

## **WRITING IN PUBLIC RELATIONS**

**COURSE:** THIRD

**SEMESTER:** SECOND

**TYPE:** OPTIONAL

**CREDITS:** 3

**LANGUAGE:** ENGLISH

**PROFESSOR:** DRA. Mayya Levkina Levkina

### **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 of the importance of reviewing and correcting. Additionally, writing techniques and tools will be contextualized which will allow the students to acquire their own style and to make its use flexible by adapting it to any circumstances one can encounter in the future career.

The main aim of the subject is to cover different styles of writing necessary for the efficient use of written English within the area of Public Relations. For this purpose, students will be asked to write in a number of formats and for a number of audiences; and in order to do so the process of writing will be on focus, more specifically the analysis of the appropriate use of different types of written documents in media will be analyzed in terms of their structure, content and adequate use.

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.
- **CE7** - Identify the norms and protocol used in any field national and international and know how to apply them correctly in any act that can be organized.

**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, 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 one **Exam at the end of the semester (40%)**. The remaining 60% of the final grade will come from two **in-class written activities (20%)**, the **final group project** (oral presentation and the written essay – **30%**) and **class work (10%)**. The teacher will consider the progression and continuous evaluation of the student.

**Please note that, in order to pass the course, students must get a minimum of 40% on the Exam and are required to get a minimum of 50% in the Final Group Project.** As the Final Group Project (the sum of the grades for the writing parts and the oral presentation) cannot be recovered, students who do not fulfill the minimum requirements will not be permitted to sit the exam, and will not, as a result, pass the course.

Area	Weight	CA & RA	Condition	Dedication
<b>Exam</b>	40% Min.: 40%	<b>CA:</b> CB2, CG1 <b>RA:</b> R1, R2, R7	Individual On date To be assessed	In class: 2 hours Prep: 10 hours
<b>Classwork</b>	10%	<b>CA:</b> CB2, CB4, CG1, CE6, CE7 <b>RA:</b> R1, R2, R7	Individual and in groups Different dates Cannot be reassessed	In class: 10 hours
<b>Writing assignment #1</b>	10%	<b>CA:</b> CB2, CG1 <b>RA:</b> R1	Individual On date Cannot be reassessed	5 hours
<b>Writing assignment #2</b>	10%	<b>CA:</b> CB2, CG1 <b>RA:</b> R1	Individual On date Cannot be reassessed	5 hours
<b>Group Final Project (NO RECUPERABLE)</b>	30% Min.: 50%	<b>CA:</b> CB2, CB4, CG1, CE6, CE7 <b>RA:</b> R1, R2, R7	Group work On different dates Cannot be reassessed	In class: 5 hours Prep: 20 hours
<b>Total</b>	<b>100%</b>			

**NOTE:** If the student does not show up for any written or oral test (**with no exception**) during the whole course with **no written valid and accepted justification**, he / she will **NOT** be given the possibility to re-sit the exam. **All documents justifying any unforeseen circumstances must be handed in to the Coordinación or Tutoría Académica for consideration.**

Additionally, no late delivery will be accepted **with no written justification** which must be submitted to the Coordinación or Tutoría Académica for consideration.

**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. **The teacher will always take into account personal development and progress of the students of the individual basis.**

Additionally, during the hours of personal work, students will prepare a final group project which they will present orally and then hand it 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 reviewing the theoretical aspects explained in class and complementing 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.