



## English for Public Relations in Higher Education Studies (Student Manual/Study Guide)

By Marie McLisky, Terry Phillips

Garnet Publishing Ltd. Mixed media product. Book Condition: new. BRAND NEW, English for Public Relations in Higher Education Studies (Student Manual/Study Guide), Marie McLisky, Terry Phillips, English for Public Relations in Higher Education Studies The Garnet Education English for Specific Academic Purposes series won the Duke of Edinburgh English Speaking Union English Language Book Award in 2009. English for Public Relations is a skills-based course designed specifically for students of public relations who are about to enter English-medium tertiary level studies. It provides carefully graded practice and progressions in the key academic skills that all students need, such as listening to lectures and speaking in seminars. It also equips students with the specialist language they need to participate successfully within a public relations department. Extensive listening exercises come from public relations lectures, and all reading texts are taken from the same field of study. There is also a focus throughout on the key public relations vocabulary that students will need. \*Listening: how to understand and take effective notes on extended lectures, including how to follow the argument and identify the speaker's point of view. \*Speaking: how to participate effectively in a variety of realistic situations, from seminars to presentations, including...



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