Introduction Prof. Jennifer Tang, Library, Assistant Professor
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(RITE) Conversation

Writing for Mass Media and Academia: Understanding the Differences

Professor Jennifer Tang has worked in academic, medical and scientific institutions for the more than ten years, and her professional background includes over six years as a public relations writer. As the Serials/Acquisition Librarian, she manages orders, renewals, binding, statistical reporting, invoicing, claiming activities for library monographs and Serials; and copy cataloging. Additionally, Prof. Tang serves as liaison to faculty in the use of information resources and technology to support curricular goals. Prof. Tang’s research interests include web publishing and website content development; communication technologies; electronic resources; and writing. She has published essays and short fictions. Some of her works can be found in popular media sources including the Los Angeles Times, Newsweek, NY Daily News, and PopMatters.com; academic publications include

Today, Prof. Tang will discuss her experience writing for mass media and how this field differs from academic writing.

By:
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