



APPLIES TO ACADEMIC YEAR 2008/2009

## INS 2800 Dealing with the media

### Program

Bachelor in Public Relations (2. year)

### Responsible for the course

Peggy S Brønn

### Department

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

### 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 2302 News Writing.

### Compulsory literature

#### Books:

Cappelen, Anders W. 1998. Bruk pressen. 2. utg. Oslo: InfoFokus. Kapitlene 1,3,4,6,7, 12, 13 og 17

Harr, Erik. 2006. Medielobbyisme : kunsten at sætte en dagsorden. København: Børsen. 170

### Recommended literature

#### Books:

Apeland, Nils M.. 2007. Det gode selskap: Omdømmebygging i praksis. [Høvik]: Hippocampus  
Kristensen, Aina L.L., Øystein Bonvik, Anders Cappelen. 2007. God PR : norsk markeds-PR i praksis. Oslo: Kommunikasjonsforlaget

Stewart, Sally. 2004. Media training 101: A guide to meeting the press. Hoboken: Wiley

Vinje, Finn-Erik. 2004. Skriveregler. 8. utg. Oslo: Aschehoug

### 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

Microsoft Word

### Course structure

30 hours classroom teaching and practical cases.

**Evaluation**

Final grade in the course is based on the following activities and weighting:

Part 1: Individual paper, accounts for 40% of the grade.

Part 2: 72 - hours take home exam/project. The project can be done in groups up to 3 students, and accounts for 60% of the grade.

**Evaluation code(s)**

INS 28001 Process evaluation, counting for 100% of total grade in INS 2800 Dealing with the media, 6 credits.

**Aids at the examination**

All aids permitted for final examination.

**Makeup exam**

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