

## 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**

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

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

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

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

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

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

## 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.

Public Relations Definitions Here are some definitions of public relations from experienced PR practitioners. The list starts with the Public Relations Society of America (PRSA.) As the professional public relations organization, PRSA's definition was a starting point for several of the respondents. Following PRSA's explanation of public relations, the PR definitions have been organized in alphabetical order by source. 1) Public relations helps an organization and its publics adapt mutually to each other. 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. Public relations professionals at all levels need to have solid writing skills. White (2016) says, "To succeed as a PR pro, it's vital to have a passion for writing and communication, and to be committed to excelling in both. You're bound to fail if you don't" (para. 9). Public relations professionals are responsible for developing communication materials intended to influence the attitudes and/or behaviors of key publics. Effective Writing Skills for Public Relations is intended to be a no-nonsense guide for busy practitioners. It avoids the traps of being so comprehensive and detailed that it confuses, or so superficial as to be of no use at all. It covers all the major grammatical constructions that we used day-to-day with the one objective in mind: writing good, readable English. Every PR practitioner should have one. Its potential readership extends to the wider reaches of the communications industry—in fact to anyone interested in words and their usage.