



Writing as Craft and Magic, 2nd Edition

By Stepp, Carl Sessions

Oxford University Press, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Preface to the Second Edition 1. Journalism in a Time of Change 2. Writing as Craft 3. Writing as Magic 4. The Three Qualities of Great Journalism 5. The Very Beginning: Ideas and Reporting 6. Beginning to Write: Focus and Leads 7. Managing the Murky Middle 8. Models and Common Story Types 9. Mastering the Feature 10. Writing for Clarity 11. Writing for Drama 12. Polishing Your Work 13. Multimedia Packaging and Presentation 14. Reaching Higher Levels 15. Learning with Others.



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