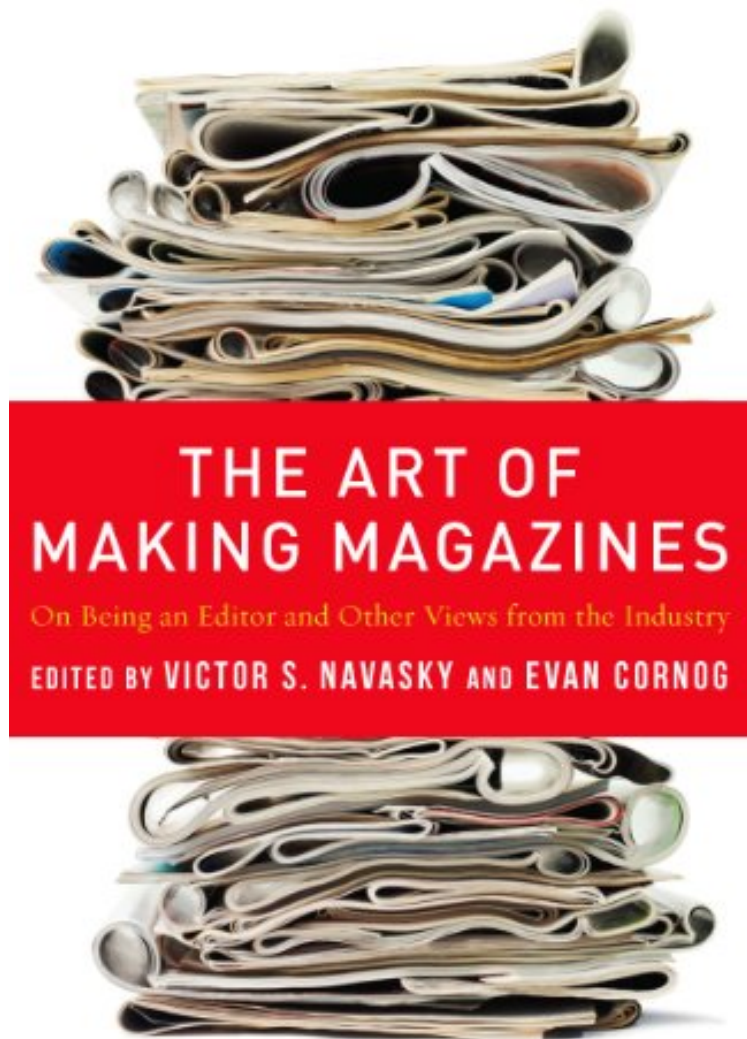


[E-BOOK] The Art of Making Magazines: On Being an Editor and Other Views from the Industry
(Columbia Journalism Review Books)

The Art of Making Magazines: On Being an Editor and Other Views from the Industry (Columbia Journalism Review Books)

Victor Navasky, Evan Cornog

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Victor Navasky, Evan Cornog : The Art of Making Magazines: On Being an Editor and Other Views from the Industry (Columbia Journalism Review Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of Making Magazines: On Being an Editor and Other Views from the Industry (Columbia Journalism Review Books):

0 of 0 people found the following review helpful. Great ReadBy BakkaGreat read. Great resource. #Yes0 of 0 people found the following review helpful. Good for Serious Magazine EditorsBy M. SantiagoI working my way up the magazine publishing industry, and I need all the help I can get to fix how publishing is like where I'm from. I learned a lot from these editors and writers. I was not bored one bit! Can we have more of these types of books available under the media studies category, please?0 of 0 people found the following review helpful. About two thirds of the articles contained here are great. The others read a bit like old hacks ...By R. MccallAbout two thirds of the articles contained here are great. The others read a bit like old hacks pontificating to young wannabe hacks. But those two thirds are well worth the effort and I will go back to parts of them again and again for their key insights.

From finding and cultivating authors to effectively incorporating art and design, from the importance of fact checking and copyediting to the critical relationship between advertising dollars and content, this anthology provides a rare, behind-the-scenes look at the making of a successful and influential magazine. It also engages with the industry's most pressing issues, such as the future of magazines in a digital environment and the increasing pressure of business interests on editorial decisions, acting as both a how-to and a how-to-be guide for a variety of readers. Top editors, writers, art directors, and publishers from such magazines as *Gourmet*, *The New Yorker*, *The New Republic*, *Elle*, and *Harpers*'s speak on developing great talent; obtaining an entry level position that can be parlayed into a masthead title; managing the interests (and potential conflicts) of various departments; and handling the requests of advertisers. They explore the creative strategies and practical mechanics of writing for magazines and the role of opinion in shaping or enhancing editorial content. One essay directly confronts the inherent strengths and weaknesses of women's magazines, while Felix Dennis recounts creating *Maxim*. In other essays, Barbara Wallraff speaks about the famed copyediting department at *The Atlantic* while Ruth Reichl and Tina Brown speculate on the many changes the magazine industry has undergone in the past two decades. An anthology full of intimate reflections and surprising revelations, this volume holds immense value for current editors and practicing journalists, as well as for students of culture and journalism, and it holds wide appeal for anyone hoping to peek between the lines of their favorite magazines.

This delightfully eclectic collection is full of exceptional gems, of value to anyone interested in magazines, journalism, and good editing and writing. (Tom Goldstein, Former dean, journalism schools at Columbia and Berkeley) Bold, brash, and on target... This is a book not to be missed by working editors and journalists, print newbies and magazine junkies. (Publishers Weekly) A useful, even timely collection... (Kirkus s) These 12 essays will appeal to professionals as well as sophisticated readers interested in the nuts and bolts of how magazines are put together. (Library Journal)... a diverse collection of intelligent and inspiring reads that would seem to be a must for anyone interested in the inner-workings of editorial offices. (de Cinema de Cuir) About the Author Victor S. Navasky, editor of *The Nation* from 1978, became editorial director and publisher in 1995 and is now its publisher emeritus. He is the George Delacorte Professor of Magazine Journalism at Columbia University's Graduate School of Journalism, where he directs the Delacorte Center of Magazines and chairs the Columbia Journalism . He is the author of *Kennedy Justice; Naming Names*, which won a National Book Award; and *A Matter of Opinion*, which won the George Polk Book Award. Evan Cornog is dean of the School of Communication at Hofstra University and a former publisher of the *Columbia Journalism* . He is the author of three books of political history and served as press secretary to New York Mayor Edward I. Koch. He has worked on the editorial staffs of *The New Yorker* and *Wigwag Magazines* and has written for *The New Yorker*, *The New York Times*, *The Los Angeles Times*, *The Boston Globe*, *The American Scholar*, and *Columbia Journalism* .