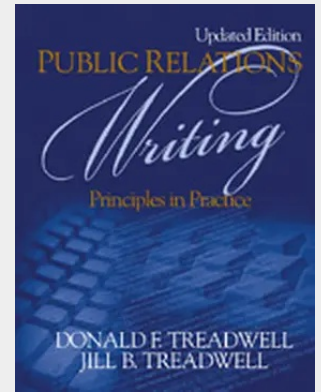


Treadwell

Public Relations Writing

Principles in Practice

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. Now published by SAGE Publications, this edition has been updated throughout to include current events and Web addresses. Core content includes such subject areas as news and features, writing for print and broadcast, persuasive communications, newsletters and employee communication, annual reports, brochures, direct mail, global communication and the Internet. Features/Benefits · Provides the necessary principles of public relations research, planning, ethics and corporate culture, law, design, and visual thinking. · Details the many formats, audiences, and styles needed by any public relations writer, encouraging users to consider implications of writing for different media, audiences, and purposes. · Topical in-text examples keep current with student interests and user-friendly accessibility engages students without sacrificing depth and value of content. Authors Donald F. Treadwell and Jill B. Treadwell equip students with the knowledge and skills they need to build a foundational background in public relations, including a capstone events chapter that details event planning and writing for exhibits, speeches, and collateral materials. Public Relations Writing: Principles in Practice is ideal for use in public relations writing, media writing, public relations, and advanced public relations courses.



Auf Anfrage

Nicht mehr lieferbar

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