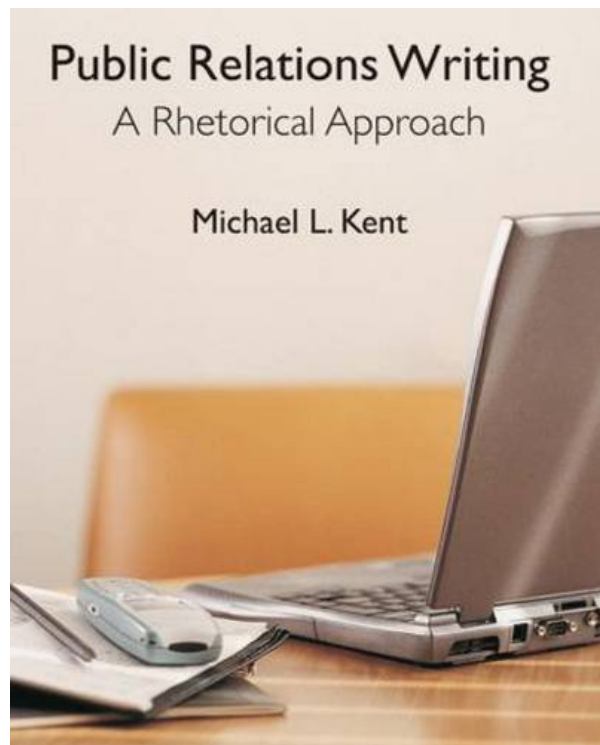


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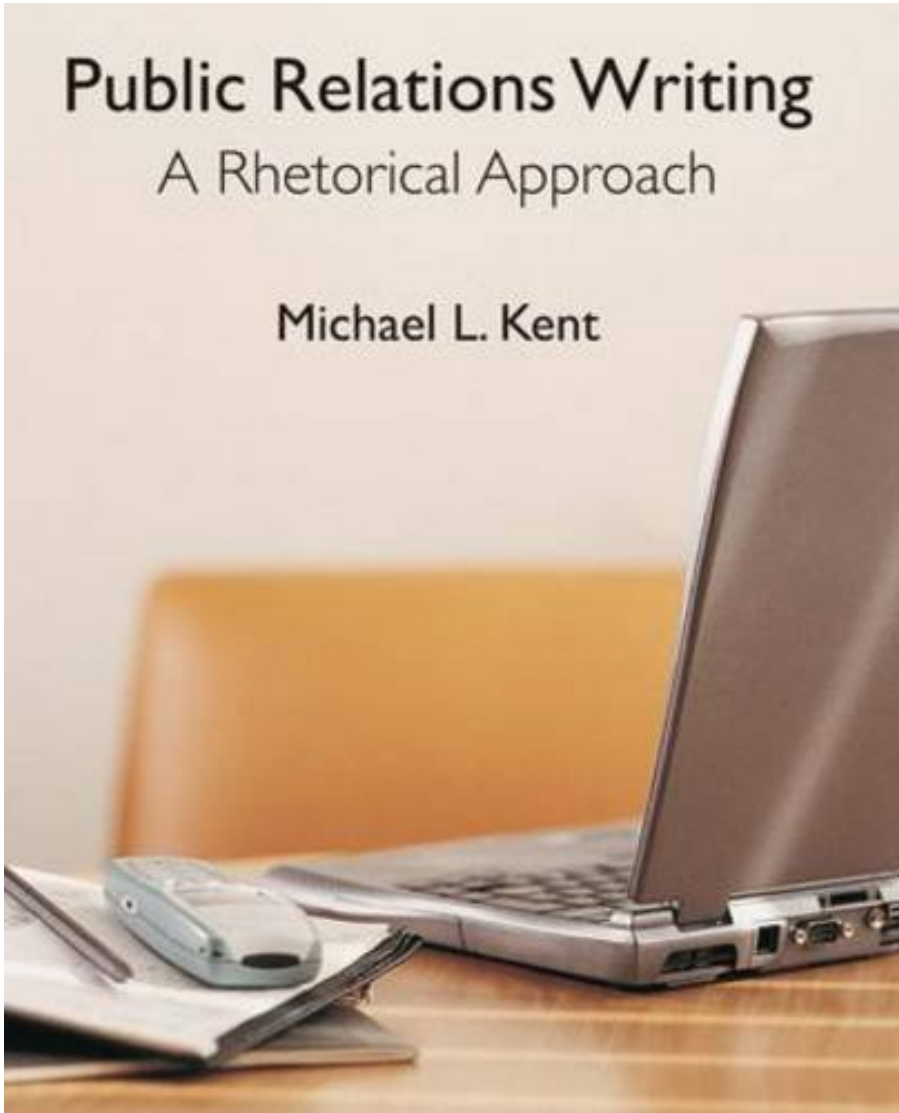
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# Public Relations Writing

