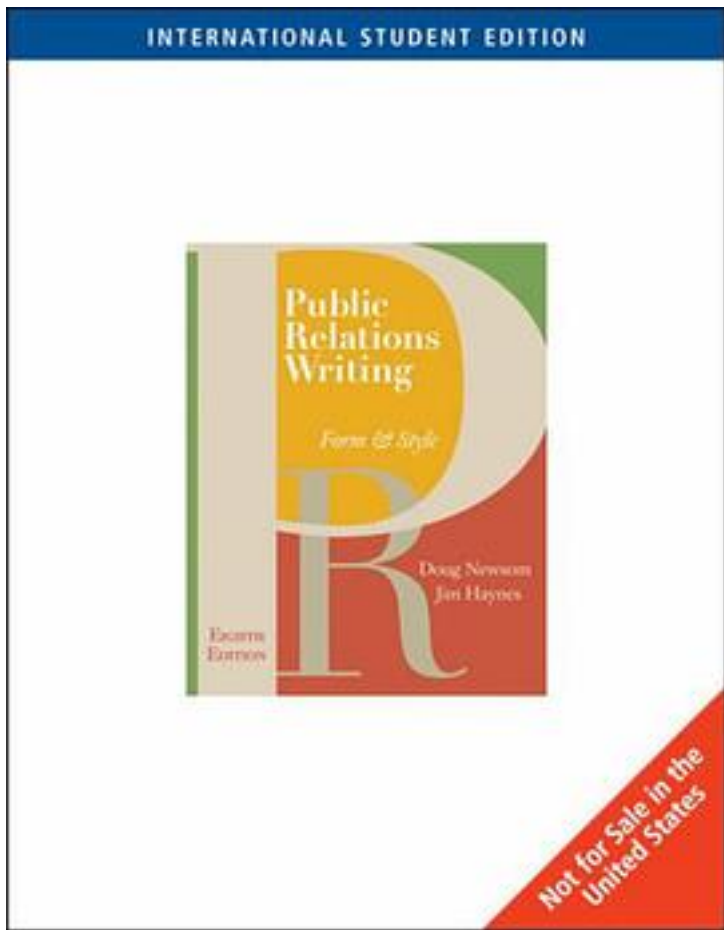


Public Relations Writing



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著者:Donald F. Treadwell

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'Public Relations Writing is currently the best public relations writing text available. The authors offer a no nonsense approach to teaching public relations writing. The text has great explanations of how to write an assortment of public relations documents and

includes examples of each. Treadwell and Treadwell also spend time dealing with the aesthetics of public relations or how documents should look (colour, paper, format, etc.) as well as how they should be written. Of special note are the excellent discussions of communication theory that many of the other writing texts lack' - Michael L Kent, Montclair State University 'This book integrates experiential exercises useful to understanding writing from an organizational perspective. The assignments require a student to become knowledgeable about the Internet and work as a member of a team. The text/workbook concept is very helpful if the course is taught online. The references to resources are invaluable for research.' - Bonita Dostal Neff, PhD, Valparaiso University Guiding students from the most basic foundations of public relations writing (research, planning, ethics, organizational culture, law, and design) through the production of actual, effective public relations materials this Second Edition focuses on identifying and writing public relations messages and examines how public relations messages differ from other messages. New to the Second Edition - Covers foundational theory at the beginning of the text with references and applications woven throughout the book - Includes chapters devoted exclusively to writing for the Web, crisis, and voice - Provides more examples from the corporate, government, sports and entertainment, education and nonprofit sectors - Includes multiple samples from the same organizations to demonstrate a common public relations message across writing genres - Demonstrates how clients operate in the real world rather than a fictitious location - Includes new and revised exercises - Offers an accompanying Web site for online assignments, supplementary readings, and examples The Second Edition is ideal for undergraduate and graduate courses in public relations writing, media writing, and media relations. An Instructor's Resource Manual is available on CD to qualified adopters. These resources include ideas for adapting the text for use with real-world clients, additional full-text examples, PowerPoint presentations, and ideas for course and student assessment.

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目录:

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