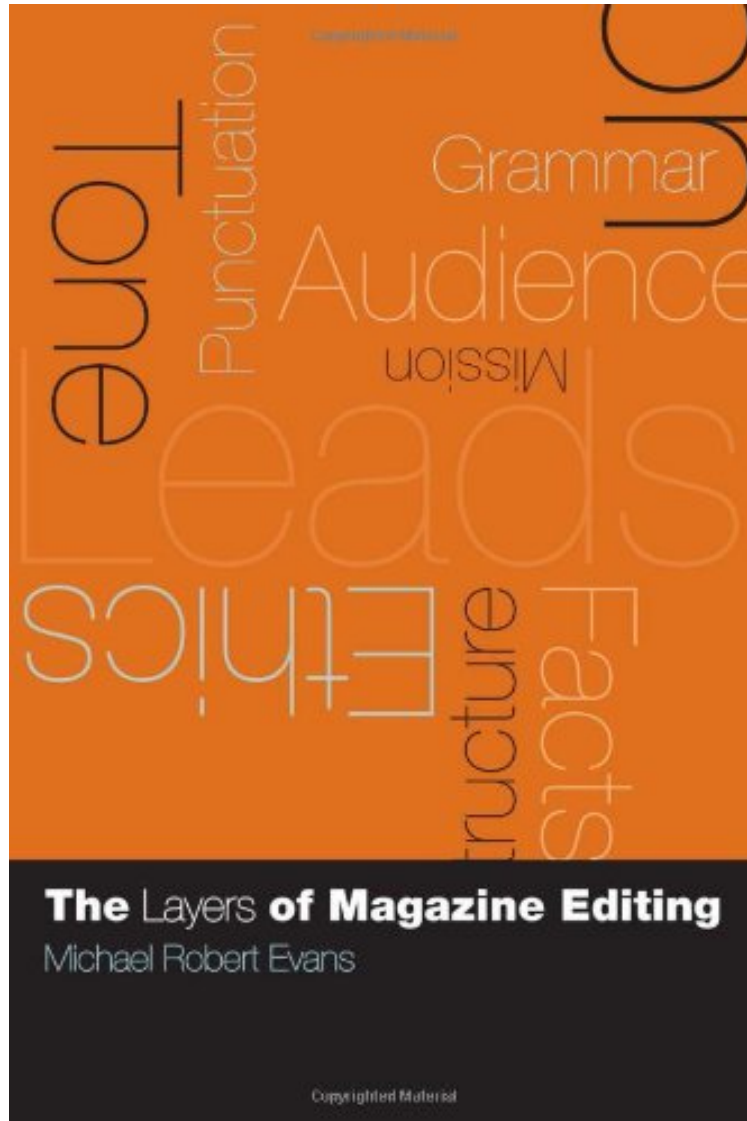


The Layers of Magazine Editing

Michael Robert Evans

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#1235171 in Books Michael Robert Evans 2004-08-25 Original language: English PDF # 1 8.22 x .78 x 5.581, .95 #File Name: 0231128614256 pages The Layers of Magazine Editing | File size: 44.Mb

Michael Robert Evans : The Layers of Magazine Editing before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Layers of Magazine Editing:

5 of 5 people found the following review helpful. Insightful BookBy Brian HowardI found this book insightful and helpful, and I've been working in publishing for a decade. I appreciated the way it is organized, like peeling back layers of an onion. Some of the anecdotes are very interesting, and there are a lot of useful tips. I think where the book falls short is that it tends to be a little idealistic and a tad old fashioned. It doesn't deal enough with the rapid advances

of technology or disruptive forces like the proliferation of blogs and social media. It also seems to be largely coming from a place of regional or medium-sized publications, with not as much thought given to the largest titles or very small titles that have to be very nimble and scrappy. Still, I would definitely recommend this book to anyone starting out, or thinking of pursuing, a career in magazines.

Unlike the myriad writing manuals that emphasize grammar, sentence structure, and other skills necessary for entry-level editing jobs, this engaging book adopts a broader view, beginning with the larger topics of audience, mission, and tone, and working its way down, layer by layer, to the smaller questions of grammar and punctuation. Based on Michael Evans's years of experience as an editor and supplemented by invaluable observations from the editors of more than sixty magazines including *The Atlantic*, *Better Homes and Gardens*, *Ebony*, *Esquire*, and *National Geographic* this book reveals the people-oriented nature of the job.

The author's explicitly expressed opinions are nicely tempered by the candid, but always constructive, comments from various contemporary editors. (David Abrahamson and Nathan Eddy Journalism Mass Communication Editor) About the Author Michael Robert Evans is assistant professor at the Indiana University School of Journalism. He was the founder of the syndicated column "Finders," regional editor for the *Daily Hampshire Gazette*, and managing editor of *Western Massachusetts Magazine*.