

# Public Relations Writing Form & Style

## Wadsworth Series in Mass Communication and Journalism

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### BOOK DETAILS

- Author : Doug Newsom
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## BOOK 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, 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 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>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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