

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTTPC.

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	Communications
FHEQ Level:	6
Course Title:	Public Relations and Self Presentation in the Media
Course Code:	COM 6205
Course Leader:	John Chua
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning :	75
Semester:	Fall, Spring or Summer
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course examines the theory and practice of contemporary public relations. Topics include: planning, the selection and use of appropriate public relations tactics, evaluation, how to handle media interviews and self presentation skills. As part of the course, students will examine and evaluate a real PR campaign and develop, budget, propose tactics for, evaluate and present a theoretical public relations campaign.

Prerequisites: SCL 5200 or COM 5200

Aims and Objectives:

This course aims to introduce students to modern public relations practice including how to plan and evaluate a pr campaign, tailor the message to the audience, create PR news stories, write a press release, prepare for and be interviewed on TV and present a public relations proposal. Successful students at the end of the course will have:

Further developed their practical communication skills including active listening, audience analysis strategic questioning, persuasive messaging, anticipating problems, handling difficult questions, and the role of appearance and posture.

Further developed diagnosing individual strengths and limitations in self-presentation

Further developed the transferable skills and knowledge to conduct research, make presentations and write essays

Programme Outcomes :

6A(iii); 6B(iii); 6C(i); 6D(i)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

- Development of a systematic understanding, within the field of public relations, of new and emergent media forms and their relation both to their social context and to earlier forms
- Development of a systematic understanding of the ways in which audiences engage with PR campaigns and make meaning from them
- Students are expected, in their essays and presentations, to demonstrate the ability to gather, organise and deploy complex and abstract ideas and information in order to formulate arguments cogently, and express them effectively.
- Students are expected to demonstrate in their work the ability to work within groups and alone with limited direction or supervision, to engage in self-reflection, use feedback to analyse own capabilities, appraise alternatives, and plan and implement actions

Indicative Content:

- Definitions, structure and image of PR
- How to structure a campaign
- Audience and issues analysis
- Modeling messages
- PR tools and tactics
- How to write a media release
- E-PR
- Evaluation
- Budgeting
- Presentation Skills
- Media interviews

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for COM and JRN.

Teaching Methodology:

Generally, the course is conducted as a seminar with full participation expected from each student. Most classes will start with a short lecture followed by class discussion and then either group workshops or individual exercises. Peer review and a spirit of self-criticism are encouraged. One class is given over to individual presentations and one to individual media interviews. The course concludes with student to class presentations of individually constructed PR proposals. Student work is assessed through a variety of ways using both formative and summative approaches. Feedback is intended to help improve student approach to learning and achieve better results.

Bibliography:

Indicative Text(s):

Ewen, Stuart. PR! A social history of spin. Basic Books 1996
Morris and Goldsworthy. PR Today: The Authoritative Guide. Palgrave 2011
Morris and Goldsworthy. Public Relations for New Europe/Asia. Palgrave.2009.
Moloney, Kevin. Rethinking Public Relations Second Edition. Routledge.2006
Stauber, John and Rampton, Sheldon. Toxic Sludge Is Good For You. Robinson 1995

Journals

PR Week (www.prweek.com)
IPR Journal (monthly professional journal)
Public Relations Review (US quarterly)

Web Sites

International Public Relations Association <http://www.ipra.org>
The Chartered Institute of Public Relations www.cipr.co.uk
The Public Relations Consultants Association www.prca.org.uk which is good for links to the sites of the big consultancies.
Association of Media Evaluation Companies www.amec.org.uk
Global Alliance for Public Relations and Communication Management
<http://www.globalpr.org>

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

