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Microstyle The Art Of

# Microstyle The Art Of Writing Little

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How To Do AUTOMATIC WRITING (Channeling Through Writing). Writers Workshop Book 7 Invitation | Zen in the Art of Writing Let's Talk: Book Formats ~~How to Keep Your Writing Goals~~ ~~SOUL'S GATEWAY- AUTOMATIC WRITING~~ Guided By

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~~Lilian Eden DIY Book Folding - Man Vs. Youtube #7~~ 5 Signs You're a Writer  
~~Improve your Writing: Show, Not Tell~~  
Awaken Your Spirit (EXTREMELY Powerful) Complete Chakra Activation Contacting Your Spirit Guide Through Automatic Writing Meditation ~~Connect with Spirit (Guides) Guided Meditation~~ How to Craft an Outline for Your Book How To Write A Book In A Weekend: Serve Humanity By Writing A Book | Chandler Bolt | TEDxYoungstown ~~LEADERSHIP LAB: The Craft of Writing Effectively~~ How to Self-Publish Your First Book: Step-by-step tutorial for beginners ~~How to Improve Your Writing Style (by Imitating Your Favorite Authors)~~ THE ART OF WRITING INSPIRING CHILDREN'S BOOKS Why write? Penmanship for the 21st Century | Jake Weidmann |

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~~TEDxMileHigh Ray Bradbury's Writing Style #1 Secret to Writing Your Self-Help Book How To Write Like A Writer | Claudia Casper | TEDxVancouver Understand how artists' books support writing — Part of ABC Curriculum Creative Writing advice and tips from Stephen King Lakshmi Pratury: The lost art of letter-writing Microstyle The Art Of Writing Microstyle: The Art of Writing Little is a book by Christopher Johnson, aka The Name Inspector. It's a field guide for the age of the incredible shrinking message, published by W.W. Norton & Company .~~

Microstyle: The Art of Writing Little  
Microstyle (or micromessages) is all about grabbing the attention for a moment and communicating something quickly. It's how we

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Amazon.com: Microstyle: The Art of Writing Little ...

Microstyle: The Art of Writing Little, is a work of pop linguistics... it synthesizes a wide range of current thinking from recent books about grammar, branding, cognitive science and Web theory. But it does so with intelligence and friendly wit. Mr. Johnson ' s point is that words are for wooing, in ways both personal and professional, and his own prose is sociable enough to underscore that point and spritz it with a bit of sophisticated perfume.

Microstyle: The Art of Writing Little by Christopher ...

Christopher Johnson's Microstyle: The Art of Writing Little is more than a

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Writing Little style guide for the post-Twitter age but a guide on branding, blurbs, and compression writing in general. This is a very useful introduction to the art of small writing, and the skills necessary in order to do this effectively.

Microstyle: The Art of Writing Little by Christopher Johnson

Microstyle : The Art of Writing Little, Paperback by Johnson, Christopher, ISBN 039334181X, ISBN-13

9780393341812, Brand New, Free shipping in the US A branding consultant explains how to craft miniature messages such as headlines, titles, sound bites, brand names, domain names and slogans that grab attention, communicate effectively and stick in the mind, focusing each chapter on a particular

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Microstyle : The Art of Writing Little  
by Christopher ...

Microstyle (or micromessages) is all about grabbing the attention for a moment and communicating something quickly. It's how we (mostly) read and write today.

Amazon.com: Microstyle: The Art of Writing Little eBook ...

Microstyle NPR coverage of Microstyle: The Art of Writing Little by Christopher Johnson. News, author interviews, critics' picks and more.

Microstyle : NPR

Microstyle (or micromessages) is all about grabbing the attention for a moment and communicating something quickly. It's how we

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(mostly) read and write today.

Amazon.com: Customer reviews:

Microstyle: The Art of ...

His book, *Microstyle: The Art of Writing Little* is about

micromessages; namely, messages encapsulated in a word, phrase, short sentence or, in the case of a tweet, 140 characters. Whether or not you 're a writer, you 'll get a lot from this book.

Microstyle: The Art of Writing Little -  
WriteDirections.com

Neologism is the ultimate in microstyle, because it involves poking around under the hood of words and tinkering with their internal structure.

Microstyle: The Art of Writing Little  
(Book Excerpt ...

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Microstyle in UI: A Twitter case study  
Author: Christopher Johnson | Filed  
under: Copywriting , Grammar ,  
Microcontent , Microcopy , Microvoice  
, UI copy Microstyle: The Art of  
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Microstyle: The Art of Writing Little »  
Microvoice

Microstyle (or micromessages) is all about grabbing the attention for a moment and communicating something quickly. It's how we (mostly) read and write today.

Amazon.com: Customer reviews:  
Microstyle: The Art of ...

