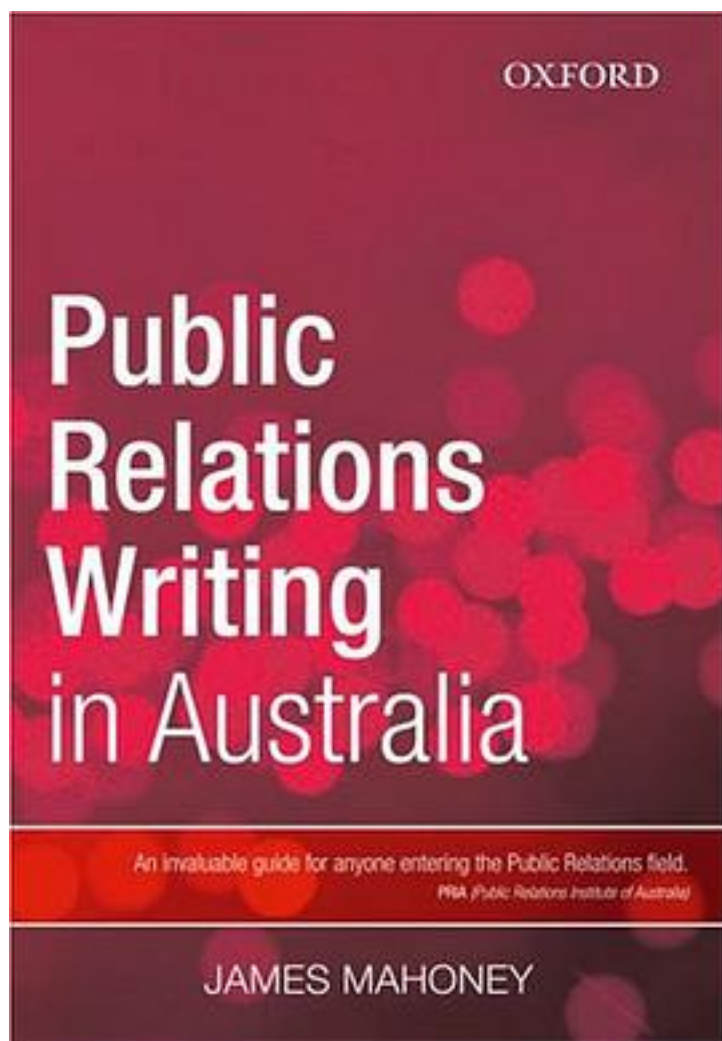


# Public Relations Writing in Australia



[Public Relations Writing in Australia\\_下载链接1\\_](#)

著者:Mahoney, James Scott

出版者:

出版时间:2009-6

装帧:

isbn:9780195561074

'Writing clearly, fluently and with meaning is surely PR's most basic essential...' Tracy Jones, National President, PRIA (Public Relations Institute of Australia). Clear, precise, active and ethical writing that conveys a message is an essential and employable skill that all Public Relations students need to develop. Public Relations Writing in Australia illustrates how practice is based in communication theory while encouraging students to regard themselves as beginning practitioners who need to understand the social, economic, political and multicultural contexts in which they work. An understanding of why different writing approaches are needed for specific public relations tactics, as well as the practical aspects of writing for each are presented within an Australian context. Public Relations Writing in Australia is also available as an e-book.

作者介绍:

目录:

[Public Relations Writing in Australia\\_下载链接1](#)

标签

评论

-----  
[Public Relations Writing in Australia\\_下载链接1](#)

书评

-----  
[Public Relations Writing in Australia\\_下载链接1](#)