



Global Writing for Public Relations

Chapter Overview and Learning Objectives Chapter by Chapter

This document provides an overview of each chapter and lists the learning objectives for each chapter in *Global Writing for Public Relations: Connecting in English with Stakeholders and Publics Worldwide*.

Part One: Going Global in Public Relations traces the evolution of English and its current status as the *lingua franca* of business; looks at the world's language landscape and variations of English; examines the impact of globalism on the public relations industry and international career opportunities; and addresses the changes in social media and traditional media, as well as ethical and legal issues affecting public relations writers worldwide.

Chapter 1 Exploring the Evolution of English as “Globish”

- Traces the evolution of English and looks at the language landscape of the world—and explains why public relations practitioners need to be fluent in today's *lingua franca*.
- Provides examples of multinational corporations and diplomatic and trade groups that have adopted English as their official language or one of their official languages.
- Looks at world languages, differences in English-language education, and the growing demand in developing skills to communicate in written and spoken English, as well as in other languages.
- Covers ways to prepare for a career in international public relations, as well as considerations for working abroad.

Learning Objectives

After reading Chapter 1, students should be able to:

- Understand the importance of communicating clearly in English worldwide since the language has become the *lingua franca* of trade, business, and diplomacy, as well as in public relations.
- Outline the evolution of the English language over seven time periods from the pre-English period during the Roman Empire to Late Modern English.
- Identify a number of multinational organizations that have named English as their official or one of their official languages.
- Explain why the International Civil Aviation Organization requires proficiency in English for communication between airline pilots and air traffic controllers.

- Describe why English has become important for multinational corporations.
- Provide an overview of different approaches in English-language education.
- Summarize the concept of World Englishes and Kachru's three concentric language circles.
- Discuss challenges facing English-speaking countries that want to enhance their foreign-language education.
- Identify efforts to create a universal language and a simplistic version of global English.

Chapter 2 Understanding Global Perspectives in Public Relations

- Examines the evolution of international public relations, definitions of public relations, and the proliferation of industry trade groups on an international, regional, and local level.
- Reviews efforts by global trade groups to develop universal standards in public relations.
- Looks at the growth of international communication conglomerates, as well as the growing importance of verbal and written English proficiency for careers in business and public relations.
- Explains a “glocal” approach, communicating core messages and localizing content to the needs of the local market.

Learning Objectives

After reading Chapter 2, students should be able to:

- Identify different terms about international public relations.
- Define globalization from Appadurai's dimensions of global “scapes” as relevant to public relations.
- Describe the rise of multinational corporations and international nongovernmental organizations.
- Understand how globalism has impacted public relations agencies and in-house public relations departments.
- Outline how public relations trade associations have expanded on a local, regional, and global basis.
- Define the concept of glocalization and the distinctions between thinking globally, acting locally, and thinking locally, acting globally.
- Summarize the variety of international educational experiences and public relations career opportunities, whether you stay within your own country or go abroad.
- Define multiculturals and global cosmopolitans and explain why they offer desirable skills in the global workforce.

Chapter 3 Changing Global Media Landscape and Ethical and Legal Issues

- Investigates evolving social networking platforms around the globe and the growth of portable and participatory technology.
- Examines the evolution of the 24/7 news reporting cycle at international media outlets and changes facing traditional media as they embrace social media.
- Reviews major ethical and legal issues so that public relations practitioners understand them and know when to seek legal counsel to follow a country's regulations.

Learning Objectives

After reading Chapter 3, students should be able to:

- Examine the evolving technological changes and the opportunities and challenges they present to the public relations field worldwide.
- Describe how portable, participatory, and personalized technology has impacted the way people consume news.
- Pinpoint opportunities and challenges facing public relations practitioners today.
- Define media relations in public relations.
- Name a few trends affecting traditional media worldwide.
- Identify ethical issues impacting the public relations business and standards initiated by global public relations trade groups.
- Understand what legal considerations would apply to the public relations industry and specifically to public relations writing.
- Discuss issues facing the global media in terms of ethics and relationships with public relations practitioners.

Part Two: Developing Intercultural Communication Skills and Sensitivities

examines intercultural theories to help public relations practitioners navigate within a global marketplace; addresses nonverbal interpretations relevant to public relations writers when selecting visual imagery; and describes storytelling approaches that are relevant to contemporary public relations writers communicating with diverse audiences locally or worldwide on multiple platforms.

