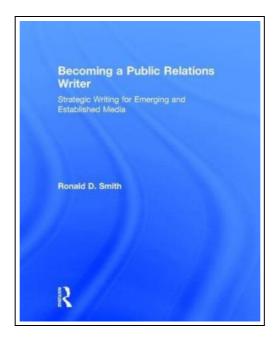
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Taylor Francis Ltd, United Kingdom, 2016. Hardback. Condition: New. 5th Revised edition. Language: English . Brand New Book. Becoming a Public Relations Writer is a comprehensive guide to the writing process for public relations practice. Using straightforward, no-nonsense language, realistic examples, easy-to-follow steps, and practical exercises, this text introduces the various formats and styles of writing you will encounter as a public relations practitioner. A focus on ethical and legal issues is woven throughout, with examples and exercises addressing public relations as practiced by corporations, non-profit agencies, and other types of organizations both large and small. In addition, the book offers the most comprehensive list of public relations writing formats to be found anywhere-from the standard news release to electronic mail and other opportunities using a variety of technologies and media. The fifth edition has been updated to reflect significant developments in the public relations field, including: \* New and updated information on research into persuasion and social psychology aimed at helping readers be more influential in their writing. \* Significant updating on a new chapter on multimedia, introducing a new transmedia format for a comprehensive news package for print, broadcast, online and social media. \* Expansion of a chapter on websites, blogs and wikis. \* Expansion of the chapter on direct mail and online appeals. \* Updated examples of actual pieces of public relations writing. \* A companion website with resources for instructors and students, including a glossary, flashcards, exercises, and appendices on ethical standards, careers in public relations, and professional organizations. Through its comprehensive and accessible approach, Becoming a Public Relations Writer is an invaluable resource for future and current public relations practitioners.

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