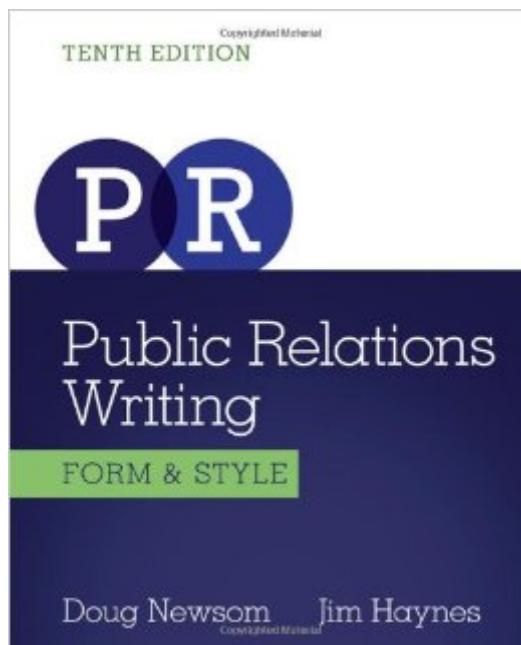


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Public Relations Writing: Form & Style (Wadsworth Series In Mass Communication And Journalism)



Synopsis

PUBLIC RELATIONS WRITING: FORM AND STYLE combines the practical approach of a trade book with the fundamental principles and theories of Public Relations to provide you with the essential techniques and methods needed to write with understanding and purpose. This text guides you through a logical progression of PR writing, starting with an explanation of how this kind of writing is unique and by exploring the legal and ethical obligations. It also introduces you to the different styles and techniques behind writing principles that you'll need to develop. The 10th edition features a "Writing for Select Publics" section that covers public relations writing assignments that you'll likely come across early in your career: emails, memos, letters, reports and proposals, backgrounder and position papers. Writing for mass media and the more complex public relations writing functions, including media kits, media pitches, print and online newsletters, brochures, magazines, including those online, and annual reports also are covered in this comprehensive guide. The new edition features a separate exercise book that contains three PR Scenarios and a quick study for each chapter. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>.

Book Information

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Customer Reviews

The book itself is fine - it's a textbook, what else do you really need? The significant issue is that there are ZERO page numbers in this book. I understand formatting can change due to text size

and whatnot - but that shouldn't prevent the assignment of page numbers that correspond with the actual, paper-based textbook. Precisely how is anyone supposed to provide in-text citations without a page number? What if the instructor only assigns specific page numbers to read, not an entire chapter (the frustration I'm currently dealing with). There is no way to tell what page number you're on and it's infuriating.

The book arrived in great condition. Exactly what I needed!

Item as described.

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