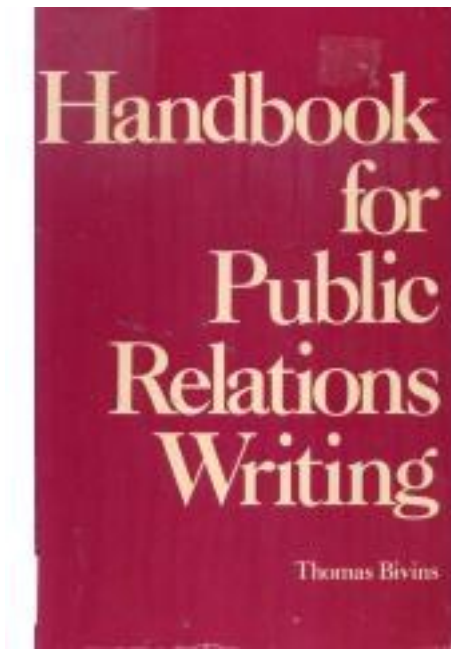


Handbook for Public Relations Writing



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This is an important and useful book. It has great relevance for students of public relations; and veterans, too, can learn some new techniques for being more effective writers.

Tom Bivins tackles a number of paradoxes. At a time when U.S.

journalism schools are mass-producing public relations graduates, PR practitioners are feeling new pressures from downsizing and demands for accountability. An even greater paradox--and one with dire consequences for its victims--is that many (if not most) of those new public relations graduates are, at best, only passable writers. Too many get their sheepskin without completing more than a single basic newswriting course. That may not be a crime, but it is unfortunate.

My twenty years in the public relations business have brought frequent opportunities to visit college campuses, recruit for Dow's Communicator Development Program, train young people, speak at professional society meetings, and the like. In many of those settings, I've been asked to describe the most important skill in PR. My answer is always the same: writing, writing, writing. On campuses, that usually generates two very different reactions. Some of the students frown or grumble among themselves, but professors beam because I've confirmed (without prompting) what they have been saying in classes.

Public relations is a wonderful, challenging, aggravating, often frustrating way to make a living. There is something irresistible about changing public perceptions, adding to public understanding, sharing the untold side of a controversy, and addressing some of the complex problems facing society. Yes, a PR professional must be more than a talented wordsmith. An understanding of political science, sociology, psychology, finance, economics, et alia surely will pay career dividends, but all that accumulated knowledge relies on the written and spoken word in order to persuade,

convince, inform, or educate key audiences that will determine an organization s future.

作者介绍:

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