



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

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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