Microstyle: The Art of Writing Little is a book by Christopher Johnson, aka The Name Inspector. It's a field guide for the age of the incredible shrinking message, published by W.W. Norton

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Microstyle: The Art of Writing Little »  
Reviews

Microstyle frees writers up to explore and develop their own writing styles for audiences with shorter, more intense attention spans. I wish the book delved further into how to artfully respond to short writing styles through social media. Perhaps that's the sequel.

Microstyle: The Art Of Writing Little:  
Johnson ...

I ' m excited to be part of the speaker lineup for the Seattle Interactive Conference, taking place November 2-3 at the Conference Center of the Washington State Convention Center. The conference explores “ technology, creativity, and

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Writing Little” , and apparently aims to become a sort of SXSW of the Pacific NW.

Microstyle: The Art of Writing Little »  
Copywriting

Microstyle: The Art of Writing Little is a field guide for the age of the incredible shrinking message.. Some of the most important verbal messages we craft are also the shortest: headlines, titles, sound bites, brand names, domain names, slogans, taglines, company mantras, bullet points, tweets, Facebook status updates.

Microstyle: The Art of Writing Little »  
Book

In no time you'll be coining witty epigrams, imagining unforgettable brands, or crafting a distinctive

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identity., **Microstyle: The Art of Writing Little**, is a work of pop linguistics it synthesizes a wide range of current thinking from recent books about grammar, branding, cognitive science and Web theory.

**Microstyle : The Art of Writing Little**  
by Christopher ...

Microstyle is the style of the micromessage: the headline, the slogan, the tweet. Big Style has governed formal writing since the advent of printing. Microstyle is really the old oral style of proverbs, aphorisms and epigrams. But with electronic media and the attention economy, microstyle has found a new lease of life.

**Microstyle: The Art of Writing Little:**  
[Amazon.co.uk ...](#)

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Microstyle: The Art of Writing Little, is a work of pop linguistics... it synthesizes a wide range of current thinking from recent books about grammar, branding, cognitive science and Web theory. But it does so with intelligence and friendly wit. Mr. Johnson 's point is that words are for wooing, in ways both personal and professional, and his own prose is sociable enough to underscore that point and spritz it with a bit of sophisticated perfume.

A branding consultant explains how to craft miniature messages such as headlines, titles, sound bites, brand names, domain names and slogans that grab attention, communicate effectively and stick in the mind,

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focusing each chapter on a particular tool. 13,000 first printing.

“ A work of pop linguistics . . . [that] synthesizes . . . grammar, branding, cognitive science and Web theory . . . with intelligence and friendly wit. ” —New York Times Welcome to the age of the incredible shrinking message. Your guide to this new landscape, Christopher Johnson reveals the once-secret knowledge of poets, copywriters, brand namers, political speechwriters, and other professional verbal miniaturists. Each chapter discusses one tool that helps short messages grab attention, communicate instantly, stick in the mind, and roll off the tongue. Piled high with examples from corporate slogans to movie titles to product names, *Microstyle* shows readers how

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Writing Little to say the most with the least, while offering a lively romp through the historic transformation of mass media into the media of the personal.

America's most influential writing teacher offers an engaging and practical guide to effective short-form writing. In *How to Write Short*, Roy Peter Clark turns his attention to the art of painting a thousand pictures with just a few words. Short forms of writing have always existed—from ship logs and telegrams to prayers and haikus. But in this ever-changing Internet age, short-form writing has become an essential skill. Clark covers how to write effective and powerful titles, headlines, essays, sales pitches, Tweets, letters, and even self-descriptions for online dating services. With examples from the long

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tradition of short-form writing in Western culture, How to Write Short guides writers to crafting brilliant prose, even in 140 characters.

In *Performing Prose*, authors Chris Holcomb and M. Jimmie Killingsworth breathe new life into traditional concepts of style. Drawing on numerous examples from a wide range of authors and genres, Holcomb and Killingsworth demonstrate the use of style as a vehicle for performance, a way for writers to project themselves onto the page while managing their engagement with the reader. By addressing style and rhetoric not as an editorial afterthought, but as a means of social interaction, they equip students with the vocabulary and tools to analyze the styles of

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others in fresh ways, as well as create their own. Whereas most writing texts focus exclusively on analysis or techniques to improve writing, Holcomb and Killingsworth blend these two schools of thought to provide a singular process of thinking about writing. They discuss not only the benefits of conventional methods, but also the use of deviation from tradition; the strategies authors use to vary their style; and the use of such vehicles as images, tropes, and schemes. The goal of the authors is to provide writers with stylistic “ footing ” : an understanding of the ways writers use style to orchestrate their relationships with readers, subject matter, and rhetorical situations. Packed with useful tips and insights, this comprehensive volume

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investigates every aspect of style and its use to present an indispensable resource for both students and scholars. Performing Prose moves beyond customary studies to provide a refreshing and informative approach to the concepts and strategies of writing.

