



The Writer's Advantage: A Toolkit for Mastering Your Genre

Laurie Scheer

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There are many books that assist writers with their craft, structure, and formatting, all of which are important. However, there does not exist a guide for writers to understand the evolution of their genre. In order to effectively write within a transmedia environment — a marketplace that includes different groups of consumers with short attention spans across various platforms — today's writer must master the history of their genre. By understanding where and how their genre has emerged they develop their own authentic texts and these fresh, genuine concepts will stand apart in a media landscape that is muddied with copycat material.

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