

Public Relations PR-103 - 03, Sec. 21268
PUBLIC RELATIONS COPYWRITING
Hofstra University • The Lawrence Herbert School of Communication
Spring 2016 • Tuesday and Thursday 4:30pm-5:55pm • Breslin Hall 13
Professor Mark J. Grossman

Contact Info:

E-Mail mark.j.grossman@hofstra.edu
Office Hours Before or after class, or by appointment
Mailbox Breslin 13

Prerequisites: PR 100 and PR 102, or permission of Chair

Course Overview

As each writer has his/her own voice, each audience has its own way of “hearing” that voice. This course is designed to develop the right voice for several audiences through analysis and review of case studies and techniques. The goals include critical thinking, research, planning and writing for effective public relations. Students will build on a solid foundation in the basic theories, evaluations and concepts of communication, persuasion and ethics, all integral parts of public relations.

The hallmark of democracy is its openness to ideas and debate. Good public relations practice is based on the belief that a critical and aware public exists. A major goal of this course is to sharpen students’ ability to decipher their world and contribute to the broadening of the public sphere.

Through readings, assignments, lectures and case studies, the course is designed to advance students’ critical thinking in terms of what public relations means to our world.

Edward Bernays, the father of modern public relations, has said that the field of public relations “**is the instrument by which [practitioners] can fight for productive ends and help to bring order out of chaos.**” This course will use a cultural approach to public relations, and class discussion will center on developing personal and corporate plans of action that are intrinsically tied to ethics and accuracy. Thus, students will understand the responsibilities that come with monitoring, forecasting, and influencing the ideas and behavior of others.

Course Objectives and Outcomes

- To develop a sense of ethics and responsibility in the conduct of public relations
- To apply reasoning, persuasion and creativity to message-medium-public strategy
- To write clear, concise copy that is accurate and logically organized
- To base public relations campaigns on reliable sources of information
- To communicate messages to audiences through different media outlets in different formats
- To analyze and evaluate results of public relations campaigns
- To develop a portfolio of public relations copywriting examples

Required Texts

1. *Public Relations Writing: The Essentials of Style and Format*, 8th Ed., Author: Thomas H. Bivins
2. Student Workbook (Download from class home page <http://goo.gl/AD4zRb>)
3. *Associated Press Stylebook (2015 Edition)* Note: You may have to get this from a third-party

Students are expected to keep up with current publications for public relations practitioners and journalists including the newspaper sections that deal particularly with business and advertising/public relations. These include (but are not limited to):

Advertising Age
Bull Dog Reporter
Crain's New York
Holmes Report
Media Bistro

Odwyerpr.com
PR Daily
PR News
PR Week
Ragan.com

Sethgodin.com
The New York Times
The Wall Street Journal
USA Today

Throughout the semester, students may be assigned articles by or about public relations practitioners and/or the public relations industry. Class discussions will focus on students' interpretations of the viewpoints stated in these articles.

General Requirements

- Reading and writing assignments must be completed by the dates indicated.
- This course is sequential; missing more than one class session, or frequent lateness, may result in a low grade or failure.
- For an absence to be excused, students must supply appropriate documentation and have it pre-approved when possible.
- Missing class doesn't excuse missing an assignment, a deadline, or making up assigned in-class work.
- All assignments must be turned in on deadline. Late assignments will be accepted at the discretion of the professor. All written assignments must be handed-in via hard copy print-out unless explicit instructions have been given to submit an assignment via email.
- Class participation through in-class discussion is extremely important for demonstrating your understanding of the principles and theories outlined in the assigned readings.
- Attendance at Lawrence Herbert School of Communication sponsored lectures, and other outside events, along with community research *may* be required during the semester.
- Quizzes on the understanding of class lectures and assigned reading will be administered throughout semester.
- An oral presentation of your portfolio will replace a final exam.

Provisions of this Course

Regardless of what profession you choose, the single most important component of who you are is your integrity. Dishonesty is not tolerated in private industry nor will it be acceptable in this course. Making up a quote, a source, or an event can be grounds for dismissal from the course.

Policy on plagiarism: http://www.hofstra.edu/pdf/senate_fps_11.pdf

Code of Conduct: http://www.hofstra.edu/pdf/senate_fps_50.pdf

Students should always be very aware of diversity issues. We will be placing a strong focus on ensuring that all your work product is balanced, fair, and accurately reflects cultural diversity in terms of race, gender, religion, ethnicity, nationality, and sexual orientation.

Grading

Workbook and writing assignments:	40%
Class Participation	20%
Final portfolio and class presentation:	40%