

## The Magazines Handbook (Media Practice)



The Magazines Handbook remains the comprehensive introduction to magazine journalism and the magazine industry. It describes the business of publishing magazines and explores the work of magazine journalists. Using examples from consumer magazines, trade journals, periodicals and specialist publications, Jenny McKay discusses the key jobs in the industry, from sub-editor to fashion assistant and journalist through to publisher. The Magazines Handbook outlines the specialist skills involved in magazine journalism including commissioning, writing news and features, researching, interviewing, sub-editing and production. Specialist chapters discuss electronic publishing and online journalism, magazine design, photography and picture editing as well as the legal framework in which magazine journalists have to operate. The Magazines Handbook includes Interviews with magazine journalists, editors, picture researchers and publishers Advice on starting out and freelancing in the magazine industry An analysis of new journalism and reportage A glossary of key terms and specialist concepts Information on contacts, courses and professional training Fully updated and rewritten chapters on electronic publishing and electronic journalism, and the magazine journalist and the law.

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