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not least anyone who is interested in what makes a good teacher This volume is also a tribute to Fritz Oser a leading scholar in research on ethos who sadly passed away during the compilation of this handbook [Public Relations and Communications](#) Aoife O'Donnell,2023-07-13 This book provides an introduction to public relations PR that employs pedagogical experiential learning models to assist students in developing the skills and competencies required by the PR industry The book takes the reader on a journey from the theory and origins of PR through to the structure of the PR profession and the more practical elements of how PR is practiced today It devotes attention to the common competencies necessary for success as a communications professional such as communication skills critical thinking skills and business acumen while giving due focus to the rapidly evolving new technologies and media that impact how organisations communicate Featuring example cases from around the world each chapter includes discussion topics and scenario based questionnaires to encourage learning and assist students in developing key competencies This book is ideal for undergraduate PR modules particularly those with experiential and or blended learning pedagogical approaches It will also be useful to those in business seeking to gain a deeper understanding of communications Situational Judgement Tests and sample press releases presented as online resources also accompany the book Please visit www.routledge.com

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