



# Public Relations Writing: Form and Style, 6th Edition

*Doug Newsom, Bob Carrell*

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# Public Relations Writing: Form and Style, 6th Edition

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## **Public Relations Writing: Form and Style, 6th Edition** Doug Newsom, Bob Carrell

Now fully updated to reflect the current realities of the public relations field (including the emerging importance of graphic design and the use of the Web), this revision of Newsom and Carrell's practical text covers all aspects of public relations writing. The book offers the practical approach one would expect to find in a trade book, but uses the principles and theories of public relations to give students what they need to write with understanding and purpose. Part One provides the background for all public relations writing tasks by explaining how this kind of writing is unique and by exploring the legal and ethical obligations. Part Two is the writing principle section, which covers both style and techniques. Part Three begins with basic public relations writing assignments that students are likely to be exposed to early in their jobs: letters, e-mail, memos, and eventually reports and proposals, backgrounders and position papers. Part Four covers writing for mass media. Part Five covers the more complex public relations writing-including media kits, newsletters, brochures, magazines, annual reports, and crisis communication.

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