

Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: Public Relations for Journalists
Status: Definitive
Code: **6035JOURN** (123567)
Version Start Date: 01-08-2021

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

Team	Leader
David Toomer	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 61.5
Total Learning Hours: 200 **Private Study:** 138.5

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Seminar	40

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	Online exam	50	1.5
Portfolio	Portfolio	Portfolio - PR Plan in Portfolio form	50	

Aims

To synthesise the journalistic skills acquired at previous levels and apply them to the practice of public relations and develop the ability to analyse, in a critical way, 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 its relationship with journalism
- 2 Appraise how the industry works, especially the exploitation of new technologies.
- 3 Write press releases, newsletters, leaflets, reports, brochures and other communication tools and assess how these are used effectively in PR.
- 4 Demonstrate how to set up press conferences, photo shoots, facility visits etc.
- 5 Critically analyses roles such as press officer, political lobbyists, PR executive/director and others.
- 6 Assess how PR works in the corporate, public and voluntary sectors.

Learning Outcomes of Assessments

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

Exam	1	3	4	6	
Portfolio	1	2	3	5	6

Outline Syllabus

Students will gain an insight into how PR companies and in-house PR officers work, by writing press releases, understanding how to target the media and how to tailor a news opportunity for press, broadcast and electronic outlets, as well as the formulation of press campaigns and a range of other PR activities. There will be discussion relating to the relationship between PR officers and journalists.

Learning Activities

Lectures, followed by workshops to experience the practical aspects of PR, e.g. writing press releases, running press conferences, anticipating journalists' questions, planning campaigns. Workshops will also look at targeting individual media outlets and will examine lobbying. The module will include visiting speakers from the industry as well as possible visits to PR outlets.

Notes

This module will give students an opportunity to consider how they might target their skills in order to consider a career in public relations.