

COMM 4451: Public Relations Writing | Fall 2018
Monday/Wednesday 11 a.m. -12:15 p.m. | Anthropology G-15

General Info

Instructor: Prof. Taylor Bryant (LeQuinta)

Office: Humanities 217

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Reminders: text @comm445 to the number 81010

Office Hours:

Monday/Wednesday: 9:15 a.m. – 10:45 a.m. & 12:30 p.m. - 1:30 p.m.

Tuesdays 11 a.m. – 2 p.m. (online and by appointment)

Course Info

Overview: PR Writing is designed to introduce you to a variety of writing styles and techniques for print and electronic media. You will become familiar with and practice writing copy for backgrounders, brochures, commercials/PSAs, news releases, social media and websites.

Learning Objectives:

1. The student will be able to present public relations information in accordance with legal, ethical, stylistic, aesthetic, and technical considerations.
2. The student will be able to put into practice theoretical approaches related to media audiences.
3. The student will be able to write public relations messages with accuracy, clarity, and brevity on deadline.
4. The student will be able to revise his/her own writing through feedback and constructive criticism.
5. The student will be able to effectively communicate (through writing) the process of writing public relations messages.

Textbook:

Stovall, James Glenn. *Writing for the Mass Media*, 9th edition. Pearson: Boston. ISBN 10: 0-13-386327-1

You will also need access to the AP Stylebook

Assignments and Grading

Assignments:

AP Style Quizzes	15%
Book Quizzes	10%
Writing Projects	50%
<u>Final Project</u>	<u>25%</u>
TOTAL	100%

Grading Scale:

- A= 100-90
- B= 89-80
- C= 79-70
- D= 69-60
- F= 59-0

Quizzes: There will be two types of quizzes administered in the course. The **AP Style quizzes** will be given at random during class time to assess student knowledge of AP Style, grammar and spelling. **Book quizzes** will be posted online in Course Den. These quizzes will be multiple choice and cover topics from the Stovall textbook.

Writing Pieces: This is a writing course and as such we will spend the majority of our time writing and creating. Students will complete the following pieces: news, feature, blog post, social media, press releases, media advisory, advertisement, and brochure/rack card.

Final Project: Your final project will serve as a capstone of what you have learned in the course. You will write and assemble a cohesive communication package that spans various media. More details will be made available about the requirements for this project.

Participation: Attendance will be recorded in each course through the form of participation. We will have in-class assignments to help prepare for our larger writing assignments. Peer reviews and instructor reviews will also be part of participation. You will want to make every effort to be a contributing member of the course.

Extra Credit: This is fully at my discretion. I may offer opportunities for campus events, as well as other assignments. Students should remain focused on completing their coursework and not dependent on extra credit.

Course Specific Policies and Procedures

LATE WORK:

The practice of public relations hinges on meeting deadlines. Missing deadlines not only can damage a public relations professional's credibility, but also can lead to termination of a relationship with a client or to dismissal. **Thus, no late work will be accepted.** If you need assistance in understanding course content, please make arrangements during office hours immediately. Do not wait until the end of the semester.

ATTENDANCE:

Classroom attendance is a necessary part of this course. *You are allowed no more than two unexcused absences.* You are expected to be on time. You should be in your seat and ready to begin class promptly at 11 a.m. Please do not use your phone or laptop in class for anything other than work for the class you are attending. Packing your things or leaving early is a distraction to me and others.

Since every student is entitled to full participation in class without interruption, all students are expected to come to class prepared, on time and remain for the full class period. All electronic devices that generate sound and/or pictures must be turned off during class.

INSTRUCTIONS:

All specific due dates and instructions for each of the assignments listed above will be provided in class as the semester progresses.

Common Language Course Syllabi

Please take a moment to review the UWG Common Course Language:

<https://www.westga.edu/administration/vpaa/common-language-course-syllabi.php>

This link gives detailed information regarding: academic support, online courses, honor code, email policy, credit hour policy, campus carry and mental health support.

Course Calendar

The calendar below outlines our course work plan for the semester. Things may change so it is imperative that you login to CourseDen to check for class announcements, as well as attend our workshop class dates.

Week	Dates	Topic/Chapter	Assignments
1	W: Aug 15	Syllabus Review / Introductions	
2	M: Aug 20 W: Aug 22	Chapters 1-3 Writing Basics Workshop	Quizzes 1-3
3	M: Aug 27 W: Aug 29	Chapter 4 & 5 News Workshop	Quizzes 4-5
4	M: Sep 3 W: Sep 5	LABOR DAY NO CLASS General Workshop Day	
5	M: Sep 10 W: Sep 12	Chapter 6 Print Journalism Workshop	Quiz 6
6	M: Sep 17 W: Sep 19	Chapter 8 Broadcast Journalism Workshop	Quiz 7
7	M: Sep 24 W: Sep 26	Chapter 7 Writing for the Web Workshop	Quiz 8
8	M: Oct 1 W: Oct 3	Chapter 9 Writing and Images Workshop	Quiz 9
9	M: Oct 8 W: Oct 10	Additional Readings Design Workshop	Quiz
10	M: Oct 15 W: Oct 17	Chapter 10 Ad Copy Workshop	Quiz 10
11	M: Oct 22 W: Oct 24	Chapter 11 Press Release & Media Advisory Workshop	Quiz 11
12	M: Oct 29 W: Oct 31	Chapter 11 continued Press Release & Media Advisory Workshop	
13	M: Nov 5 W: Nov 7	Chapter 12 Law Workshop	Quiz 12
14	M: Nov 12 W: Nov 14	VETERANS DAY NO CLASS Chapter 13	Quiz 13
15	M: Nov 19 W: Nov 21	Final Project Prep Final Project Prep	
16	M: Nov 26	THANKSGIVING BREAK NO CLASSES	

	W: Nov 28		
17	M: Dec 3 W: Dec 5	Final Project Prep Final Project Prep	
18	W: Dec 12	Final Project Due	Final Project

NOTE: The professor reserves the right to modify the course assignment schedule and grading criteria to accommodate scheduling, the needs of the students, and/or unforeseen timing conflict.