

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
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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.

Public relations is different from advertising. Public relations agencies don't buy ads, they don't write stories for reporters, and they don't focus on attractive paid promotions. The main role of public relations is to promote the brand by using editorial content appearing on magazines, newspapers, news channels, websites, blogs, and TV programs. Using earned or free media for promotion has its own benefits as information on these mediums aren't bought. 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.