



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

By John Foster

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This fully updated fifth edition is a hands-on, practical guide to writing style for PR students and practitioners. Offering advice on the basic principles of grammar as well as covering essential editing and presentation skills, *Writing Skills for Public Relations* includes guidance on:

- developing and policing a house style
- avoiding clichés and jargon
- ensuring readability
- writing press releases
- using social media
- public speaking and speech writing
- proof correction marks
- the legal issues facing writers

Informed by British expertise and practice, this new edition also includes information on developing your web presence, online newsletters, blogs and websites, setting up an online media center, and writing for social media.

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Editorial Review

Review

10 Research-Based Tips for Writing Better Content -- *Writing Skills for Public Relations* featured in Cision blog post

"[A] practical-minded guide to effective communication for PR students, professionals, and anyone else who needs to represent themselves or their business. ...*Writing Skills for Public Relations* is an absolute 'must-have' not only for those in the PR field, but also for any small business owner responsible for getting the word out on their enterprise - especially in the modern age when social media has become an inexpensive and invaluable publicity tool." --**Midwest Book Review**, The Library Bookwatch, The Writing/Publishing Shelf

"Any student of public relations needs this specific reference." --**Midwest Book Review**, The Bookwatch: The Writing/Publishing Shelf

Praise for the previous edition:

"John Foster's book is a 'how to' guide that gives solid grounding in the writing requirements of the PR business. It covers a lot of ground on a complex but rewarding subject." --**Writing Magazine**

"This book addresses the pitfalls that wind up editors, clients and PR managers alike." --**PRWeek**

PR practitioners, consultants and students and professionals in the communications industries

About the Author

John Foster has a background in journalism and has held senior public relations posts with Pira International and the Institute of Practitioners in Advertising. A Fellow of the Chartered Institute of Public Relations, he was awarded the Institute's Stephen Tallents Medal in 2003 for his "contribution and commitment to the effective use of the written word."

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