



Public Relations Writing (Paperback)

By E. W. Brody, Dan L. Lattimore

ABC-CLIO, United States, 1990. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Breadth and balance in content are the primary attributes of this practical guide designed to equip undergraduate students for the broad range of writing tasks involved in contemporary public relations practice. A myriad of writing tasks are examined, those undertaken for print and electronic media as well as those that arise in the business component. Breadth and balance in content are the primary attributes of this book, which is designed to equip undergraduate students for the broad range of writing tasks involved in contemporary public relations practice. This comprehensive text addresses writing tasks undertaken for print and electronic media as well as those that arise in the business component of public relations, providing: insights into the roles and responsibilities of practitioners and the nature of persuasion; techniques in message development and public relations writing; separate sets of chapters dedicated to print and electronic writing tasks; and three case histories each accompanied by a set of writing problems, to create complete flexibility for faculty. The first five chapters of the book deal with practitioners roles, theories of persuasion, public...



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