Description: Writing for Public Relations

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tbody>
<tr>
<td>PRL</td>
<td>1001</td>
<td>62645</td>
<td>1, 2007</td>
<td>ONC</td>
<td>1.00</td>
<td>Toowoomba</td>
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</table>

Academic group: FOART
Academic org: FOA003
Student contribution band: 2
ASCED code: 080509

STAFFING
Examiner: Aidan Burke
Moderator: Barbara Ryan

REQUISITES
Pre-requisite: PRL1002 and PRL1003

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:

1. a knowledge of the range of areas in which public relations writing skills may be employed;
2. a thorough understanding of the written word as a tool of effective, symmetrical communication;
3. expertise in the standard methods of writing for specific audiences using various mediums and channels including the news and other media;
4. the ability to analyse and critique various forms of public relations writing;
5. 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

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Writing for Public Relations</td>
<td>10.00</td>
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2. Developing Writing Skills 10.00
3. Writing for the Media - News Value 15.00
4. Writing for the Media - The Tools 15.00
5. Print and Oral Communication 15.00
6. Writing for Public Relations - Online 15.00
7. Critical Thinking 10.00
8. Ethical Considerations 10.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).

PRL1001 Study Book and Selected Readings.
Newsom, D & Haynes, J 2005, Public relations writing form and style, 7th edn, Wadsworth, Belmont, CA.

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.

To be advised

STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Lectures</td>
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<tr>
<td>Private Study</td>
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<td>Tutorials</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tbody>
<tr>
<td>ASSIGNMENT 1</td>
<td>40.00</td>
<td>40.00</td>
<td>18 May 2007</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 1)</td>
</tr>
<tr>
<td>ASSIGNMENT 2</td>
<td>60.00</td>
<td>60.00</td>
<td>15 Jun 2007</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 2)</td>
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</tbody>
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NOTES

1. This assessment item relates to Objectives 1-4.
2. This assessment item relates to Objectives 1, 2, 3 & 5.
IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   It is the student's responsibility to attend and participate appropriately in all activities
   (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to
   study all material provided to them or required to be accessed by them to maximise their
   chance of meeting the objectives of the course and to be informed of course-related
   activities and administration. For this course, normal class attendance consists of one
   two-hour workshop per week.

2 Requirements for students to complete each assessment item satisfactorily:
   To successfully complete an individual assessment item, a student must achieve at least
   50% of the marks or a grade of at least C-. This statement must be read in conjunction
   with Statement 4 below.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval, then a penalty
   of 10% of the total marks available for the assignment will apply for each of the first FIVE
   working days late, after which a zero mark will be given.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of a passing grade, students must demonstrate, via the summative assessment
   items, that they have achieved the required minimum standards in relation to the objectives
   of the course by obtaining at least 50% of the total weighted marks for all summative
   assessment.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the aggregate of the weighted
   marks obtained for each of the summative assessment items in the course.

6 Examination information:
   There is no exam for this course.

7 Examination period when Deferred/Supplementary examinations will be held:
   Given the details under (6) above, there are no deferred exams for this course. However,
   if any deferred/makeup work is granted, it would have to be submitted by a date set by
   the examiner.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic
   Misconduct for further information and to avoid actions which might contravene University
   Regulations. These regulations can be found at the URL
   http://www.usq.edu.au/corporateservices/calendar/part5.htm

ASSESSMENT NOTES

9 (a) The due date for an assignment is the date by which a student must lodge the assignment
   at the USQ. (b) All Faculty of Arts assignments must be lodged in the Faculty Assessment
   Centre on the Ground Floor of Q Block no later than 12 noon on the due date. (c) In the
   event that a due date for an assignment falls on a local public holiday in their area, such
   as a Show holiday, the due date for the assignment will be the next day. Students are to
   note on the assignment cover the date of the public holiday for the examiner's convenience.
   (d). Students must retain a copy of each item submitted for assessment. This must be
   despatched to USQ within 24 hours if requested by the Examiner. (e) In accordance with
   University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course
   may grant an extension of the due date of an assignment in extenuating circumstances
   such as documented ill-health. (f) Students who have undertaken all of the required
assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

OTHER REQUIREMENTS

1 Submission or completion of ALL assessment items for this course is compulsory.
2 This public relations course maintains high standards of spelling, grammar, syntax and style. Faults in any of these could render a project or proposal unacceptable.