



# ARTS REVIEWS

## ...and how to write them

Celia Brayfield

**new title**

### SALES POINTS:

- Successful journalists and commissioning editors (*NME, The Guardian*) talk about breaking into the field
- The only book on the market to comprehensively cover all aspects of arts reviewing – music, film, theatre, dance & books
- Includes tips on how to structure reviews & compel the reader
- Details how to approach commissioning editors
- The author is a successful journalist and best-selling author

### MARKET:

Media, journalism.

#### Targeted Marketing:

- Universities, BAs and MAs
- Practical journalism courses, night-classes
- Practicing and wannabe journalists

### DESCRIPTION:

The most wanted, the most feared, the most hated, the most powerful job in journalism: being a reviewer means writing about something you love and getting paid for it. So for a lot of people it's the No 1 dream job in the media. Whether your passion is film, music, books, visual arts or the stage, you can get closer to it as a reviewer and establish a career in one of the most influential roles open to a writer. Get the edge on the competition with a book that's a treasure trove of wisdom, experience and downright cunning, passed on by the best critics writing today.

A great review will be read by millions, and writing it calls for a high degree of skill. Based on a lifelong passion, packed into a few hundred words and often written in less than an hour, a review makes heavy demands on writer's technique and experience. This book explains how to seize your readers' attention and how to be witty always, fascinating most of the time and bitchy when you need to be. Reviews from classic writers like Pauline Kael or Kenneth Tynan are contrasted with today's hot names including Mark Kermode and Stewart Maconie. We look back at the history of the critic and some of the groundbreaking groups who have shaped our culture, including Dorothy Parker and the Algonquin Round Table, the French New Wave directors who founded *Les Cahiers du Cinema* and London's celebrated *Modern Review*, founded by Julie Burchill, Toby Young and Cosmo Landesman.

### AUTHOR BIOGRAPHY:

**Celia Brayfield** spent seven happy years as a television critic on *The Times* in London. She has also reviewed regularly for BBC radio and TV programmes including *Newsnight* and *Front Row* as well as publications including the *Evening Standard* and *New Statesman*. Building on her career as a reviewer she then became a novelist. Now the author of nine novels and four non-fiction books, she has also experienced reviewing from the artist's side. She is now the Reader in Creative Writing at Brunel University.

Publication Date:	20 <sup>th</sup> March 2008
Price:	£9.99
ISBN13:	978-1-904048-91-6
Binding:	paperback
Format:	B (198 X 129mm)
Extent:	160pp
Rights:	World
Market Restrictions:	none
BIC Code:	ATK
Report Code:	NP

ISBN 978-1-904048-91-6



For a review copy, or for further information, please contact: **Chris Burrows PR**  
 +44 (0)161 445 6635  
 email: [chrisburrows\\_authorpr@btinternet.com](mailto:chrisburrows_authorpr@btinternet.com)

**Publisher: Creative Essentials**  
 PO Box 394  
 Harpenden  
 Herts AL5 1XJ  
 Tel/Fax: +44 (0)1582 761264

**UK Distribution: Turnaround**  
 3 Olympia Trading Estate  
 Coburg Rd  
 London N22 6TZ  
 (0)208 829 3000  
 Fax: +44 (0)208 881 5088  
[www.turnaround-psl.com](http://www.turnaround-psl.com)