



Writing Skills for Public Relations: Style and Technique for Mainstream and Social Media (PR In Practice)

John Foster

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Public relations practitioners at all levels need to be able to communicate successfully in writing - not only to avoid misunderstandings but to attract and keep the attention of their readers, whatever their message might be. *Writing Skills for Public Relations* is a wide-ranging guide to style and techniques for all written communication. From the dos and don'ts of English grammar, to jargon and cliches, to the important legal considerations, John Foster advises on how to write clear, appropriate and engaging copy and tailor your approach to different mediums and audiences. Along with guidance on editing, policing house style, writing for the press, public speaking, pronunciation and good text design and layout, this new fifth edition includes valuable advice on writing for online and social media. This is an essential hands-on practical guide for anyone earning a living through the written or spoken word.

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