

PREP 63: MEDIA RELATIONS

Module Co-ordinator: Dr Derek Hodge.

Office Hours: 12.00-14.00hrs , Thursdays, Pathfoot G7 (other times available by appointment)

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Lectures/Seminars

Thursday afternoons,

Most sessions will be taken with the whole class together in Pathfoot D1 and will last from 14.00-16.00hrs, but some sessions will be done in two groups 14.00-15.30hrs and 15.30-17.00hrs. The sessions on September 27th and October 11th will be held in P.G8 (a computer lab) in two groups, one 14.00-15.30 one 15.30-17.00. There will be no session on October 4th. Details to be confirmed.

Attendance

Attendance at lectures and workshops is compulsory (see Handbook). If you are unable to attend a class due to medical grounds or other compelling reasons you must contact the Module Co-ordinator in advance of the class.

Assignment – Portfolio (100%)

You are required to produce a portfolio of work which will include a blog posting, a feature article and a news release.

For the some assignments (practice and/or actual) you will be required to research a club or society associated with the Student Union or Sports Union at the University of Stirling and produce a piece of work aimed at getting students at the university to join that club or society.

You should start thinking about this right at the start of semester and it will make the assignment considerably easier if you actually become a member of a club or society that suits your personal interests and start taking part in their activities.

Full details of the blogging and feature article elements of the portfolio assignment will be issued on Thursday October 31st and details of the news release element will be issued on Thursday November 21st.

Submitting Assignments

All assignments (including practice pieces) should be submitted online by the appropriate deadline. Blog postings should be made on the class blog (the url will be provided later) and the feature article and news releases should be submitted via Succeed.

Timetable

September 12 th	Introduction to the module – what is media relations?
September 19 th	Theoretical considerations
September 26 th	Writing for the web & using blogging software (two groups P.G8) Issue practice blogging assignment (due Monday September 30 th , 12.00 hrs)
October 3 rd	Study Week
October 10 th	Feedback on practice blog posts (two groups P.G8)
October 17 th	Essentials of feature writing Grammar, spelling and punctuation - do they still matter? Issue practice feature article (due Wednesday October 23 rd 12.00 hrs)
October 24 th	Mid-Semester Break
October 31 st	Feedback on practice features (two groups P.D1) Issue briefings for blog posting and feature elements of the portfolio (Due Monday 2 nd December, 12.00hrs)
November 7 th	Essentials of news release writing. Issue practice news release (due 12.00hrs, Monday Nov 11 th)
November 14 th	The mass media in the UK – and elsewhere?
November 21 st	Feedback on practice news releases. (two groups P.D1) Issue briefing for news release element for portfolio (due 12.00hrs, Monday Nov 5 th)
November 28 th	Where to now? - Media relations in a digital world.

Reading list

Recommended Purchases

- Hicks, Wynford (2006) *English for Journalists*, 3rd ed, London: Routledge
- Hicks, Wynford (2008) *Writing for Journalists*, 2nd ed, London: Routledge (Available as an E-Book through the Library)
- English Dictionary & Thesaurus

Further Reading

1. NEWS: THEORY AND PRACTICE

- Davies, N (2008) *Flat Earth News*. London: Chatto & Windus
- McNair, Brian (2009) *News and Journalism in the UK*, 5th ed, London: Routledge

2. MEDIA RELATIONS

- Bailey R. (2009) Media Relations in Tench, R. & Yeomans, L. (eds). *Exploring Public Relations*. Harlow: Pearson Education#
- Bland, Michael, Theaker, Alison & Wragg, David (2005) *Effective media relations: how to get results*, 3rd ed, London: Kogan Page
- Hobsbawm, Julia (ed) (2006) *Where The Truth Lies: trust and morality in PR and journalism*, London: Atlantic Books
- Zoch, L. & Molleda, J (2006) Building a Theoretical Model of Media Relations Using Framing, Information Subsidies and Agenda-Building in Botan, C. & Hazelton, V Public Relations Theory II, Mahwah, Erlbaum.

3. WRITING FOR THE PRESS

- Hennessy, Brendan (2006) *Writing Feature Articles: a practical guide to methods and markets*, 4th ed, Amsterdam and London: Focal Press
- Keeble, Richard (2001) *The Newspapers Handbook*, 3rd ed, London: Routledge, pp. 194-215
- Strunk, William jr. & White, E.B. (1979) 'Elementary Rules of Usage' in: *The Elements of Style*, 3rd ed., New York: Macmillan/London: Collier Macmillan, pp. 1-14
- The Economist Style Guide (2012) Available online at <http://www.economist.com/styleguide/introduction> [Accessed September 11th, 2013]

4. WRITING FOR THE WEB

- Redish, Janice (2007) *Letting Go of the Words*, San Fransisco, Morgan Kaufmann
- Writing for the web at useit.com <http://www.useit.com/papers/webwriting/> [Accessed 3rd September 2013]