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.

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

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)