

**RALUCA GALIȚA**

# **PR WRITING TECHNIQUES**

**- NOTE DE CURS ȘI SEMINAR -**

**BACĂU  
2015**

## CONTENTS

<b>FOREWORD</b>	<b>5</b>
<b>I. WHAT IS PR WRITING?</b>	<b>7</b>
<b>II. PRINCIPLES OF PR WRITING</b>	<b>9</b>
II.1. THE USE OF CORRECT GRAMMAR	9
II.2. THE USE OF CORRECT PUNCTUATION	15
II.3. THE USE OF A CLEAR AND VARIED STYLE	18
II.4. THE USE OF ACCURATE ORGANIZATIONAL PATTERNS	23
II.5. WRITING SENTENCES	26
II.6. WRITING A PARAGRAPH FOR PR TEXTS	28
II.7. WRITING THE HEADLINE FOR PR TEXTS	31
II.8. WRITING THE LEAD FOR PR TEXTS	33
<b>III. WRITING PR MATERIALS</b>	<b>35</b>
III.1. GENERAL TIPS FOR PR WRITERS	35
III.2. WRITING A CV	35
III.3. WRITING A COVER LETTER	41
III.4. WRITING FLYERS	47
III.5. WRITING BROCHURES	50
III.6. WRITING MEMOS	55
III.7. WRITING OFFICIAL LETTERS	59
III.8. WRITING PHOTO CAPTIONS	64
III.9. WRITING NEWS BRIEFS	66
III.10. WRITING NEWSLETTERS	69
III.11. WRITING PRESS RELEASES	75
III.12. WRITING FEATURE RELEASES	80
III.13. WRITING FACT SHEETS	87
III.14. WRITING FACTOIDS	91
III.15. WRITING EVENTS LISTINGS	93
III.16. WRITING ADVERTORIALS	95
<b>Appendix 1</b>	<b>98</b>
<b>Appendix 2</b>	<b>104</b>
<b>Appendix 3</b>	<b>106</b>
<b>BIBLIOGRAPHY</b>	<b>107</b>