

## 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:

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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

<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.

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 use 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. I write about public relations and marketing with targeted advice. Read More. I am 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](mailto:rob@wynnepr.com). Read Less. *Public relations writing: Form and style* (10th edition). Wadsworth: Cengage Learning. Christian, D., Froke, P., Minthorn, D., & Jacobsen, S. (2014). The importance of grammar, punctuation and style in public relations writing. The purpose and place for media kits, media pitches, backgrounders, and columns. The importance of achieving freshness and vitality in your writing. The best practices for crisis communication involved in public relations. This knowledge learning objective is met through all outlined. Public relations (PR) is the practice of deliberately managing the release and spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public in order to affect the public perception. Public relations (PR) and publicity differ in that PR is controlled internally, whereas publicity is not controlled and contributed by external parties. Public relations may include an organization or individual gaining exposure to their