



APPLIES TO ACADEMIC YEAR 2015/2016

PRK 3661 Writing for PR and Market Communication

Programme

Bachelor of PR and Market Communication (3. year)

Responsible for the course

Tor Bang, Ratna Elisabet Kamsvåg

Department

Department of Communication and Culture

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Successful PR- and marketing communications professionals must understand principles of good written communications. Poor writing skills diminish organizational credibility, internally and externally, even more so for the person who has developed the text. Good texts, on the other hand, start with proper research, analyses and planning. Text design stems from such skills, adjusted to genre, model reader and goals. A text must be well written as well as correctly written, according to the respective standards and rules of the language used.

Skills acquired in this course will prove to be useful and transferable competence to all jobs and positions where communications skills are prerequisites.

Learning outcome

Acquired Knowledge

- Recognize the importance of crafting and delivering a PR "message"
- Appreciate the need for pre-writing, writing, and re-writing, in writing assignments
- Understand the significance of the different audiences to which PR writing is addressed
- Understand proofing

Acquired Skills

- Understand genre conventions
- Design texts in given genres
- Understand and master good language skills
- Identify model readers, adapt texts
- Knowledge of, and ability to use *Norwegian standard* when proofreading
- Credibly present the organization or the client through effective communications

Reflection

- Understand the ethical obligations of a professional PR writer
- Appreciate the ethical dilemmas sometimes faced by PR writers
- Discern between the relative priorities of client, editor, and ultimate audiences
- Take pride in the role of PR writers in today's information economy
- Students who take this course, will develop an understanding written language as and essential and effective tool for good communication, internally and externally in an organization

Prerequisites

Courses in PR, and Applied rhetorics.

Compulsory reading

Books:

Tønnesson, Johan L. 2012. Hva er sakprosa. 2. utg. Universitetsforlaget

Recommended reading

Books:

Cappelen, Anders W.. 2012. Bruk pressen 3.0 : komplett guide i presserelatert PR. PR-forlaget

Johansen, Anders. 2009. Skriv! : håndverk i sakprosa. Spartacus

Vinje, Finn Erik. 2009. Skriveregler. Aschehoug. 85 s

Course outline

Written communication roles in a business

To give business a voice

- The starting point for the company's voting
- Who is responsible to provide, develop and maintain the company's voice?
- Review of relevant rhetorical, language and other knowledge techniques
- How to choose the formats that fit the business best

Written media relations and media relations

- The press release
- The background paper
- Chronicle, and similar letters to the editor
- E-mail correspondence with a journalist (the written interview)
- Speeches

Written communication in their own channels - internal audiences

- Internal newspaper
- Intranet
- Joint Letter to Employees (electronically or on paper)
- Bulletins
- Internal Presentations

Direct follow-up

- Individuals, organizations or other pressure groups
- Government Organ, letters to the editor, blog comments, etc.
- Hearing Statements

The special occasions

- Crises, conflicts, restructuring and other situations that require special care in
- Stock exchange announcements, profit warnings

Law and Ethics

- Legislation must be taken into account when writing
- Editorial responsibility and relationship to ethical guidelines

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course will primarily consist of lectures with an emphasis on writing practice by students. The course may also include role-playing as a way to understand media relations. Students are expected to bring their PC's (or macs) to class.

Activity	Use of hours
Participation in lectures	36
Peer review	56
Self study/home work - writing assignments	82
Examination	26
Total recommended use of hours	200

Use of hours

Examination

Grades are based on following activities and weighing:

Throughout the course, students will develop several papers, and must choose three papers for a portfolio that will be subjected to grading. The portfolio counts for 100 % of the final grade.

Examination code(s)

PRK 36611 Portfolio, counts for 100 % of the grade in course PRK 3661 Writing for PR and Market Communication, 7,5 ECTS credits.

Examination support materials

All support materials

Re-sit examination

Re-sit offered when course is offered.

Additional information

Students must be present 70 % of the 36 lecture hours. The lecturer will keep track of presence and report presence status to the course responsible.

Assigning groups is at lecturer's discretion.