

Liverpool John Moores University

Title: WRITING FOR PUBLIC RELATIONS
Status: Definitive
Code: **4028BUSIS** (108200)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Keith Trickey	Y

Academic Level: FHEQ4
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio	100.0	

Aims

To provide a foundation in written communication suitable for the public relations professional

Learning Outcomes

After completing the module the student should be able to:

- 1 Present a given topic in a range of written styles appropriate for different audiences

- 2 Understand the principles of Plain English and use them when writing
- 3 Understand and demonstrate the difference between personal expression in writing and writing to or for a client.
- 4 Understand and demonstrate the impact of style and rhetoric in the development of written communication

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CW 1 2 3 4

Outline Syllabus

- Creative writing*
- Writing in plain English*
- Writing and rhetoric*
- Writing for a client*
- Writing formats in public relations*
- Writing for personal and professional development*

Learning Activities

The module will run using the basic lecture tutorial structure with a range of workshop activities delivered within this format in large or small groups, as appropriate

References

Course Material	Book
Author	Bivins, Thomas H.
Publishing Year	2008
Title	Public relations writing
Subtitle	the essentials of style and format
Edition	6th
Publisher	McGraw Hill
ISBN	9780071101837

Course Material	Book
Author	Brandon, Lee
Publishing Year	2007
Title	Paragraphs and essays
Subtitle	a worktext with readings
Edition	10th
Publisher	Houghton Mifflin

ISBN	9870618421068
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Course Material	Book
Author	Clauser, H M
Publishing Year	1987
Title	Writing on both sides of the brain
Subtitle	break through techniques for people who write
Edition	
Publisher	Harper Collins
ISBN	

Course Material	Book
Author	Moon, J A
Publishing Year	1999
Title	Learning journals
Subtitle	a handbook for academics, students and professional development
Edition	
Publisher	Kogan Page
ISBN	

Course Material	Book
Author	Foster, John
Publishing Year	2008
Title	Effective writing skills for public relations
Subtitle	
Edition	4 th
Publisher	Kogan Page
ISBN	

Course Material	Book
Author	Cameron, Julia
Publishing Year	1997
Title	The artist's way
Subtitle	a course in discovery and recovering your creative self
Edition	
Publisher	Pan
ISBN	

Notes

The purpose of this module is to enable students to start the process of developing their writing skills for the professional requirements of public relations practitioners.

See more ideas about Public relations, Writing, Journalism. Writing Headlines infographic. How do you get your headlines to inspire a click? I've created a cheat sheet that spells out nine effective tips based on the word "HEADLINES." Writing Advice Writing Resources Writing Help Writing Skills Writing A Book Article Writing Essay Writing Writing Ideas Blogger Tips. How to Write Faster: 12 Unusual Productivity Hacks. Want to write faster? Public Relations Writing is ideal for undergraduate and graduate courses in public relations writing, media writing, and media relations. An Instructor's Resource Manual is available on CD to qualified adopters. These resources include ideas for adapting the text for use with real-world clients, additional full-text examples, PowerPoint presentations, and ideas for course and student assessment. Write a public relations cover letter with credibility. Samples, examples, and pro tips for a cover letter for public relations that perfects your message. A public relations cover letter has a massive job to do. It has to show you can use words to convince. Write a bad one, and that precious job for the great firm will wave goodbye. You need to wow them like the #IceBucketChallenge to secure the interview. It's not hard. This guide will show you: A sample cover letter for public relations better than 9 out of 10 others. I write about public relations and marketing with targeted; Read More. I'm a public relations professional based in Manhattan Beach, California with a specialty in higher education. I write about public relations and marketing with targeted advice on how to contact reporters, how to make your story attractive to the media, how to produce events and how to work with PR firms to increase your profile. I can be reached at rob@wynnepr.com. Read Less.