**JCO 4204 PUBLIC RELATIONS WRITING AND PRODUCTION**

**COURSE NAME: PUBLIC RELATIONS WRITING AND PRODUCTION COURSE CODE: JCO 4204**

**CREDIT UNITS: 4**

**CONTACT HOURS: 60**

**TYPE OF COURSE: CORE**

**Course Description:**

This is an intensive writing course focusing on researching and writing materials in support of the public relations function. It explores the different formats and styles used by public relations professionals and leads students through the various stages of writing, editing, and designing materials used in public relations practice. The course provides practice in preparing and producing materials for print, broadcast, and the internet, including news releases, position papers, interview protocols, special events, background materials, media kits, employee newsletters, community relations materials, formal public speaking scripts, and management reports.

**Course Objectives:**

1. To help students understand the organizational, ethical and legal environments in which they will write and what drives the audiences they will write for.

2. To provide students with the foundations for making strategic decisions.

3. To develop the students’ planning, writing, creative and design skills.

**Course Outline:**

1. Theoretical influences on PR writing: (persuasion theories and their implications)

2. Strategic foundations of PR writing: (responsibility to publics, employer, media, outcomes)

3. Ethical and legal responsibilities of the PR writer : Circle of influence, influence of personal and organizational standards, influence of laws Research for the Public Relations writer : Research in PR, important research topics; how to research; sources for the PR writers and researchers

4. Writing for clarity and interest: Message, audience, medium; style, grammar, flow, credibility; clarity and interest; elements of style

5. Design Influences: (format, balance, symmetric layouts, asymmetric layouts, spreads, fonts, spacing, graphics, photos, color)

6. Writing techniques: Some pointers

7. Memos, letters, reports, proposals and backgrounders

8. News releases for print media (preparing & writing news releases)

9. Broadcast writing: News and features Facts, sights and sounds; news releases for radio and TV; Talk shows and mini docs

10. Advertising – a persuasive force; basic guidelines for writing advertising copy

11. Magazine and Employee publications: Finding topics; evaluating topics;

research – background and interviewing; writing

12. Speeches and scripts: Types of speeches, speech writing, delivering speeches

Annual, Employee and Public Interest groups : (planning the annual report; writing)

13. Special Publications (Brochures, leaflets/flyers etc)

**Learning Outcomes:**

By the end of the course, the student will:

1. Be able to write with versatility.

2. Be able to write strategically relevant and professionally executed messages.

3. Be able to adapt messages to multiple publics.

**Methods of Teaching/Delivery:**

• Lectures

• Case studies

• Seminar presentations

• Class discussions

• Group work

• Independent study

• Guest lectures

**Methods of Assessment:**

• Coursework of at least 3 assignments will constitute 40%

• Final examination will account for 60%

**Readings/Reference Materials/Learning Resources:**

• Donald Treadwell, Jill B. Treadwell (2005) Public Relations Writing.

Principles in Practice. Sage, Thousan Oaks

• Newsom, D. & Carrle, B. (1994) Public Relations Writing. Wordsworth: Belmont, Calif.