Chapter 4 Appreciating Cultural Similarities and Accepting Differences

- Focuses on the importance of understanding how to navigate in a global marketplace in business, and provides an overview of definitions of culture, as well as potential barriers to successful intercultural communication.
- Covers academic theories from Hall, Hofstede, Trompenaars, and Hampden-Turner that provide useful insight for real-world applications for public relations strategists and writers.
- Examines delivery of writing style based on cultural preferences, such as formal/informal, direct/indirect, and reserved/expressive.

Learning Objectives

After reading Chapter 4, students should be able to:

- Identify potential barriers to effective intercultural communication.
- Discuss three different interpretations of ethnocentricity and how these approaches would impact public relations operations.
- Explain different meanings of culture.
- Understand intercultural dimensions developed by Hall, Hofstede, Trompenaars, and Hampden-Turner that have relevance to public relations strategists and writers.
- Apply cultural theories—time orientation, level of diplomacy and expressiveness, sense of power and self, and adherence to rules and tradition—to communication strategies and written materials in public relations.

Chapter 5 Decoding Nonverbal Communication and Imagery Worldwide

- Reviews different cultural interpretations of body language and gestures, as well as spatial relationships among people.
- Examines positive and negative meanings of colors, and interpretations of symbolism related to religion, national emblems, local heroes and foes, and flowers and animals.
- Covers real-world examples of cross-cultural mishaps, illustrating how public relations writers need to carefully select visual imagery for use in any type of print or digital platform.

Learning Objectives

After reading Chapter 5, students should be able to:

- Develop cultural awareness of the use of visual imagery in public relations materials.
- Identify various hand gestures and other body language that may be misinterpreted in different cultures, as well as in public relations campaigns.
- Define the concept of proxemics and its importance in visual imagery.
- Understand the importance of selecting colors carefully in digital and print materials in different markets.
- Consider numbers that may have negative or positive associations in different cultures.
- Develop sensitivities to using religions, national, and political symbols, as well as cultural icons and images of flowers and animals.

Chapter 6 Mastering the Fine Art of Storytelling in International Public Relations

- Traces the appeals of storytelling from the past to the present and discusses how public relations practitioners serve as contemporary storytellers, who have an increasing number of new platforms for expression.
- Covers different approaches in storytelling to connect with diverse audiences on a global or glocal basis.
- Explains how to tell stories about real people or animals; how to show people new possibilities and how to make the unfamiliar familiar; how to develop stories that inspire and excite the senses; how to seek people's participation; and how to tell stories in sync with the seasons, holidays, life passages, or other occasions.

Learning Objectives

After reading Chapter 6, students should be able to:

- Understand the universal appeal of storytelling from prehistoric times to the present.
- Explain why storytelling is a significant skill for public relations writers to acquire.
- Develop story themes in public relations campaigns and materials that would resonate with different audiences in multimedia platforms—showing human interest appeals, bringing benefits to life, creating sensory experiences, motivating people to participate, and making the stories timely.
- Provide examples of real-world campaigns that successfully connected with their audiences.

Part Three: Honing English Writing Skills for Global Audiences reviews writing basics and covers variations in English standards and English-language stylebooks worldwide; presents techniques for improving grammar and punctuation; outlines editing skills for greater cultural clarity and preferred terms for gender, race, age, and sexual orientation; and reviews translation issues and proofreading techniques for public relations materials.

Chapter 7 Applying Consistency of Style

- Discusses the different writing styles in English, with a focus on the two major standards in English: American English and British (Oxford) English.
- Outlines the evolution of English-language dictionaries in specific countries or regions.
- Covers the most widely used stylebooks in different parts of the English-speaking world.
- Shows how a style sheet can capture the most commonly used words and formatting consistency tailored to the requirements of an organization in different markets.

Learning Objectives

After reading Chapter 7, students should be able to:

- Outline the evolution of English-language standards and demand for dictionaries that reflect different versions of English around the world.
- Identify some of the major differences between Webster's and Oxford English spellings.
- Understand the challenges facing lexicologists as they acquire new terms in technology and popular usages, as well as delete obsolete words.
- Explain the usefulness of style guides in writing and editing public relations materials.
- Identify elements that should be considered for inclusion in customized style guides for organizations.

