

COM 308 Public Relations Writing

Credit Hours: 3

In-Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite. COM 301

Intensive practice in writing for all types of public relations situations; focus on writing for both news media and organization media for purposes of both information and advocacy.

Reasons for Revision:

(Fall 2005) This course was last revised in 1983. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Student Learning Outcomes: At the completion of this course, students will be able to:	Course Content References:	Assessment:
1. Compare writing styles for public relations with those established for other areas of communication	I	1. Exams, papers, applied projects, portfolio
2. Apply the theory of persuasive communication to address public relations situations	II	2. Exams, papers, applied projects, portfolio
3. Discuss approaches to ethics of public relations writing	I, II	3. Exams, papers, applied projects, portfolio
4. Demonstrate skill in writing and editing in various news-based formats for public relations purposes	III, IV	4. Exams, papers, applied projects, portfolio
5. Demonstrate skill in writing and editing in various organizational media formats for public relations purposes	III, V	5. Exams, papers, applied projects, portfolio
6. Demonstrate skill in writing and editing in various promotional formats for public relations purposes	III, VI	6. Exams, papers, applied projects, portfolio

Course Content:

- I. Media writing and editing
 - A. News base
 - B. Ethical base
 - C. AP style
 - D. Effective writing
 - 1. Standard usage
 - 2. Simple language
 - 3. Meaningful language
 - 4. Inclusive language
 - E. Accuracy with statistics
- II. Communication
 - A. Models of communication
 - B. Persuasive communication
 - C. Historical development
 - D. Professional and career issues
- III. Planning Process
 - A. Formative research
 - B. Planning sheet
- IV. Journalistic media
 - A. Fact sheet
 - B. Print news release
 - C. Broadcast news release
 - D. Feature release
 - E. Advocacy and opinion piece
 - F. Media kit
 - G. News conference
- V. Organizational media
 - A. Fliers
 - B. Brochures
 - C. Web sites
 - D. Organizational reports
 - E. Direct mail
- VI. Advertising media
 - 1. Print ads
 - 2. Radio commercials
 - 3. Television commercials

Resources:

Current Scholarship in the Field

- Attkisson, S. (2002). *Writing right for broadcast and Internet news*. Boston: Allyn & Bacon.
- Barbato, J. & Furlich, D.W. (2000). *Writing for a good cause: The complete guide to crafting proposals and other persuasive pieces for nonprofits*. New York: Fireside.
- Foster, J.L. (2001). *Effective writing skills for public relations*. Boston: Kogan Page.
- Hamerich, I., & Harrison, C. (2001). *Developing online content: The principles of writing and editing for the Web*. Boston: Wiley & Sons.
- Newsom, D., & Carrell, B. (2001). *Public relations writing*. Belmont CA: Wadsworth
- Newsom, D., VanSlyke Turk, J., & Kruckeberg, D. (2003). *This is PR: The realities of public relations* (8th ed.). Belmont, CA: Wadsworth.
- Seitel, F. P. (2003). *The practice of public relations* (9th ed.). Upper Saddle River NJ: Prentice-Hall.
- Smith, R.D. (2004). *Becoming a public relations writer* (2nd ed). Mahwah NJ: Erlbaum.
- Smith, R.D. (2005). *Strategic planning for public relations* (2nd). Mahwah NJ: Erlbaum.
- Treadwell, D. F. & Treadwell, J.B. (2004). *Public relations writing: Principles in practice*. Thousand Oaks CA: Sage.
- Whitaker, W.R., Ramsey, J.E., & Smith, R.D. (2005). *MediaWriting* (2nd ed.). Mahwah NJ: Erlbaum.
- White, T. (2001). *Broadcast news writing, reporting, and producing*. Oxford: Butterworth-Heinemann.
- Yale, D. & Carothers, A.J. (2001). *The publicity handbook new edition*. New York: McGraw-Hill.
- Zappalla, J.M. & Carden, A.R. (2004). *Public relations worktext: A writing and planning resource*. Mahwah NJ: Erlbaum.

Periodicals

Journal of Public Relations Research

PR Week

Public Relations Strategist

Public Relations Tactics

Electronic and/or Audiovisual Resources

<http://www.lib.usm.edu/research/guides/apa.html> (APA Style)

www.prsa.org (Public Relations Society of America)

www.iabc.com (International Association of Business Communicators)