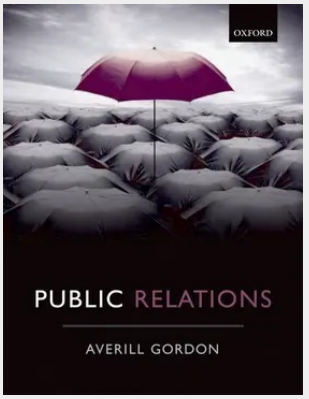
Gordon

Public Relations

This introduction to PR provides a grounding in fundamental theory and relates it to real-world practice. The standard chapter structure, with content presented in bite-sized chunks, allows students to navigate the text easily to organize their learning. The fresh approach and lively writing style provide an accessible text perfect for students new to the subject area. An introduction to the conceptual framework for the subject considers how public relations evolved and the major theories of PR and communications. The practical approach is then developed through exploration of how to develop a PR campaign using the tools of the trade. Finally, the book examines broader topics such as issues management and PR specialisms. Public Relations is written by a former practitioner who uses her experience to produce a wide range of 'Application to Industry' case studies to show real-life PR in action. Each chapter also features 'PR Tools' to demonstrate the effective use of a particular technique. Interviews with practitioners give insight into the operation of the PR industry and round-off the practical approach of the text. The book is accompanied by an Online Resource Centre, which includes: For students: * Progress tests comprising multiple choice and true-false questions * Full versions of the case studies appearing in the book * Web links * Online glossary of terms (taken from the book) * Links to profiles of PR companies and PR departments - a diverse selection have been chosen * Learning skills portfolio comprising an outline and definition of skills needed in industry with guidelines on their development, with exercises to enable application of these For lecturers: * Instructor's manual (provides lesson plans for each chapter, explaining the key points and how to incorporate the exercises) * PowerPoint slides outlining the main aspects of the chapter and providing images and diagrams. * Summary quizzes in the form of multiple choice/true-false questions and indicative answers, which act as progress tests * Exercises which include briefs and marking criteria for presentations, press release writing, event planning and proposals, with marking criteria to encourage interactive study and peer marking * Suggestions for active learning games * Discussion points for use in seminars * Practice examination questions for each part of the book with indicative answers *Test Bank Material



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