Chapter 8 Acing Grammar and Punctuation

- Reviews grammar basics and encourages readers to evaluate their own knowledge and identify areas for improvement.
- Demonstrates how proper use of punctuation makes copy easier to follow and understand.
- Looks at the major differences between American and British punctuation, as well as different English-language stylebooks.

Learning Objectives

After reading Chapter 8, students should be able to:

- Explain the importance of applying proper grammar to public relations materials.
- Identify grammatical terms in sentences, clauses, phrases, and modifiers.
- Correct common sentence structure errors.
- Name the nine parts of grammar and describe the role each part plays.
- Identify grammatical areas that you may need to improve upon.
- Apply proper punctuation to public relations materials by understanding fundamental usages.

- Differentiate basic applications of American and British punctuation.

Chapter 9 Sharpening Editing Skills for Global Audiences

- Addresses the power of words and how to write clearly to reach diverse audiences and to develop cultural sensitivities for terms used in race, gender, religion, and sexual orientation.
- Reviews how to avoid slang, idiomatic expressions, and local cultural references that may not be widely understood.
- Provides editing tips that demonstrate how to simplify copy and select the less complex word, use specific versus general words, and apply positive language to strengthen sentences.
- Shows how to avoid hype, puffery, jargon, and clichés.
- Covers commonly confused words—and words that have different meanings in different versions of English.
- Shares proofreading blunders and covers techniques on how to fact-check and proof copy.

Learning Objectives

After reading Chapter 9, students should be able to:

- Apply the right tone to documents that would be relevant to the audiences you are intending to reach.
- Edit nonstandard words and copy with slang and idiomatic expressions that may be confusing to your readers.
- Develop a level of sensitivity to generational and transcultural gaps.
- Hone skills in simplifying copy and selecting more precise terms.
- Understand the importance of double-checking the most appropriate terms for religions, nations, gender, race, age, and sexual orientation.
- Express numbers and abbreviations clearly when writing to global audiences.
- Identify commonly confused words—homonyms, homophones, homographs, heteronyms, capitonyms, and contronyms—that you will need to double-check for accuracy.
- Write more carefully when applying words that have different meanings in different versions of English, such as American and British English.
- Explain the importance of sophisticated translation when adapting content into other languages.
- Acquire techniques to improve proofreading skills.

Part Four: Generating and Managing News Worldwide focuses on writing tools for communicating with journalists; explains how to write news releases for traditional and digital media; illustrates different types of media kits and online newsrooms for global audiences; and focuses also on writing tools for media events, press visits, and opinion pieces that are used by public relations practitioners to generate coverage in global and “glocal” media outlets.

Chapter 10 Crafting Global News Releases for Mainstream and Social Media

- Examines the 5Ws—who, what, why, where, and when—of how to write and disseminate news releases in global markets.
- Covers the step-by-step process of how to create traditional and social media news releases.
- Addresses content, organization, and formatting, as well as different types of news stories.
- Explains how to select the best images to be used by media in different markets and how to write captions that include necessary facts.

Learning Objectives

After reading Chapter 10, students should be able to:

- Understand what constitutes content for news releases of interest to journalists.
- Apply the “Si, Lo, Ba, Ti, Un, Fa” and 5W techniques to determine news value.
- Identify the differences between hard news and soft news topics.
- Name different methods to disseminate news releases.
- Craft a traditional news releases and know which components can be localized to different markets.
- Edit documents for greater clarity and be aware of cultural sensitivities and geopolitics.
- Convert traditional news release content to a social media news release.
- Select imagery and write captions to accompany news releases.

Chapter 11 Composing Global Media Kits and Online Newsrooms

- Provides tips on which media kits formats are best for different situations, as well as creative packaging solutions.
- Covers how to operate a global online newsroom, illustrating best practices in providing global and local contacts, customizing content for various markets, opting for password-protected content, and other considerations in providing comprehensive resources for journalists worldwide.
- Reviews the different types of media kit components to consider and a step-by-step approach to write them, particularly for diverse global markets.
- Illustrates a variety of photography and video footage to illustrate stories, as well as supplemental material for online newsrooms.

