

The Copy Editing And Headline Handbook

The Copy Editing And Headline HandbookThe Copy Editing And Headline HandbookA Headline Handbook with a Headline Schedule and Style SheetHeadline WritingHeads You WinThe Advertising HandbookThe Reporter's HandbookThe Retail HandbookThe Advertiser's HandbookThe Newspaper Designer's HandbookHandbook for Newspaper Workers, Treating Grammar, Punctuation, English, Diction, Journalistic Structure, Typographical Style, Accuracy, Headlines, Proofreading, Copyreading, Type, Cuts, Libel, and Other Matters of Office PracticeAlabama Handbook ...The Handbook of Sales ManagementModern printing: a handbook of the principles and practice of typography and the auxiliary arts. 4 sectsPractical Handbook on Back-of-the-book Publication Layout ProblemsBook-prices CurrentThe CriticThe CriticCritic and Literary WorldNewspaper Make-up and Headlines Barbara Ellis Barbara Ellis Gunnar Horn Sunil Saxena Paul LaRocque S. Roland Hall Carrol Baker Dotson Walter Sumner Hayward International Correspondence Schools Tim Harrower Grant Milnor Hyde Alabama. Dept. of Agriculture and Industries Samuel Roland Hall John Southward Kenneth B. Butler Jeannette Leonard Gilder Jeannette Leonard Gilder Norman John Radder

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for professionals and students alike the first ever guide to newspaper copy editing and headline writing

everyone in the newsroom agrees that copy editors are the unsung heroes in the business who until now have never had a succinct and authoritative guide for on the job use from counting the headline to line breaks from decks to jumps from editing numbers and photo captions to editing for organization the copy editing and headline handbook is the complete source of essential information for the copy editor whether copy editing on a computer or on the printed page for a newspaper or for a magazine barbara ellis shows how to clean organize and proof copy like a pro with special sections on libel captions forbidden words job hazards and head counts as well as a section of the most commonly used symbols in copy editing and proofreading the handbook is essential for every copy editor s bookshelf

the importance of a headline for a news item hardly needs to be emphasized it is perhaps the single most important factor that draws the reader s attention to a story thus while writing a compelling headline is a priority for anyone working on a news desk this task is not easy to accomplish this book treats headline writing as a craft that can be learnt a skill that can be honed and perfected it examines in detail the basic elements of a headline and explains the best way to assemble them in order to write an arresting one sunil saxena carefully examines the different kinds of headlines and the advantages and disadvantages of each style of writing the book instructs the reader in the functions of a headline the way to write a headline the different kinds of headlines the do s and don ts of headline writing the author also focuses on writing headlines for the internet a skill that is essential in the age of new media and technology the book is well illustrated by examples and images from newspapers and news magazines all these have been taken from the indian media so that readers can relate to the subject more easily exercises and highlighted points at the end of each chapter are useful tools for students of journalism to whom this book will appeal primarily it will be equally useful for professional journalists

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