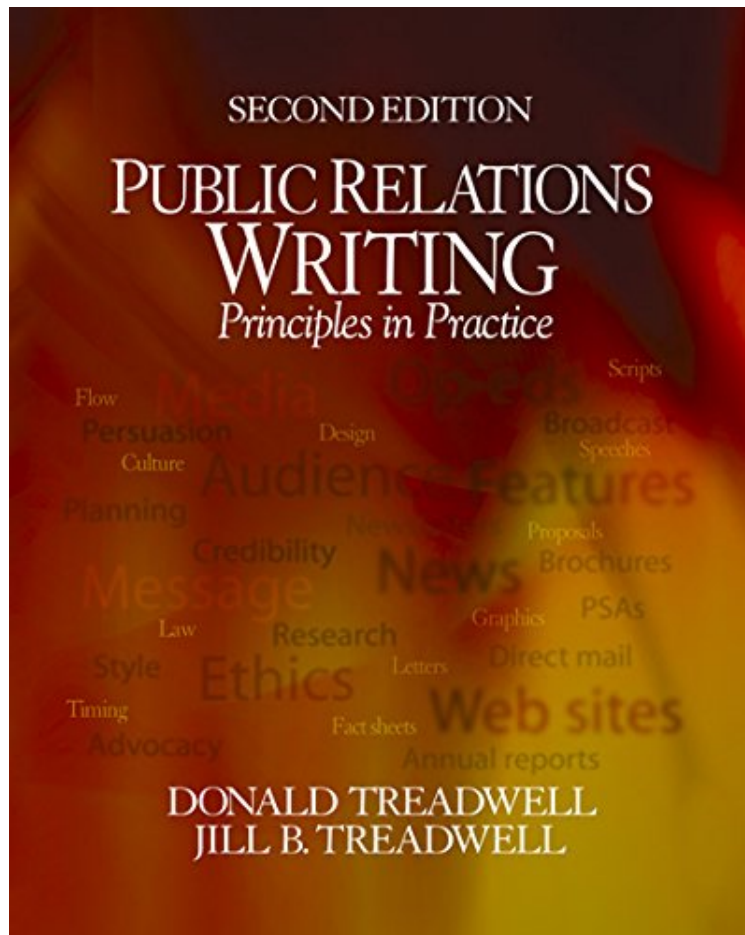


(Free) Public Relations Writing: Principles in Practice

Public Relations Writing: Principles in Practice

Donald F. Treadwell, Jill B. Treadwell
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Donald F. Treadwell, Jill B. Treadwell : Public Relations Writing: Principles in Practice before purchasing it in order to gauge whether or not it would be worth my time, and all praised Public Relations Writing: Principles in Practice:

0 of 0 people found the following review helpful. Avoid if you can...By CustomerVery boring book, had this for my public relations class and couldn't stand it.

Public Relations Writing: Principles in Practice is a comprehensive core text that guides students from the most basic foundations of public relations writing-research, planning, ethics, organizational culture, law, and design-through the production of actual, effective public relations materials. The Second Edition focuses on identifying and writing public relations messages and examines how public relations messages differ from other messages.

""""This book integrates experiential exercises useful to understanding writing from an organizational perspective. The assignments require a student to become knowledgeable about the Internet and work as a member of a team. The

text/workbook concept is very helpful if the course is taught online. The references to resources are invaluable for research."----- -- Bonita Dostal Neff, Ph.D."-----"Public Relations Writing is currently the best public relations writing text available. The authors offer a no nonsense approach to teaching public relations writing. The text has great explanations of how to write an assortment of public relations documents and includes examples of each. Treadwell and Treadwell also spend time dealing with the aesthetics of public relations or how documents should look (color, paper, format, etc.) as well as how they should be written. Of special note are the excellent discussions of communication theory that many of the other writing texts lack."----- -- Michael L. Kent"-----"This book integrates experiential exercises useful to understanding writing from an organizational perspective. 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which make the book valuable for teachers, students and practitioners alike." (The Journal of Entrepreneurship The Journal of Entrepreneurship 2008-08-14)From the Back Cover Public Relations Writing emphasizes the integration of macro-level strategic thinking and micro-level understanding of organizational culture, audiences, media use, and the writing strategies and tools needed to produce effective public relations materials. This comprehensive book begins with a discussion of the principles of research, planning, ethics, organizational culture, law, and design the foundations that underlie all public relations writing. Specific writing approaches are then presented. Topics include news and features, writing for print and broadcast, persuasive communications, newsletters and employee communication, annual reports, brochures, direct mail, and the Internet. Other relevant coverage includes a chapter on global communication (including writing for the World Wide Web) and a capstone events chapter that details event planning and writing for exhibits, speeches and collateral materials. The accompanying workbook provides four unique clients for readers to apply the concepts in the book to real-life client requirements. For anyone interested in preparing for public relations.