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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 (mostly) read and write today.

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

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

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

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

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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 ...

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

Microstyle : NPR

Book Review: Microstyle: The Art of Writing Little. 10/09/2011 02:35 pm ET Updated Dec 09, 2011 By Christopher Johnson 2011, Hardback, 246 pages, W.W. Norton & Company \$21.95 . Omit needless words. That phrase is the age-old writing wisdom given by Strunk & White, in The Elements of Style. Little did Strunk know when his advice was first ...

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Book Review: Microstyle: The Art of Writing Little | HuffPost

Microstyle: The Art of Writing Little • “So how do you pack a lot of meaning into a little message? You don’t. That’s the first lesson of mic rostyle. A... • “When you encounter a name for a new company or p roduct, even if the name seems ‘arbitrary,’ your mind subconsciously... • “Unless you’re ...

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 ...

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

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Little

Microstyle: The Art of Writing Little

» Microvoice

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Microstyle: The Art of Writing Little

» Reviews

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Amazon.com: Customer reviews:

Microstyle: The Art of ...

In no time you'll be coining witty epigrams, imagining unforgettable brands, or crafting a distinctive identity., Microstyle: The Art of Writing Little, is a work of pop linguistics it synthesizes a wide range of current thinking from

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recent books about grammar, branding, cognitive science and Web theory.

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

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

From Apple's two-word slogan, to Groucho Marx's and Oscar Wilde's wit, all four are examples of microstyle, the art of creating short verbal messages that grab attention, communicate instantly,...

The fine art of writing small | The Independent | The ...

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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 emergent trends", and apparently aims to become a sort of SXSW of the Pacific NW.

Microstyle: The Art of Writing Little » Copywriting

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 ...

Christopher Johnson begins *Microstyle: The Art of Writing Little* by explaining that we are living in the age of *The Incredible Shrinking Message*. "Some of

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the most important verbal messages we encounter are also the shortest.

Microstyle: The Art of Writing Little - Margin Notes

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.

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