

# Microstyle The Art Of Writing Little Christopher Johnson

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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

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Microstyle applies to graphic design as well, and the jacket design is a clunky and nonsensical mixture of metaphors: ruled notebook paper, two kinds of typewriter text, digital type and a stylized magnifying glass, which might also represent a search icon.

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

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**

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 ...**

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

### **Microstyle : NPR**

*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 » Reviews**

Little did Strunk know when his advice was first published in 1918 that this maxim would become an indispensable truth in the social media era when anything written over 140 characters is seen as

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information overload. Microstyle, Christopher Johnson's new book, takes a look at these brief, but powerful expressions.

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

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 ...**

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

### **Microstyle: The Art of Writing Little - Margin Notes**

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**

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 ...

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

If you have a chance, pick up a copy of Microstyle - The Art of Writing Little by naming consultant

## Access Free Microstyle The Art Of Writing Little Christopher Johnson

Christopher Johnson. It's about our new expressive economy in language: getting a lot of idea out of a little message. Johnson calls this the era of microstyle, a new era of verbal communication that technology made possible.

### **Microstyle - The Art of Writing Little - 33 Charts**

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**

Christopher Johnson, a branding expert who runs the website The Name Inspector, has a new book out called Microstyle: The Art of Writing Little about how contemporary message-makers need to become "verbal miniaturists." In this excerpt, Johnson explains how "neologisms can be among the most powerful of micromessages."

### **"Microstyle": How to Coin a Word : Candlepower ...**

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, ...

### **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: Customer reviews: Microstyle: The Art of ...**

With advice for writing compelling blogs, pitches, ads, slogans, and social-media postings, Johnson's sophisticated, richly referenced, and example filled microstyle guide is distinctive, instructive,

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enjoyable, and inspiring., 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 ...

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

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