



The University of Southern Queensland

Course Specification

Description: Writing for Public Relations

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
PRL	1001	11048	1, 2002	ONC	1.00	TWMBBA

Academic Group:	FOART
Academic Org:	FOA004
HECS Band:	1
ASCED Code:	080509

STAFFING

Examiner: Alison Feldman

Moderator: Aidan Burke

PRE-REQUISITES

Pre-requisite: PRL 1002 and PRL 1003

SYNOPSIS

Students will be introduced to the basics of public relations writing including the concepts of good writing, techniques for persuasive writing and finding and generating newsworthy information. They will study how to write media releases for the print and electronic media, feature articles, backgrounders, brochures, newsletters and speeches. The major emphasis of the course is on developing practical public relations skills.

OBJECTIVES

On successful completion of this course students will demonstrate:

- a knowledge of the range of areas in which public relations writing skills may be employed;
- a thorough understanding of the written word as a tool of effective, symmetrical communication;
- expertise in the standard methods of writing for specific audiences using various mediums and channels including the news and other media;
- the ability to analyse and critique various forms of public relations writing;
- the ability to plan and develop a major writing project for a particular purpose and market within an organisational context for particular audiences/publics.

TOPICS

Description	Weighting (%)
1. Writing for Public Relations	0.00
2. Developing Writing Skills	0.00
3. Writing for the Media - News Value	0.00
4. Writing for the Media - The Tools	0.00
5. Print and Oral Communication	0.00
6. Writing for Public Relations - Online	0.00
7. Critical Thinking	0.00
8. Ethical Considerations	0.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at <http://bookshop.usq.edu.au> by entering the author or title of the text.

PRL1001 Study Book and Selected Readings.

Newson, D. & Carrell, B. 2001 *Public Relations Writing Form and Style*, 6th edn, Wadsworth USA.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

TBA

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Lectures	14
Private Study	123
Tutorial	28

ASSESSMENT DETAILS

Description	Marks Out of	Wtg(%)	Required	Due Date
TUTORIAL ASSESSMENT	40.00	40.00	Y	04 Mar 2002 (see note 1)
ASSIGNMENT 2	60.00	60.00	Y	04 Mar 2002 (see note 2)

NOTES:

1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.

OTHER REQUIREMENTS

- 1 Assignments submitted after the due date will be penalised by 10% per working day. After five (5) days, the student will receive a grade of zero (0).
 - 2 Assignment extensions will not be granted except on medical or compassionate grounds and only with the provision of appropriate medical or other documentation. Requests must be made to the course examiner in writing BEFORE the due date. Extensions will not be granted on or after the due date.
 - 3 In order to meet the criteria for Assessment (1), attendance at and participation in tutorials is strongly advised.
 - 4 Submission or completion of ALL assessment items for this course is compulsory.
 - 5 The final grade is based on the total of all assessment items and in accord with Faculty guidelines.
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