

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.

Public relations writing: Form and style (10th edition). Wadsworth: Cengage Learning. Christian, D., Froke, P., Minthorn, D., & Jacobsen, S. (2014).
o importance of grammar, punctuation and style in public relations writing.
o purpose and place for media kits, media pitches, backgrounders, and. columns.
o importance of achieving freshness and vitality in your writing.
o 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 Public relations writing will embrace a range of styles from straight-laced, corporate-speak to artsy, entertaining, and spellbinding. Sloppy disregard for fundamental rules will alienate the editors who control the gates of information flow and will undermine authority with your audience. One key resource for public relations writers is the AP Stylebook, which covers the standard writing style expected by most print editors. Writing primers can help with the basis of crafting effective communication.