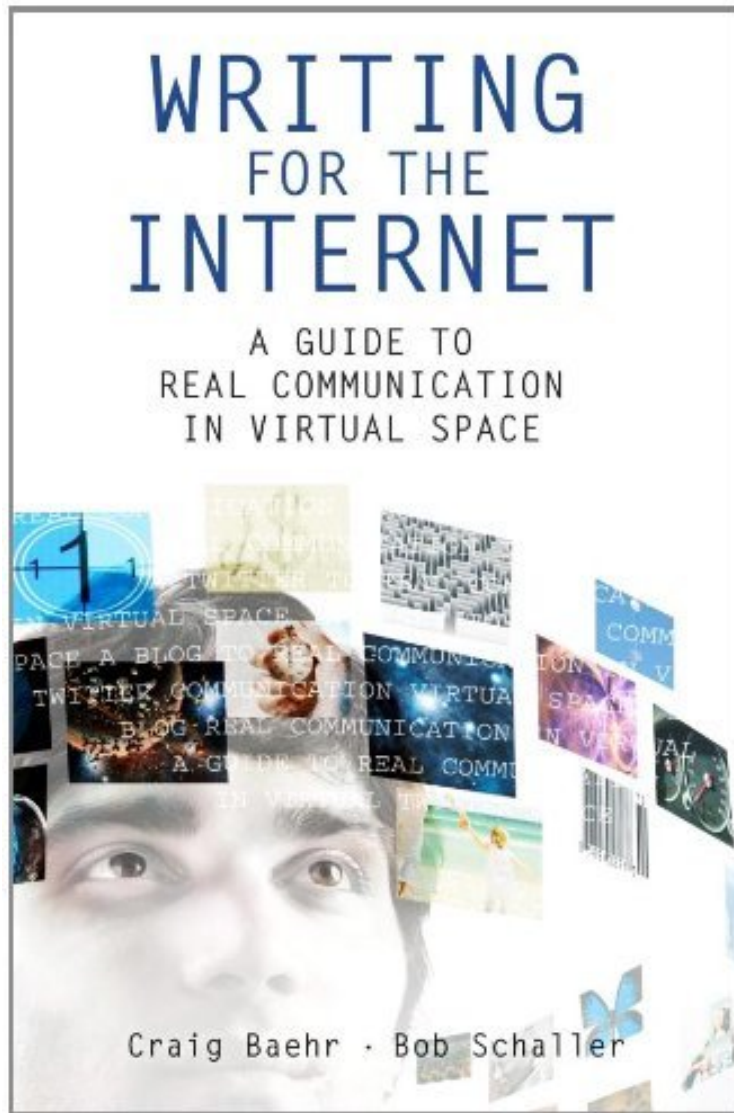


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Writing for the Internet: A Guide to Real Communication in Virtual Space

Craig Baehr, Robert C. Schaller Jr.
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Craig Baehr, Robert C. Schaller Jr. : Writing for the Internet: A Guide to Real Communication in Virtual Space before purchasing it in order to gage whether or not it would be worth my time, and all praised Writing for the Internet: A Guide to Real Communication in Virtual Space:

1 of 2 people found the following review helpful. An ideal classroom textbookBy Midwest Book ReviewFrom the earliest era of writing when the technology was making stylistic marks upon wet clay shards, through the invention of papyri scrolls and quill pens, to typewriters, to computer keyboards, to held-hand blackberries and the most recent

mechanical advance in writing -- twittering, technology has impacted in how we communicate through the written word. That evolution, interestingly enough, has gone from the simple to the complex and now back to simple. Each technological development had its own demands imposed upon those who would write -- and the Internet is no exception. That's why "Writing for the Internet: A Guide to Real Communication in Virtual Space", the collaborative work of Craig Baehr and Bob Schaller, is so timely and highly recommended. Spanning a wide range of relevant issues, this thoroughly 'user friendly' introduction and instruction guide ranges from online publishing to blogging and everything in-between. Identifying and addressing the factors that make for good, effective, professional quality writing in a cyberspace medium, "Writing for the Internet" is an ideal classroom textbook, self-instruction manual, and a solid reference work for personal, academic, and community library Writing/Publishing reference collections and supplemental reading lists.

This book is a landmark guide full of practical examples and sound advice for communicating online concisely and effectively. Extended examples apply theories and methods of Internet writing to real-world writing situations. An appendix offers tips for writing, interviewing, and blogging

". . . so timely and highly recommended. Spanning a wide range of relevant issues, this thoroughly 'user friendly' introduction and instruction guide ranges from online publishing to blogging and everything in-between. Identifying and addressing the factors that make for good, effective, professional quality writing in a cyberspace medium, Writing for the Internet is an ideal classroom textbook, self-instruction manual, and a solid reference work for personal, academic, and community library Writing/Publishing reference collections and supplemental reading lists." - Midwest Book "Writing for the Internet is a great resource for those interested in online communication and libraries serving mass communication students." - ARBAonline "For students and those writing for online newspapers, magazines, video and audio broadcasts, and other multiplatform areas, Baehr (technical communication and rhetoric, Texas Tech U.) and Schaller (global communication and contemporary culture, Stephen F. Austin State U.) detail how to write effectively and concisely online. In addition to the theories, methods, and practices used by internet writers and journalists, they cover online publishing, new media news writing, blogging, micro-blogging, internet writing technologies, and social media/ownership. The visual aspects of web content design, copyright, digital literacy, and online reading are also explored." - Reference Research Book News "A solid resource for those who teach, study, or practice writing for online media. Summing Up: Recommended. Lower-division undergraduates through faculty; general readers." - Choice About the Author Craig Baehr, PhD, is associate professor of technical communication and rhetoric at Texas Tech University, Lubbock, TX. Bob Schaller, PhD, is assistant professor in the Department of Global Communication and Contemporary Culture at Stephen F. Austin State University, Nacogdoches, TX, and has written more than 40 books, including Greenwood biographies on Kanye West, Al Gore, and Bill Gates.