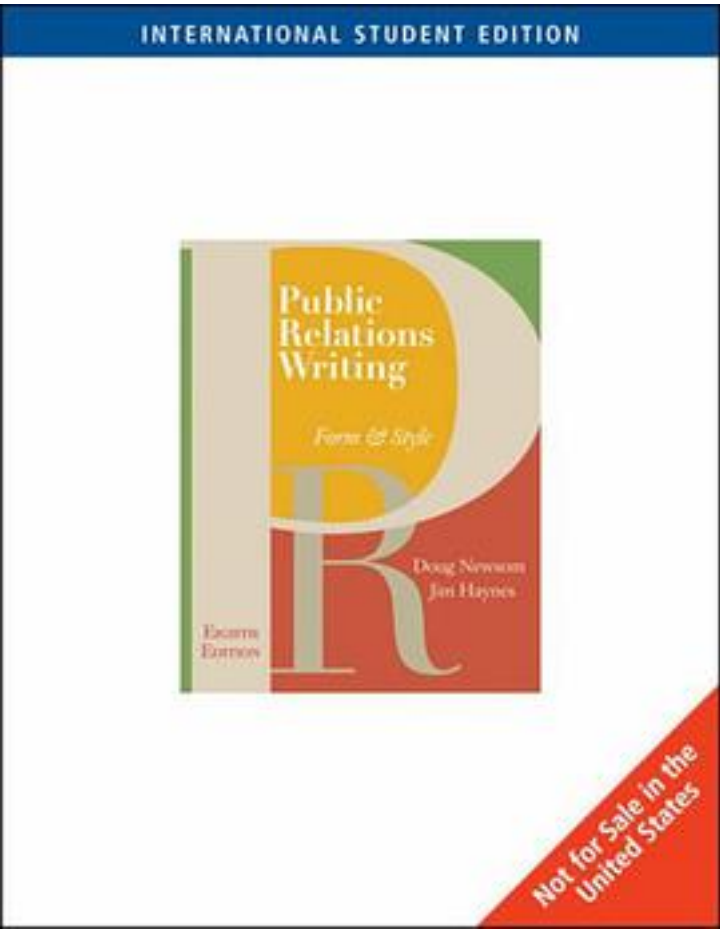


Public Relations Writing



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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 students with the essential techniques and methods needed to write with

understanding and purpose.

The text guides students 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. The writing principles section, which covers both style and techniques, is followed by Public Relations writing assignments that students are likely to be exposed to early in their jobs: emails, memos, letters, reports and proposals, backgrounders 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 are also covered in this thorough and comprehensive guide.

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