LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	PRDC04
Subject Title	**:**	Writing For Public Relations I : Releases, Articles, News & Speeches
Subject Specification	**:**	For students in Public Relations & Digital Communication Major

Subject Overview **:** Public Relations writing is one of the requirements for public relations majors. As a future Public Relations practitioner, you must learn to write effectively in the variety of formats expected of PR professionals. This subject emphasizes the strategy of crafting and delivering PR messages, with special emphasis on pre-writing, preparation and editing. You will learn to develop a Message Planner as a platform on which PR Writing and strategy can be based.

Course Objectives **:**

1. The students recognize the importance of crafting and delivering a PR "message"
2. The students appreciate the need for pre-writing, writing and rewriting, in writing assignment
3. The students understand the significance of the different audience to which PR writing is addressed
4. The students become familiar with a range of PR writing tools, sufficient to take part in PR planning at entry level
5. The students will improve their critical thinking skills as they achieve the knowledge outcomes
6. The students will understand the ethical obligations of a professional PR Writer, appreciate the ethical dilemmas faced by PR writers
7. The students will take pride in the role of PR writers in today's information economy

Course Method: interactive lectures, problem-solving discussions, case small group discussions, class presentation.

Learning Outcome (Competence) **:**

Knowledge : Know and understand types of publications and writing in PR.
Skill : Analytical, writing skills, presentation skill, teamwork
- Attitude : Able to design types of writing for various types of PR purposes and I various channels/media honest, adaptive and solution

Course content :

Week	Topic
1	Introduction to Writing for Public Relations
2	Basic & Effective Writing for Public Relations
3	Making Press Release I
4	Making Press Release II
5	Writing Company Profiles
6	Advertorial Writing
7	Materials Review Before Mid Exam
8	**Mid Term Examination**
9	Speech & Presentation Script Writing
10	Writing Company Annual Reports
11	Writing Company Sustainability Reports
12	Writing Company News I
13	Writing Company News II
14	Assignments & Quizzes
15	Materials Review Before Final Exam
16	**Final Examination**

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Writing for Public Relations	a. Differentiating between PR writing and other forms of writing b. Exploring the role of PR in shaping public opinion and maintaining reputation	1. Lecturer's presentation 2. Question and answer
2	Basic & Effective Writing for Public Relations	a Tools of PR Writing b Types of PR Writing c Writing for Different Platforms d Identifying key messages and objectives	1. Lecturer's presentation 2. Question and answer
3	Making Press Release I	a Understanding the Anatomy of a Press Release b Identifying Newsworthy Topics c Incorporating Quotes and Multimedia d Formatting and Distribution	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Making Press Release II	a. Case Studies and Examples b. Assignment	1. Lecturer's presentation 2. Case Study 3. Assignment
5	Writing Company Profiles	a. Definition, Purpose and Importance of company profiles in building brand company b. Understanding the Purpose and Audience c. Researching the Company d. Structuring the Company Profile e. Editing & Proofreading f. Case studies & Example	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Advertorial Writing	a. Understanding the Concept of Advertorials b. Understanding the Purpose and Audience c. Balancing Content and Promotion d. Structuring the Advertorial e. Adhering to Ethical Guidelines f. Case Studies and Examples	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

7	Materials Review Before Mid Exam		1. Lecturer's presentation 2. Class Discussion 3. Question and answer
8	**Mid Term Test**		
9	Speech & Presentation Script Writing	a Understanding the Speech & Presentation Script Writing b Understanding the Purpose and Audience c Structuring the Speech or Presentation d Crafting Engaging Content e Writing Style and Tone f Ethical Considerations	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Writing Company Annual Reports	a Definition, Purpose and Importance of writing Annual Reports b Identifying the Target Audience c Structuring the Annual Report d Compliance and Legal Requirements e Measuring Impact and Feedback f Case Studies and Examples	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Writing Company Sustainability Reports	a. Definition, Purpose and Importance of writing Sustainability Reports b. Identifying the Target Audience c. Structuring the Sustainability Report d. Metrics and Measurement e. Compliance and Standards f. Stakeholder Engagement and Feedback g. Case Studies and Examples	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	Writing Company News I	a. Definition, Purpose and Importance of writing Company News b. Identifying the Target Audience c. Types of Company News d. Structuring Company News e. Distribution Channels	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

		f. Timing and Frequency	
13	Writing Company News II	a. Monitoring and Measurement M b. Case Studies and Examples c. Assignment	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Assignments & Quizzes		1. Lecturer's presentation 2. Class discussion 3. Assignment
15	Materials Review Before Final Exam		
16	**Final Examination**		

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project or Group Presentation

References **:**

1. Public Relations Writing and Media Techniques (7 th edition), Dennis L Wilcox and Bryan H. Reber
2. Strategic Writing : Media Writing for Public Relations, Advertising, Sales and Marketing, and Business Communication (3 rd edition), Charles Marsh, David W. Guth and Bonnie Poovey Short
3. Managing Online Reputation, How To Protect Your Company on Social Media, Charlie Pownall (2015)
4. Global Writing for Public Relations: Connecting in English with Stakeholders and Public Worlwide (2015)
5. Wise, K. (2005). The importance of writing skills. *Public Relations Quarterly*, *50*(2), 37.
6. Woloshin, S., & Schwartz, L. M. (2002). Press releases: translating research into news. *Jama*, *287*(21), 2856-2858.
7. Maat, H. P. (2007). How promotional language in press releases is dealt with by journalists: Genre mixing or genre conflict?. *The Journal of Business Communication (1973)*, *44*(1), 59-95.

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