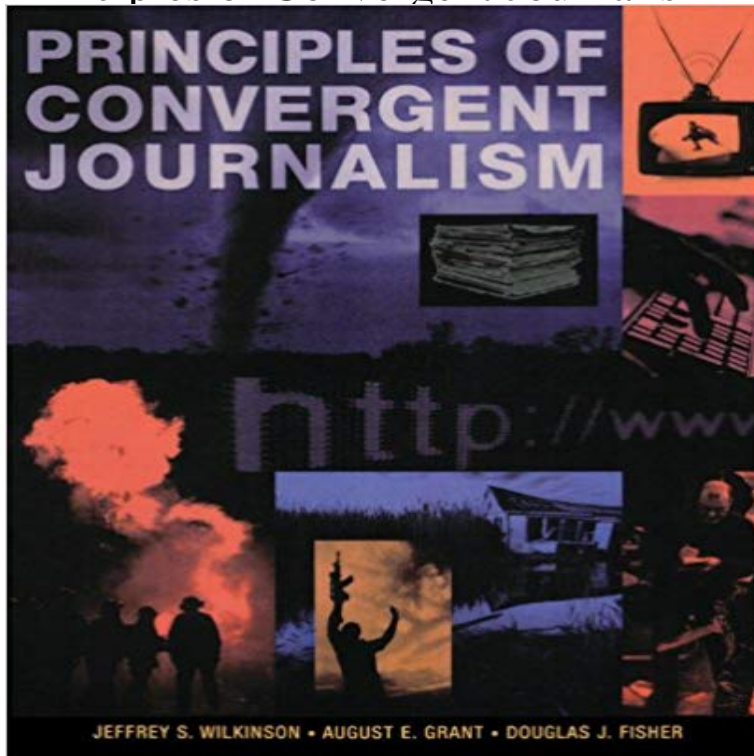


## Principles of Convergent Journalism



From PDAs to cell phones to computer screens, journalism is no longer confined to the printed page; now journalists must learn to move confidently across a variety of media platforms. In *Principles of Convergent Journalism*--a skills-oriented introduction to this timely topic--Jeffrey S. Wilkinson, August E. Grant, and Douglas Fisher provide an essential guide to navigating the increasingly complex and vibrant media landscape. A cutting-edge resource for both up-and-coming and established journalists, this innovative text challenges students to create convergent journalism that is both pivotal and distinctive. Beginning with a brief primer on basic reporting and interviewing skills, this volume also covers the following topics: \* Repurposing both print and broadcast content for the Internet \* Key principles of broadcast writing and reporting for print reporters \* Key principles of print writing and reporting for broadcast reporters \* Writing news for the Internet \* Incorporating convergent journalism techniques into other emerging media Ideal as a core text for courses in convergent journalism or as a supplementary text in news writing and reporting courses, *Principles of Convergent Journalism* imparts new skills that, when put into practice, will produce versatile, dynamic, and accomplished journalists.

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