“ Charming and erudite,” from the author of Enlightenment Now, “The wit and insight and clarity he brings . . . is what makes this book such a gem. ” —Time.com Why is so much writing so bad, and how can we make it better? Is the English language being corrupted by texting and social media? Do the kids today even care about good writing—and why should we care? From the author of The Better Angels of Our Nature and Enlightenment Now. In this

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entertaining and eminently practical book, the cognitive scientist, dictionary consultant, and New York Times–bestselling author Steven Pinker rethinks the usage guide for the twenty-first century. Using examples of great and gruesome modern prose while avoiding the scolding tone and Spartan tastes of the classic manuals, he shows how the art of writing can be a form of pleasurable mastery and a fascinating intellectual topic in its own right. The Sense of Style is for writers of all kinds, and for readers who are interested in letters and literature and are curious about the ways in which the sciences of mind can illuminate how language works at its best.

"Vex, Hex, Smash, Smooch is more than just a writing handbook; it ' s a

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Writing Little  
key to unlocking every writer ' s  
innate creativity by offering countless  
paths to verbal expressiveness."

—San Francisco Chronicle Great  
sentences pivot on great verbs. In  
Vex, Hex, Smash, Smooch, Constance  
Hale, best-selling author of Sin and  
Syntax, zeroes in on verbs that make  
bad writing sour and good writing  
sing. Each chapter in Vex, Hex, Smash,  
Smooch features four sections:

“ Vex ” tackles tough syntax,  
“ Hex ” debunks myths about verbs,  
“ Smash ” warns of bad writing  
habits, and “ Smooch ” showcases  
exemplary writing. A veteran  
journalist and writing teacher, Hale  
peppers her advice with pop-culture  
references and adapts her expertise  
for writers of every level. With  
examples ranging from the tangled  
clauses of Henry James and the

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Writing Little  
piercing insight of Joan Didion to the punchy gerunds of the Coen brothers and the passive verbs of CEOs on trial, Vex, Hex, Smash, Smooch offers a reenergized take on the “ little despot of the sentence. ”

T. Byram Karasu, M.D. reflects on loving, working, living, dying, and everything else—his philosophy of life expressed in microstyle.

2007 Arts Club of Washington ' s National Award for Arts Writing - Finalist With roots that stretch from West Africa through the black pulpit, hip-hop emerged in the streets of the South Bronx in the 1970s and has spread to the farthest corners of the earth. To the Break of Dawn uniquely examines this freestyle verbal artistry on its own terms. A kid from Queens

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who spent his youth at the epicenter of this new art form, music critic William Jelani Cobb takes readers inside the beats, the lyrics, and the flow of hip-hop, separating mere corporate rappers from the creative MCs that forged the art in the crucible of the street jam. The four pillars of hip hop—break dancing, graffiti art, deejaying, and rapping—find their origins in traditions as diverse as the Afro-Brazilian martial art Capoeira and Caribbean immigrants' turnstile artistry. Tracing hip-hop's relationship to ancestral forms of expression, Cobb explores the cultural and literary elements that are at its core. From KRS-One and Notorious B.I.G. to Tupac Shakur and Lauryn Hill, he profiles MCs who were pivotal to the rise of the genre, verbal artists whose lineage runs back to the

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black preacher and the bluesman. Unlike books that focus on hip-hop as a social movement or a commercial phenomenon, *To the Break of Dawn* tracks the music's aesthetic, stylistic, and thematic evolution from its inception to today's distinctly regional sub-divisions and styles. Written with an insider's ear, the book illuminates hip-hop's innovations in a freestyle form that speaks to both aficionados and newcomers to the art.

A classic novel of love, sex, and the vagaries of the literary life, as witnessed by a young woman on the verge of success *Dina Reeve* is a talented writer with a dry, urban sense of humor and a tendency to worry about sharks in bathtubs. Howard Ritchie is an editor of a

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literary magazine and a boozing, compulsive womanizer. Newman Sykes is a philandering, acerbic critic. They are among the seducers and the seduced in this witty and elegantly written novel, which follows its richly drawn characters as they move between bed and typewriter. Praise for *Elbowing the Seducer* “ The debut of an enormously gifted writer. ” —The New York Times “ A juicy slice of life—intelligent, biting, honest, funny. ” —Kansas City Star “ Wonderfully witty and sharp-eyed writing. ” —Ms. “ Excellent satire. ” —The Philadelphia Inquirer

Essential reading for the violin maker, repairer and historian.

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