *Writing and Editing for Digital Media* is an ideal handbook for students from all backgrounds who are looking to develop their writing and editing skills for this ever-evolving industry.

Brian Carroll is Professor of Communication and Chair of the Department of Communication at Berry College, where he has taught since 2003. A former reporter, editor, and photographer, he is also the author of *When to Stop the Cheering? The Black Press, the Black Community, and the Integration of Professional Baseball* (2007) and *The Black Press and Black Baseball, 1915-1960: A Devil's Bargain* (2013). You can find him on the web at [cubanajoints.com](http://cubanajoints.com) and at [wanderingrocks.wordpress.com](http://wanderingrocks.wordpress.com).

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