



MARCA. Libro de estilo (Spanish Edition)

Rafael González-Palencia

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Todo lo que hay que saber para informar y escribir con propiedad sobre el mundo del deporte

Todo lo que hay que saber para informar y escribir con propiedad sobre el mundo del deporte está en estas páginas. El libro de estilo de MARCA es un manual imprescindible para profesionales y aficionados al periodismo deportivo, fruto del trabajo desarrollado en la Mesa de Redacción del diario líder de la prensa española. Ha sido concebido como una obra de consulta y reúne todas las normas que los profesionales de MARCA tienen la obligación de observar en el cumplimiento de su labor: utilizar el lenguaje con precisión para contar las historias que nos hablan desde el corazón del deporte.

Además de una gran variedad de preceptos, tanto lingüísticos y estilísticos como éticos, deontológicos y legales, incluye un exclusivo y muy interesante diccionario de términos deportivos.

La importancia de los datos

Abreviaturas de equipos y competiciones

El nombre de las competiciones: ortografía y traducción

Problemas de acentuación

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