



APPLIES TO ACADEMIC YEAR 2005/2006

INS 2303 Dealing with the media

Program

Bachelor in Public Relations (2. year)

Responsible for the course

Cecilie Staude, Tor Bang

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Objective

In this course, the students will use the knowledge from INS 2302 to establish and develop effective relationships with the media, especially focusing on image and image building. Today, the media coverage can, for many companies, organisations as well as individuals, have a strong influence on opinion, and without the ability and knowledge to handle them right, the consequences can be dramatic. The students will develop their ability to handle the media in interview situations as well as produce media material through writing assignments. Students will finally train their interview skills through presentations in front of a camera.

Prerequisites

INS 2201 Nyhetsjournalistisk grunnkurs 1

Compulsory literature

Books:

Cappelen, A. 1998. Bruk pressen. 2. utg. Oslo: InfoFokus
Jones, Clarence. 2001. Winning with the news media : a self-defense manual when you're the story. Tampa, Fla. : Video Consultants
Vinje, Finn-Erik. 2004. Skriveregler. 8. utg. Oslo: Aschehoug

Recommended literature

Books:

Wilcox, D. L. 2001. Public relations writing and media techniques. 4th ed. New York: Longman

Course outline

- The PR officer role. the need for good media relations
- How the media work.
- Training writing skills through writing PR material and press releases
- Channels of communication and media strategies
- Targeting PR messages to different audiences
- Handling interviews
- How to handle the media
- How to formulate and communicate messages
- How to influence the final media product
- How to win the battle for credibility

Computer-based tools

All submissions use Microsoft Word

Course structure

36 hours of classroom teaching, assignments and cases

Evaluation

Total grade for the course is based on following activities.

Part 1 - Term- paper, individual, counts 20%
Part 2 - Term-paper, in groups up to three students, counts 40%
Part 2 - Three-hour individual written exam, counts 40%
All assignments must be completed to obtain a grade in the course.

Evaluation code(s)

INS 23031 Process evaluation, counting for 100% of total grade in INS 2303 Dealing with the media, 6 credits.

Aids at the examination

Aids permitted for File evaluation, No aids permitted for written, final examination.

Makeup exam

A re-sit is held in at the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.