Learning Objectives

After reading Chapter 11, students should be able to:

- Understand the purposes of media kits in providing resources to journalists and even to the public.
- Be familiar with the types of material that can be included in a media kit, whether tactical or digital.
- Identify the scope of resources that can be available on an online newsroom, as well as how content can be customized to different markets.
- Prepare a general fact sheet and understand components for a specialized fact sheet.

- Know what type of information should be included in an executive profile and draft a profile for inclusion in a media kit.
- Discuss the purposes of backgrounders and the basics in drafting content.
- Pinpoint other supplemental materials for inclusion in a visual library for global and local media kits.

Chapter 12 Using Other Media Relations Techniques for Local or Global Campaigns

- Explores how to create story angles to match specific media outlets.
- Explains the value and purpose of conducting events and editorial briefings to meet with the media in person.
- Focuses on how to write materials to encourage the media's participation and how to prepare spokespeople for interviews, particularly outside one's own country.
- Shows how to express opinions and convey thought leadership through letters to the editor, op-eds, and bylined articles.

Learning Objectives

After reading Chapter 12, students should be able to:

- Develop story angles for journalists.
- Describe different approaches in news reporting.
- Compose pitch letters to propose story ideas to journalists.
- Write media alerts to invite media outlets to events.
- Draft invitation copy for formal printed or electronic invitations.
- Craft a statement that could be delivered at a news event, posted online, or shared with the media and the public.
- Prepare an itinerary for a press familiarization trip.
- Understand the differences between letters to the editor and op-eds.
- Determine topics for bylined articles and understand the process in preparing and submitting these stories.

Part Five: Connecting Online and Using External Communication Tools

Globally examines writing techniques for blogs, microblogs, and social networking sites; covers writing for the ear and eye to craft speeches and video scripts; and outlines controlled content options for writers, including corporate-produced magazines and newsletters, branded online newsrooms, brochures and posters, and advertorials and native advertising.

Chapter 13 Writing for the Internet and Social Media Worldwide

- Discusses effective writing styles in connecting with people on social media, including how to write hashtags.
- Provides examples of corporate blogs and shows how to write in a more informal, less corporate language to communicate with readers.
- Highlights how to use microblogs effectively to reach various audiences and engage participation.

- Covers the power of storytelling in social media, with compelling imagery and well-written captions.
- Addresses the issues of transparency and conflict of interest in posting content on Wikipedia.

Learning Objectives

After reading Chapter 13, students should be able to:

- Discuss the importance of using multiple online platforms in public relations writing to connect with audiences.
- Appreciate the evolving innovations in technological platforms and the need to stay current with new developments.
- List the considerations in using online platforms effectively from goals to guidelines for multiple authors.
- Characterize the differences in writing social media content from journalistic writing styles.
- Select names for websites and hashtags.
- Explain how to create dynamic written and visual content on multiple online platforms.
- Describe the term newsjacking and articulate some of the benefits and potential issues.
- Address best practices in developing content for blogs for business.
- Determine ways to communicate to the public and media on microblogs.
- Use social networking to share news and content and tell stories.
- Understand the value and range of supporting visual imagery options.
- Follow guidelines on posting content on Wikipedia.

Chapter 14 Shaping Speeches and Scripts

- Covers the preparation process, structural and presentation considerations, and the benefits of learning from the masters past and present in delivering speeches.
- Examines speechwriting for audiences with diverse levels of fluency in English.
- Discusses how to evaluate the receptivity of the audience, goals of the organization, timing and setup, considerations for supporting visuals, speaking skills and delivery style of the speaker, and other components to craft a speech that would resonate with the listeners.
- Looks at how speeches in English and in translated versions can have a lifespan on the Web and be distributed to the media and other stakeholders.
- Shows how to make introductions, based on the needs of specific international organizations and audiences.
- Reviews how to write for the ear and eye, with a look at broadcast-quality video, video news releases, public service announcements, and video-sharing social media applications.

Learning Objectives

After reading Chapter 14, students should be able to:

- Understand the key differences in writing for the ear versus the eye.
- Describe the preparation process in setting up and writing a speech.
- Write a brief introduction speech in any business setting.

- Discuss how videos can help share stories with the public on company websites, blogs, microblogs, and social networking sites.
- Characterize how videos can support media relations activities in placing stories on television, as well as in blogs and online editions of print media.
- Explain purposes of B-roll, video news releases, and public service announcements.
- Address transparency issues in the use of video news releases on television.

