

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

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.

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. 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 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. Customer Relations. Traveling the world can give you some of the best experiences of your life, but it can also thrust you into situations that you’ll want to scrub from your memory, like staying the night in a hostel. There are countless hostel horror stories online and hundreds of videos that mock their hospitality scattered throughout social media -- so needless to say, they don’t have the best reputation. 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.