Autumn 2016

Module Outline

DRAFT: The timetable for this module has not yet been finalised. All dates times and venues given here are provisional. A finalised timetable will be issued as soon as possible.

MODULE NAME	Media Relations and Production
MODULE CODE	PREPP63

Module Information

The information in this Module Outline is specific to this module: you should also access more general information and policies in your Programme Handbook which can be found on the Taught Postgraduate Information Succeed site.

Module Aims

The module aims to develop students' appreciation of, and approaches to, developing media relations in a changing media environment. The module explores relevant theory, examines the context within which journalists operate and teaches students to produce material in an appropriate format and style for use in media relations campaigns.

Students will gain an understanding of how traditional media relations can be combined with the use of digital channels.

Learning Outcomes
  - Prepare and produce public relations materials suitable for a variety of audiences in a number of appropriate forms. - Understand how technology can be used in the creation and dissemination of public relations messages. - Understand the legal and ethical issues associated with media relations activities and the production of public relation materials.
Workplace skills developed on this module
- Public relations writing - Oral and presentation skills - Time management skills - ICT and social media skills - Critical thinking skills. - Problem solving
Each full time module is worth 20 credits: this means that you are expected to put in 200 hours of work over the course of the semester on this module. This time is made up of timetabled classes and self -study (including writing assessments and revision time) so set aside enough time for reading and research.

Key contacts for this module:

Role	Name	Room	E-mail	Office hours
Module Co-ordinator	**Dr Derek Hodge**	Pathfoot A27	derek.hodge@stir.ac.uk	Thur 11.00-13.00hrs
Programme Administrator	**Jane Campbell**	Pathfoot A41	jane.campbell@stir.ac.uk sahgs@stir.ac.uk	

Key dates:

Lectures begin	**Thursday 15th September 2016**
Mid-semester reading week	**Monday 24th October 2016 - Friday 28th October (inclusive)**
Crisis news conference assignment (group)	**Thursday 1st December 2016**
Crisis conference feedback deadline	**Friday 9th December 2016**
Portfolio submission date	**Monday 5th December 2016**
Portfolio feedback deadline	**Tuesday 20th December 2016**
Finalised module marks available	**Monday 16th January 2017**

Sources of Information:

Routine enquiries	Programme Handbook on TPG Succeed site or Programme Administrator
academic help or feedback	Use the "office hours" to speak to staff – see above
up-to date information and assessments	Succeed
Postgraduate Regulations which apply to this module	http://www.stir.ac.uk/regulations/postgraduate/

Teaching Schedule[1]

Lectures/seminars or workshops are held weekly and are prescribed (see Programme Handbook). All students are expected to contribute to lectures and seminars. Lectures and workshops will be held at the following times:

Day/time/venue
Normal Thursdays, 15.00-17.00, Pathfoot D1
On **Thursday 6th October** and **Thursday 13th October** there will be a workshop session (or possibly two sessions) in the computer lab Pathfoot SC1. Signup sheets will be posted on Succeed if necessary **(To be confirmed)**
Thursday 27th October: mid semester reading week
Thursday 6th November: no session for PREPP63 (Field Trip, TBC)
Thursday 1st December: Group Assignment – Crisis News Conference (details TBC)

Wk	Date	
1	15th Sept	Introduction to the Module Grammar Spelling and Punctuation – do they still matter?
2	22nd Sept	Theoretical Considerations
3	29th Sept	Public Relations and Digital Media Issue Practice Digital Media Assignment (due 12.00hrs, Tuesday 11th October)
4	6th Oct	Workshop - Using the Wordpress content management system Pathfoot SC1 **(To be confimed)**
5	13th Oct	Group feedback on practice digital media assignment Pathfoot SC1 **(To be confirmed)** Issue Digital Media Assignment brief (50% due 12.00hrs Monday 5th December)
6	20th Oct	Public relations and the mass media
7	27th Oct	**Mid-semester reading week**
8	3rd Nov	**Field Trip (To Be Confirmed**
9	10th Nov	Essentials of News Release writing Issue Practice News Release Brief (30% due 12.00hrs, Monday 5th December)
10	17th Nov	Group feedback on practice news release Legal and ethical issues
11	24th Nov	Crisis Communications Issue Assessed News Release brief. Issue Crisis news conference brief
12	1st Dec	**Group Assignment (20%)** – Crisis News Conference, 14.00-17.00 Venue TBC

[1] Subject to change as/when required. Please check Succeed regularly for updates.

