

<<创造性的编辑>>

图书基本信息

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前言

是成为一名21世纪充满灵气的创造性的编辑，还是成为一个充满匠气的封闭性的编辑？这是每一个编辑课程学习者需要细考的问题。

伴随着21世纪信息爆炸和互联网传播事业的迅猛发展，当今世界已经处于海量信息的网络传播环境之中，虽然这种传播环境使得人人皆可成为编辑、记者的梦想变为现实，但是我们也发现，新闻专业主义意义上的编辑角色并没有被数字时代所淘汰，而是被数字时代赋予了新的内涵。

所以，成为21世纪创造性的编辑将是新闻传播从业者具有独到价值的职业定位和人生选择。

作为美国新闻传播学的经典教材，《创造性的编辑》以其全面的内容、清晰的结构和不断完善的信息而一直广受好评。

其第五版通过对文字编辑创新观念的有效呈现、强化和补充，继续保持了以前所获得的经典教材之声誉。

浏览全书，可以发现该书涵盖了平面媒体和网络媒体编辑实务的所有重要方面，而且该书作者从基本的语言技巧训练开始，逐步引导读者了解和认识专业化文字编辑工作的每个阶段及其所遇到的重要问题。

一、新闻传播的核心和基石：文字编辑的重要角色 《创造性的编辑》（第五版）的作者认为，21世纪的编辑将依旧处于平面媒体和网络媒体组织的核心环节，这个职位能够为媒体构建和保持公信力而提供专业知识，同时为公众获得新闻和娱乐信息而担当看门人的角色。

中国人民大学新闻学院郑兴东教授、陈仁风教授、蔡雯教授的《报纸编辑学教程》中曾对报纸编辑工作的重要性有过这样论述：报纸编辑工作相对于报纸及其新闻传播活动而言是“总设计与总指挥”、“集大成者和总把官人”。

可见，在新闻传播的工作流程之中，编辑的重要性不言而喻。

这一点在传统的媒体时代如此，在新媒体时代亦然，而且其重要性比历史上以往的任何时刻显得更加重要。

在传媒组织中，编辑和记者的职业角色有所不同。

在西方媒体组织结构图中，记者是处于新闻报道最前沿的角色，他们负责直接进行新闻采写并向编辑部提供最初的新闻报道稿件；而编辑则分为若干的层级，其中文字编辑处于记者和总编辑、执行主编、特写编辑、图片编辑等其他层级编辑之间，并在媒体的整个制作流程中发挥着重要作用。

由此可见，文字编辑是整个新闻媒体组织中最为关键的环节之一。

在某种意义上，编辑其实更像一个新闻传播过程的“指挥家”，协调、调动各种信息资源，并推动新闻传播过程有序向前发展；有时编辑又像是新闻传播活动的“总导演”，通过自己的工作不断地挖掘新闻传播的价值，为公众呈现出更为完美的新闻传播作品。

如今，传媒管理人员也已经认识到并看重优秀文字编辑的价值，这也表明具有优秀文字编辑基本素质的从业者将在未来的职业生涯选择中具有比较优势。

另外，那些期望成为传媒管理人员的人也将会发现，文字编辑工作是学习平面媒体和网络媒体错综复杂制作流程的不可或缺的训练基础，而且也是职业化编辑以此为基石而走向媒体管理岗位的最为常规的途径。

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内容概要

本书介绍了美国现代新闻媒体的运作机制，特别是对当今激烈的报业竞争下的新闻编辑技巧，如素材的录入与剪辑、标题撰写、版面设计、图片处理等问题进行了讲解。同时阐释了如何在环环相扣的工作过程中关注受众心理、新闻道德和伦理观念，以避免发生侵权及诽谤现象，并对文字编辑的职业前景进行了认真的探讨和分析。

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作者简介

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得克萨斯理工大学学士, 堪萨斯大学硕士, 威斯康星大学博士。
曾在美国路易斯安那、得克萨斯、威斯康星、明尼苏达和堪萨斯等地的日报担任要闻记者、体育编辑和新闻编辑。
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章节摘录

Some search engines are crawler-based , meaning that they use computer programs called "spiders" to scan the Internet continually. Examples are Yahoo ! and Google. Everything the spider finds goes into the search engine index , sometimes called the catalog. Other search engines are more correctly referred to as human-powered directories like Open Directory , which rely on humans to build listings to describe Web sites. Still other search engines are hybrids or mixed results in that they return results that combine crawler-based and human-powered listings. Metasearch engines , also called metacrawlers , send searches to several search engines at the same time. The results from each engine are then blended to form one page for the user. Some experts recommend using an all-in-one engine at the beginning of the search ; other experts like to begin with a single engine before conducting a metasearch. Drawbacks of metasearches are the slight increase in retrieval time and the lack of precision in syntax allowed on individual search engines. All-in-one search pages , unlike metacrawlers , do not send your query to many search engines at the same time. Instead , they generally list a wide variety of search engines and allow you to search at your choice without having to go directly to that search engine. Search engines vary widely in their range of search features and in the way they index and present their search results. Some index complete Web pages or page titles ; others add material selectively and review sites based on content ; still others present subject indexes for users to browse by keywords. Some Web site administrators include coding that instructs indexing robots to omit particular pages from search results. Another difference in search engines is that most guarantee pages will be included in their index in exchange for a fee. Google is an exception to this business model. All rely on advertising for revenue , but some engines maintain separate "editorial" services. This is not to imply that paid listings don't contain worthwhile information on the Web pages , but search engine users aren't always informed about which results lead to editorial material rather than advertisements in disguise. An analogy would be a newspaper or TV station that did not delineate between news content and advertising messages. Previous editions of this textbook contained names and URLs for popular search engines. Rapid changes in Internet technology and the financial instability of many Internet-based companies threaten long-term accuracy of such a list. Consequently , readers are directed instead to Search Engine Watch at [http : //www.searchenginewatch.com](http://www.searchenginewatch.com) , a Web site that stays abreast of developments in the world of search engines—which ones are most usable , are most popular , possess special features or require payment for listings. In addition , this site offers Web searching tips and reviews , ratings and tests about how well individual engines perform. The site links users to all the major search engines , popular metasearch engines , kid-safe services and others. This site was created and is maintained by Danny Sullivan , an Internet consultant and journalist with no potentially compromising entanglements with the search engine industry.

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