

Liverpool John Moores University

Title: PUBLIC RELATIONS FOR JOURNALISTS
Status: Definitive but changes made
Code: **6023JOURN** (117639)
Version Start Date: 01-08-2018

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Glyn Hughes	Y

Academic Level: FHEQ6
Credit Value: 24
Total Delivered Hours: 48
Total Learning Hours: 240
Private Study: 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS 1	In Class Activity (Press Conference)	30	
Portfolio	AS 2	PR Plan in portfolio form. If a student obtains a work placement with a PR agency, the PR plan may take the form of a reflective portfolio.	30	
Essay	AS 3	An Essay on a theme linking PR with Journalism.	40	

Aims

To synthesise the journalistic skills acquired at previous levels and apply them to the practice of public relations and develop the ability to critically analyse the tensions

which exist between PR and Journalism.

Learning Outcomes

After completing the module the student should be able to:

- 1 Present an overview of the PR industry, particularly examining its relationship with journalism and the tensions which exist between the two areas.
- 2 Appraise the PR industry works and exploitation of new technologies such as social networking sites to communicate messages.
- 3 Write press releases, newsletters and leaflets, reports, brochures and other communication tools and recognise how these are used to present a message.
- 4 Demonstrate how to set up and run press conferences, photo shoots, facility visits.
- 5 Critically analyse the role of a press officer and understand how to manage media interviews with journalists in order to get the required message across.
- 6 Define the role of political press officers and the political lobbyist.
- 7 Assess how public relations works in the corporate, public and voluntary sectors.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Press Conference	4	5	
Portfolio	2	3	
Essay	1	6	7

Outline Syllabus

Gaining an insight into the work of a PR company, writing press releases, understanding how to target the media and how to tailor a news opportunity for press, broadcast and electronic outlets, formulation of press campaigns and a range of other PR industries.

Learning Activities

1. Lectures.
2. Workshops to gain experience in the methods of writing press releases, newsletters, the organisation of organising a press conference, lobbying and formulating press campaigns.
3. Visiting speakers from the industry, and possible visits to PR outlets.

Course Material	Book
Author	Bivins, T.H.
Publishing Year	2004
Title	Mixed Media:
Subtitle	Moral Distinctions in Advertising, Public Relations and

	Journalism.
Edition	
Publisher	London: Lawrence Erlbaum Associates.
ISBN	

Course Material	Book
Author	Bland, M.
Publishing Year	2007
Title	Effective Media Relations.
Subtitle	
Edition	
Publisher	London: CIPR
ISBN	

Course Material	Book
Author	Davies, A.
Publishing Year	2004
Title	Mastering Public Relations.
Subtitle	
Edition	
Publisher	Basingtoke: Palgrave.
ISBN	

Course Material	Book
Author	L'Etang, J.
Publishing Year	2008
Title	Public Relations:
Subtitle	Concepts, Practice and Critique.
Edition	
Publisher	Sage
ISBN	

Notes

To give students an opportunity to consider press relations and its effects on journalism.