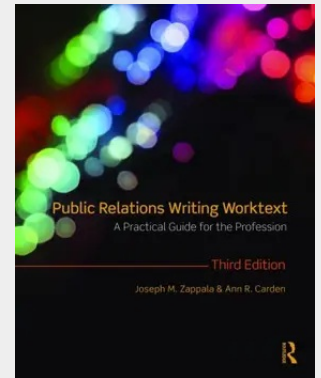


Zappala

Public Relations Writing Worktext

A Practical Guide for the Profession

Public Relations Writing Worktext provides the fundamental knowledge and the basic preparation required for the professional practice of public relations writing. This textbook introduces readers to public relations and writing, providing an overview of the four-step public relations process in addition to defining and detailing the writing activities involved. It presents in-depth information on the writing formats and approaches used in implementing strategic public relations plans, and offers instruction for developing all types of writing assignments, starting with memos, proposals, and news releases, and moving on to the more complex tasks of advocacy writing, newsletters, crisis planning, and online communication. Examples accompany the discussions, providing guidance and structure for the varied writing activities. Retaining the approach of the second edition, this text incorporates numerous changes and updates, making it suitable for use as a primary course text. Updates include: - increased focus on writing for the web, blogs, and electronic media, including information on writing social media releases and a new chapter entitled "New and Social Media" - a new planning outline to help writers develop more effective messages - expanded checklists for writers to reference when working on assignments - additional examples of effective public relations writing by leading companies in a variety of organizational settings, including Mattel, UPS, Burger King, Sara Lee, Xerox, Frito-Lay, and many more - new assignments based on topics, issues and problems that public relations professionals in all sectors face today - restructured content for improved writing flow and consistency - full instructor manual available via the Support Material link on www.routledge.com/9780415997546. Authors Joseph M. Zappala and Ann R. Carden offer a clear and engaging introduction to the writing activities involved in public relations practice, resulting in a valuable resource for professionals as well as a practical classroom text for students planning careers in public relations.



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