

# FOR THE MEDIA

THIRTEENTH EDITION

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If you only need the buying answer, rental is still the cheapest route in the current snapshot, and used print is lower than the current new copy. The current paperback still has a case because it stays below the sampled new-book market and below Barnes & Noble retail, which makes a clean keepable copy reasonable for students who expect continued journalism writing work.

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## What this book actually teaches

*Writing & Reporting for the Media* is a skills book, not a passive reading text. It teaches news judgment, leads, attribution, interviewing, feature writing, accuracy, ethics, and the practical habits that make reporting readable and defensible. That matters because books like this often stay open while students are actively drafting or revising. They become handbooks for recurring writing problems rather than one-time reading assignments.

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