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| Autore                  | Foster John <1926->   |
| Titolo                  | Effective writing skills for public relations [[electronic resource] /] / John Foster   |
| Pubbl/distr/stampa      | London ; ; Philadelphia, : Kogan Page, 2008   |
| ISBN                    | 1-281-38635-9<br>9786611386351<br>0-7494-5445-8   |
| Edizione                | [4th ed.]   |
| Descrizione fisica      | 1 online resource (288 p.)  |
| Collana                 | PR in practice series   |
| Disciplina              | 808.0666592<br>808/.066659  |
| Soggetti                | Business writing<br>Public relations  |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Description based upon print version of record.   |
| Nota di bibliografia    | Includes bibliographical references (p. 259-260) and index.   |
| Nota di contenuto       | Contents; About the author; Foreword; Acknowledgements; Introduction; 1 The importance of style: an overview; 2 Trouble with plurals and possessives; 3 Making your mark; 4 Down with capitalism!; 5 Clichés, jargon and other worn words; 6 Is it easy to read?; 7 Headlines: making them work; 8 Dealing with figures and abbreviations; 9 Keep it short, simple –and plain; 10 Writing for the press; 11 Captions: how to handle them; 12 What editing is all about; 13 Skills and styles for the office; 14 Traps, snares and pitfalls; 15 Americanisms – the differences; 16 The spoken word: pronunciation pointers<br>17 Principles of presentation;18 Writing for the web; 19 Tone – the linchpin of reputation; 20 Finance matters; 21 Is it legal?; Appendix 1: English grammar – some definitions; Appendix 2: Confusing pairs of words; Appendix 3: Glossary and jargon buster; Appendix 4: When you're lost for words; Further reading; Index; |
| Sommario/riassunto      | Effective Writing Skills for Public Relations is a valuable reference source on the basics of style and presentation with helpful hints on making the best use of written communication. It advises on how to write concisely using jargon-free language whilst avoiding overused   |

words and phrases. This fourth edition includes new sections on website content and design, legal issues in websites and emails, what journalists look for in company websites, meeting the needs of your target audience, controlling and getting the best out of emails, writing and designing ezines, setting up online media centre

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