



Advancing the Story: Journalism in a Multimedia World

Debora Halpern Wenger, Deborah Potter

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“An eminently useful text for television and Web journalism. No other text does such thorough job of integrating new media into traditional TV reporting. The authors' blog is a great way to keep updated and introduce current material into the class, and the online interactive workbook has some truly inventive exercises.”

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This fully updated **Third Edition** of **Advancing the Story**, by Debora Halpern Wenger and Deborah Potter, builds on the essential strengths of the original text by providing clear instruction on reporting and producing for multiple platforms, real-world examples, advice from professional journalists and exercises to stimulate additional conversations. By focusing on the skills journalists need to leverage social media and capitalize on the use of mobile devices, the authors explore the role data-driven journalism is playing in the profession. Throughout the book, new screen shots, images, research and examples of broadcast and multimedia reporting bring concepts to life. Additionally, a greater emphasis on journalism ethics permeates the book, with each chapter now including a series of discussion starters to ensure that students consider the ethical implications of their journalistic decisions.



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