

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.

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 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. 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 plays a part in a wide variety of ways throughout all our lives. It is always there. We use it all the time, often without realizing, in many different ways, depending on our particular needs at the time. If used properly it can inform, educate, reassure, evoke sympathy, arouse interest in or an acceptance of situations.

1. Write down some words and phrases associated with public relations.
2. In groups of three or four give your own definition of public relations. Compare and contrast your ideas.