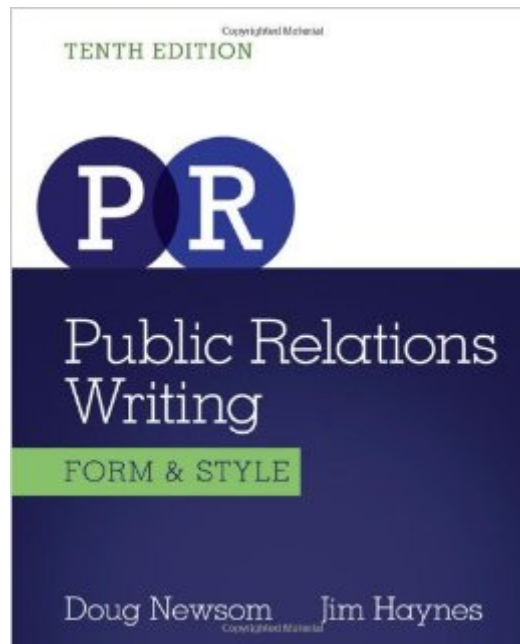


The book was found

Public Relations Writing: Form & Style (Wadsworth Series In Mass Communication And Journalism)



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>.

Book Information

Series: Wadsworth Series in Mass Communication and Journalism

Paperback: 384 pages

Publisher: Cengage Learning; 10 edition (January 1, 2013)

Language: English

ISBN-10: 1133307310

ISBN-13: 978-1133307310

Product Dimensions: 0.5 x 7.2 x 9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (8 customer reviews)

Best Sellers Rank: #269,041 in Books (See Top 100 in Books) #123 in [Books > Business & Money > Marketing & Sales > Public Relations](#) #177 in [Books > Business & Money > Industries > Media & Communications](#) #397 in [Books > Textbooks > Communication & Journalism > Communications](#)

Customer Reviews

The book itself is fine - it's a textbook, what else do you really need? The significant issue is that there are ZERO page numbers in this book. I understand formatting can change due to text size

and whatnot - but that shouldn't prevent the assignment of page numbers that correspond with the actual, paper-based textbook. Precisely how is anyone supposed to provide in-text citations without a page number? What if the instructor only assigns specific page numbers to read, not an entire chapter (the frustration I'm currently dealing with). There is no way to tell what page number you're on and it's infuriating.

The book arrived in great condition. Exactly what I needed!

Item as described.

for school

[Download to continue reading...](#)

Public Relations Writing: Form & Style (Wadsworth Series in Mass Communication and Journalism)
Writing and Reporting News: A Coaching Method (Wadsworth Series in Mass Communication and Journalism)
Communications Law: Liberties, Restraints, and the Modern Media (Wadsworth Series in Mass Communication and Journalism)
Writing and Reporting News: A Coaching Method (Mass Communication and Journalism)
Media Effects Research: A Basic Overview (Mass Communication and Journalism)
A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection)
A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection)
Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series)
The Future of Excellence in Public Relations and Communication Management: Challenges for the Next Generation (Routledge Communication Series)
The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice
Beyond News: The Future of Journalism (Columbia Journalism Review Books)
Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills)
Public Relations Writing: The Essentials of Style and Format
Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More
Strategic Writing: Multimedia Writing for Public Relations, Advertising and More (2nd Edition)
Writing: A Guide Revealing The Best Ways To Make Money Writing (Writing, Writing Skills, Writing Prompts Book 1)
Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition
Reputation Management: The Key to Successful Public Relations and Corporate Communication
Sport Public Relations - 2nd Edition: Managing Stakeholder Communication
Sport Public Relations: Managing Stakeholder

Communication, Second Edition

[Dmca](#)