

WRITING IN PUBLIC RELATIONS

COURSE: THIRD

SEMESTER: SECOND

TYPE: OPTIONAL

CREDITS: 3

LANGUAGE: ENGLISH

PROFESSOR: [DRA. DOLORES RESANO](#)

OBJECTIVES:

The student will learn about the types of writing used in Public Relations, in order to deepen into their ability to write and its professional application. In this sense, students will be able to plan the writing, to build arguments with critical ability, taking conscience on the importance of reviewing and correcting, they will contextualize the writing techniques and tools, acquiring their own style and the importance of this activity in this sector, as well as adapting to any circumstance and using English as a second language.

The focus in this class is to learn how to do the writing work required in the public relations profession. Students will write in a number of formats and for a number of audiences, and in order to do so we will explore the process of writing, practice writing a number of different public relations documents for different media; and we'll investigate the process necessary to understand which public relations documents to use in which situations.

By the end of the course, students should be able to:

- Comprehend the scope of activities necessary for successful public relations work.
- Craft a variety of written messages for a variety of media (both online and off): Press releases, speeches, newsletters, brochures, blog postings, social media posts, direct mail, etc.
- Plan out which written messages are necessary given specific contextual factors.
- Feel confident in writing clean, coherent, concise messages.

- Have pieces for a professional portfolio to show prospective employers.

COMPETENCES:

BASIC

- **CB2** – Students are able to apply their knowledge to their job or vocation in a professional way and possess the abilities that are usually demonstrated by elaborating and defending arguments, as well as solving problems in their area of study.
- **CB4** – Students can communicate information, ideas, problems, and solutions to a specialized and non-specialized audience.

GENERAL

- **CG1** – Students gain linguistic skills and can express themselves accurately and effectively in different oral and written communication situations, in languages typical of their community and in English.

SPECIFIC

- **CE6** – Students can listen, negotiate, persuade, and communicate effectively (in various oral and written formats), applying methods typical of the business environment, such as preparing and presenting reports on specific situations in the fields of Advertising and Public Relations.

LEARNING OUTCOMES:

- **R1** – Applying the principles of rhetoric and informational writing to different types of professional texts in Advertising and Public Relations.

- **R2** – Elaborating effective messages both in conventional media and non-conventional media.
- **R7** – Applying their knowledge and skills for troubleshooting situations in complex or specialized professional work environments, by means of own reasoning and procedures which require creative and innovative ideas.

CONTENTS:

1. Public Relations Writing

- Public Relations and the writer; role and responsibility in professional activity
- Ethical and legal responsibilities of the PR writer
- Importance, nature and writing process in public relations and advertisement.
- Introduction to persuasive communication

2. The Public Relations planning process

- Concepts and theories of PR writing
- The Public Relations Planning Process: Planning the writing, writing and reviewing the text

3. Basic tools for writing

- Rhetoric and persuasive writing
- Writing to clarify and simplify the complex: style and content
- Grammar, Spelling and Punctuation
- Text models

4. Procedures and abilities

- Analysis of advertisement and public relations texts

- Different typologies of writing public relation texts
- Writing of specific texts

5. Values and attitudes

- Good presentation of the text
- Attention to style
- Curiosity and constant seeking of learning sources
- Interest in reading and writing

6. Writing in conventional media

- Press: releases, reports, articles, columns, etc.
- Language and advertisement messages in television, radio and online media
- Direct marketing
- Graphic advertisement
- Multimedia language and 3G applications

7. Writing for social media and converged traditional media

- PR's role in social media: monitoring and participating; social networks and blogs
- Media kits, media pitches, backgrounders and columns
- Writing for "traditional" or "legacy" media

8. Writing for select stakeholders/publics; corporate communication

- Corporate language
- Email, memos, letters, proposals and reports
- Crafting messages for controlled media
- Newsletters

- Magazines and brochures
- Speeches, presentations, and other orally delivered messages

9. Writing in turbulent times

- Crisis communication

EVALUATION SYSTEM:

There will be a mid-term and an end-of-term exam, with a cumulative value of 50%. The remaining 50% of the final grade will come from three in-class written activities, the oral presentation of a final group project, and class participation. The teacher will consider the progression and continuous evaluation of the student.

Please note that, in order to pass the course, students must achieve a minimum of 50% on both mid-term and end-of-term exams and are required to achieve a minimum grade of 50% in the three assignments and in the Final Group Project. Because these cannot be recovered, students who do not fulfill the minimum requirements will not be permitted to sit the final exam, and will not, as a result, pass the course.

Area	Weight
Mid-term written evaluation (susceptible de recuperación)	20% Minimum required: 50%
End-of-term written evaluation (susceptible de recuperación)	30% Minimum required: 50%
Writing assignment #1 (mandatory, NO RECUPERABLE)	10% Minimum required: 50%
Writing assignment #2 (mandatory, NO RECUPERABLE)	10% Minimum required: 50%
Group Final Project (mandatory, NO RECUPERABLE)	15% Minimum required: 50%

Area	Weight
Oral presentation of group project; assignment #3 (mandatory, NO RECUPERABLE)	10% Minimum required: 50%
Class attendance and participation (NO RECUPERABLE)	5%
Total	100%

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will present contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice. Furthermore, the students must do individual activities during the hours of personal work.

Additionally, during the hours of personal work, students will prepare a final group project which they will present orally and then hand in in written form at the end of the academic period. There will be hours of tutoring with the teacher during class with the purpose of supervising and guiding the development of the project.

Finally, it is recommended that the student dedicate each weeks few hours of personal study to this subject in order to consolidate the knowledge acquired in each of the classes. This personal study will consist of a review of the theoretical aspects explained in class and complement them with the basic bibliography.

REFERENCE BOOKS:

- Newsom, Doug and Jim Haynes. *Public Relations Writing: Strategies and Structures*, 11th edition. Cengage Learning, 2017.
- Newsom, Doug and Jim Haynes. *Public Relations Writing: Form and Style*, 10th edition. Cengage Learning, 2014.

BIBLIOGRAPHY:

- [ESERP online library] Newsom, H. (2016) *Public Relations Writing. Strategies & Structure*. Cengage Learning.
- *Associated Press Stylebook*. Associated Press, 2012.
- Bivins, Thomas. *Public Relations Writing: The Essentials of Style and Format*, 8th edition.
- Fernandez Cavia, José and Huertas Roig, Asunción. *Redacción en Relaciones Públicas*. Madrid: Prentice-Hall, 2009.
- Foster, John. *Writing Skills for Public Relations*. London and Sterling: CIPR, 1998 [2005].
- Smith, R. D. *Becoming a Public Relations Writer*. (4th Edition). Mahwah, NJ: Lawrence Erlbaum, 2012.