



APPLIES TO ACADEMIC YEAR 2016/2017

PRK 3661 Professional Copywriting

Programme

Bachelor of PR and Market Communication (3. year)

Responsible for the course

Ratna Elisabet Kamsvåg, Tor Bang

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

- 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 Knowledge

- 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

Acquired Skills

- 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 an essential and effective tool for good communication, internally and externally in an organization

Reflection

Prerequisites

Courses in PR, and Applied rhetorics.

Compulsory reading

Books:

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

Collection of articles:

Kamsvåg, Ratna E. 2016. Artikkelsamling for skrivekurs i PR og markedskommunikasjon

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

- 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

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

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

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

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

- 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

Written communication roles in a business

To give business a voice

Written media relations and media relations

Written communication in their own channels - internal audiences

Direct follow-up

The special occasions

Law and Ethics

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. The lectures is organized as seminars, 6 hours every day, in one week. The lectures is mandatory, and require 70 % attendance and active participation.

Recommended use of hours:

Activity	Use of hours
Participation in lectures	36
Peer review	56

Self-study/home work - writing assignments	20
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 Professional Copywriting, 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.