

Module Details	
Module Code:	PREL B8015
Full Title:	PR Writing APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	10
Module Owner::	Eileen Murphy
Departments:	Unknown
Module Description:	no description provided

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Write clearly and creatively for public relations purposes
MLO2	Demonstrate that they can write competently and efficiently to class deadlines
MLO3	Independently and professionally manage the production of press releases, press statements, press briefings, blogs, speeches, feature articles and feature-writing pitches
MLO4	Show knowledge and understanding of the needs and expectations of the editor and journalist
MLO5	Achieve cut-through for their PR writing within the new digital landscape through an understanding of PR-specific technologies
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
Introduction to writing for public relations Focus on the basic types of PR writing, from print and broadcast to newer emerging digital media.	
The Irish media landscape Overview of the key Irish media outlets, both offline and online.	
The press release What is news, hard and soft news, press release email subject headings and headlines, the lead (focus on the 5 Ws of journalistic writing), the inverted pyramid structure, notes to the editor, writing press releases for different media, finding the angle, writing a news story to a class deadline.	
Grammar and punctuation Producing well-crafted sentences, polished punctuation, spelling, common errors, creating your own writing style.	
PR Writing for digital media The SEO release: writing headlines with Google keyword searches in mind, optimising content with targeted anchor text, including links to drive traffic to a website, adding video or images to make shareability of your news more appealing.	
Writing PR features What is feature writing? Types of feature writing. Structure and format. The importance of the opening and closing paragraphs. How to integrate direct and indirect quotes. The importance of the human interest angle.	
Pitching PR features. Getting the angle right. Same story - different angle. Meeting the needs and expectations of editors and journalists.. Writing the pitch.	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	4.00	4
Tutorial	Contact	No Description	Every Week	2.00	2
Independent Study	Non Contact	No Description	Every Week	12.00	12
				Total Weekly Learner Workload	18.00
				Total Weekly Contact Hours	6.00

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Dennis L Wilcox and Bryan H Reber. (2012), Public Relations Writing and Media Techniques, 7th. Pearson International.

Supplementary Book Resources

Ronald D Smith. (2012), Becoming a Public Relations Writer, 4th. Routledge.

Merry Aronson, Don Spetner and Carol Ames. (2007), The Public Relations Writer's Handbook: The Digital Age, Jossey Bass.

John Peck and Martin Coyle. (2005), The Student's Guide to Writing, 2nd. Palgrave Macmillan.

Julia Copus. (2009), Brilliant Writing Tips for Students, Palgrave Macmillan.

Treadwell, D & Treadwell, J. (2005), Student Workbook for Public relations writing: Principles in Practice., 2nd. Sage.

This module does not have any article/paper resources

Other Resources

website,
<http://www.irishtimes.com>
website,
<http://www.independent.ie>