## A Rhetorical Approach

Michael L. Kent



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- Utilizes a rhetorical approach (ch. 1, 2, 6, 10) to writing to emphasize the importance of language, helping students to become more skilled at communicating in a variety of new and innovative ways.
- Covers new technology in public relations (ch. 5, 8, 11, 12), including survey software, Web metrics, social networking and blogging, and online research, providing students with skills in new technology to better prepare them for careers in many areas of public relations and make them more skilled professional communicators.
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About the Author

Michael L.Kent is an Associate Professor of Public Relations at the University of Oklahoma's Gaylord College. Dr. Kent has been teaching for more than 20 years and has taught more than 35 different courses, including Introduction to Public Relations, Public Relations Writing, Cases, Campaigns, and Management, Public Speaking and Advanced Public speaking, Persuasion, Media and Mass Culture, and others. He conducts research on New Technology, Mediated Communication, Dialogue, International Communication, and Web Communication, and also consults on research methods, message design, mediated communication,

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# **PUBLIC RELATIONS WRITING: A RHETORICAL APPROACH**

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Using skill building exercises framed around rhetorical and communication theory, *Public Relations Writing: A Rhetorical Approach* prepares students to be critical and thoughtful producers of organizational and public messages in a rapidly transforming field.

The practice of public relations has become increasingly complex. Students need more than "technical skills" to succeed; they need critical thinking, rhetorical and communication skills to adapt to sophisticated technological and diverse environments. This text shows students that successful communication through any platform, from blogs to brochures, requires compelling prose and the ability to use language effectively.

Incorporating chapters that focus both on ideas and communication principles, as well as practical knowledge of an assortment of writing contexts, *Public Relations Writing: A Rhetorical Approach* prepares students for the dynamic field of public relations.

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Public Relations Writing: A Rhetorical Approach

By smcallister

To succeed in the increasingly competitive and complex field of public relations, students need be able to develop, hone, and synthesize technical skills with the theoretical foundations and communication principles that drive the practice. Kent's 13-chapter text, *Public Relations Writing: A Rhetorical Approach to Public Relations*, provides the perfect blend of the practical and theoretical foundations required for students to develop a deeper understanding of the field, and the complex role that it plays in the contemporary society as well as the global community.

Based on the premise that rhetoric shapes reality, or as Burke explains, "creates the screens through which we view reality," Kent succinctly illustrates the rhetorical nature of public relations messages (ch. 2). Regardless of whether the objective is to inform, persuade, move, or create shared narratives, Kent clearly shows how public relations messages can shape what stakeholders and publics know and believe about reality. The communication principles driving ethical and moral decisions are also addressed. Kent provides an exceptional overview of the dialogic theory of public relations (ch. 10), and ethics and regulatory issues are also covered in Chapter 13). Kent also addresses the impact of globalization by dedicating chapters to writing for international and intercultural audiences (ch. 11).

The practically-oriented chapters cover the gamut of skills needed to succeed in the field. Kent's technological expertise is apparent in the chapters covering the impact technological advancements on the field and practice of public relations (chs. 5, 8, 11, 12). In addition to providing an overview of relevant software applications utilized in the field, Kent demonstrates how the Internet and new media technologies provide opportunities for practitioners to build and maintain relationships with media and critical publics. In addition to providing explanations and exercises designed for students to develop their writing and proofreading skills (ch. 3), Kent artfully illustrates how organizational messages vary depending on objective, target audience and media (ch. 5). The text also provides thorough explanations of visual features that impact the message (such as graphic and image maximization (ch. 4), and design and typography (ch. 12).

Tools are just tools. Effective public relations campaigns are data-driven; in order to succeed, public relations practitioners must have their fingers on the pulse of the perceptions, knowledge, and opinions of key publics. Most notable are the chapters describing the research methods used to drive strategic public relations campaigns (chs. 7&8), which provide exceptional explanations and examples of primary and secondary research methods used in the field of public relations.

Also worth noting is the companion text which offers practical examples and exercises that illustrate and

clarify the concepts covered in the chapters.

In sum, *Public Relations Writing: A Rhetorical Approach to Public Relations*, is an outstanding text that provides the ideal mix of the practical and theoretical foundations required for students to excel in the competitive field of public relations.

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Outdated

By Jennifer Hodges

This book is frustrating in its anachronistic instructions - not to mention typos. Some useful content, but all this can be found elsewhere.

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