Chapter 15 Controlling Content with Brand Journalism and Corporate-Produced Materials

- Explores controlled content and brand journalism opportunities for public relations writers.
- Examines printed and online magazines and newsletters produced by international organizations.
- Shows how online newsrooms also can function like media outlets with staff reporting on current events and covering human interest stories that can be posted with supporting visual imagery.
- Describes the value of printed brochures (also called leaflets or pamphlets) and posters and why they make sense when reaching people who may not have Internet access or for wired audiences who may benefit by receiving tactical information that they may not seek online.
- Explains how white papers can be useful tools to share opinions and position a person as a thought leader to diverse international markets.
- Discusses advertorials and native advertising that look like editorial but are paid-for placements.

Learning Objectives

After reading Chapter 15, students should be able to:

- Understand the applications of controlled content—and the distinctions between controlled and uncontrolled tactics—in public relations writing.
- Be familiar with the term brand journalism and its implications in public relations.
- Discuss the evolution of company-produced magazines, both print and digital, and how they could be used in communicating with specific audiences.
- Appreciate how stories could be packaged in company-produced magazines and newsletters.
- Explain how online branded content could work effectively on online newsrooms.
- Develop, structure, and promote white papers.
- Describe the considerations and process in preparing brochures, fliers, and posters.
- Explain how advertorials and native advertising work in different media platforms.

Part Six: Writing International Plans, Reports, and Business Correspondence

explains how to prepare, compose, and present public relations plans on a local, regional, or global scale to clients or in-house decision makers; and outlines how to prepare various types of business correspondence, meeting agendas and minutes, and activity and monitoring reports, as well as addresses cultural considerations and levels of formality.

Chapter 16 Creating and Presenting Public Relations Plans for Local or Global Markets

- Explains how to write and present recommendations for an international public relations plan, which would apply to both public relations agencies (pitching new clients or renewing contracts) and to in-house public relations staff at multinational organizations (providing plans to decision-makers, who could be the CEO, executive management, marketing executives, or board of directors).
- Reviews tips on writing for potential clients or in-house staff members, who may not be native English speakers and may lack familiarity with public relations terms.
- Covers how to write a public relations plan from start to finish—executive summary, situation analysis, target audiences, objectives, strategies, tactics, timetable, measurement and evaluation, budget, staffing, and agency credentials.
- Provides tips on how to adapt a proposal to PowerPoint (or other visual presentation formats) with brief bullet points and imagery to serve as a visual guide and emphasize key points.
- Covers suggestions on presenting to diverse audiences, who may benefit by hearing more definitions of terms and receiving presentation hand-outs.

After reading Chapter 16, students should be able to:

- Prepare for new business development by creating internal templates and guidelines for public relations agency resources.
- Pinpoint the traditional components in a public relations plan.
- Understand editorial considerations for each section.
- Know how to prepare for a public relations proposal presentation.
- Organize visual and written content for a public relations proposal presentation.
- Identify considerations in selecting the presentation team and planning the presentation.

Chapter 17 Preparing Global Business Correspondence and Internal Reports

- Shows how to write clear correspondence for specific purposes, including how to respond to a complaint in writing and how to write compelling sales letters from a public relations agency to a prospective client.
- Reviews tips on writing business correspondence and emails for multinational audiences.
- Shows how to prepare easy-to-follow meeting agendas for different audiences.
- Demonstrates how to capture the essence of a meeting, including an overview of key discussion points, decisions made, and immediate next steps and responsibilities.
- Covers the reporting process to document accomplishments, work in progress, and other activities undertaken by local and international staff.

- Discusses the benefits of evaluating work that could be adapted for other markets, identify problem areas, and communicate results for case studies and award opportunities.

Learning Objectives

After reading Chapter 17, students should be able to:

- Write a formal business letter.
- Craft memos and email messages for business usage.
- Draft a new business letter to a prospective public relations client.
- Prepare a response to a complaint in writing.
- Be aware of cultural nuances in business correspondence.
- Structure a formal and less structured media agenda.
- Understand what content to capture and how to prepare meeting minutes.
- Name components in a public relations activity report.
- Appreciate the importance of monitoring traditional and social media.