Books and readings

Essential Purchase	• English Dictionary & Thesaurus
Essential reading:	• Hicks, W (2006) *English for Journalists*, 3rd ed, London: Routledge • Hicks, W (2008) *Writing for Journalists*, 2nd ed, London: Routledge (Available as an E-Book through the Library) • The Economist Style Guide (2014) Available online at http://www.economist.com/styleguide/introduction [Accessed 15th September 2016]
Highly recommended reading:	• Bailey R. (2009) Media Relations in Tench, R. & Yeomans, L. (eds)). Exploring Public Relations. Harlow: Pearson Education (2nd ed) pp.296-315 Available as an E-Book through the Library) Or there's an equivalent chapter in the 3rd edition. • 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.
Further reading:	• 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

A guide to using the Library can be found at:	http://www.stir.ac.uk/is/student/.
Report missing library items at:	http://www.stir.ac.uk/is/student/library/about/borrowing/#missing

Assessed work

The overall mark for the module is calculated from the sum of weighted component marks, rounded to the nearest whole number; a pass is not required in each component. This module mark represents a summary of performance on the module.

The method of assessing performance is by the following:

Assessed work	% of final mark
Crisis News Conference (group-work) Thursday 1st December (TBC)	**20 %**
Portfolio Due 12.00 noon, Monday 5th December	**80% split as follows 30% news release 50% digital media assignment**
You will receive your final grade by	**18 January 2017**

Crisis News Conference (group-work 20%): The brief and marking criteria for this assignment will be issued on Thursday 24th November, the news conferences will take place on Thursday 1st December (to be confirmed).

Portfolio (80%): There are two elements to the Portfolio, a news release (worth 30% of the total module mark) and a digital media assignment (worth 50% of the total module mark). The deadline for all elements in the portfolio is 12.00 noon on Monday 5th December.

- **News Release (30%):** The assignment brief will be issued on Thursday 24th November.
- **Digital Media Assignment (50%):** The detailed brief will be issued on Thursday 13th October.

Digital media Assignment

For the purposes of this module we will set up a Wordpress blog, a mock-up of something that could be attempted by the Stirling University Students Union (SUSA). This blog will be used for a practice assignment as well as the assessed one.

The idea is that this is a trial run of a blog which the Student Association is thinking of creating to publicise the activities of affiliated clubs and societies. The aim is to increase Stirling students' awareness of the range of activities run by SUSA clubs and societies and hopefully to get more students to take part. It is NOT envisaged as a means of publicising future events or as a "hard sell" but rather as a way of reporting in depth on what clubs are actually doing and hopefully increasing interest and participation by Stirling students.

For your work in this module you will required to make two postings to the blog - your login details will be provided later. One posting will be a practice, the other will count towards your mark for the module. You can choose which club or society you write about and can use different clubs for the practice assignment and for the real thing.

Make quite sure any club or society you are thinking of writing about is actually affiliated to SUSA, there are clubs and societies active on and around campus that are not. Lists of affiliated clubs and societies can be found at the following urls.

- A-Z of clubs and societies
  http://www.stirlingstudentsunion.com/clubssocieties/societies/ [Accessed September 6, 2016]
- A_Z of sports clubs http://www.stirlingstudentsunion.com/sportsunion/clubs/ [Accessed September 6, 2016]

SUSA focuses its social media efforts on Facebook, Twitter and Instagram. Most of the affiliated clubs and societies use Facebook at one of their main ways of communication with members, some use open groups or pages while others are closed. Some clubs are also active on Twitter and Instagram and you should do some research into how your chosen club uses these platforms.

Remember that these are places in which club members can easily share your blog posting with their friends and your Facebook, Twitter and Instagram postings should be designed to drive traffic to the blog.

For the practice assignment you will have a fairly free rein as to what you write about, but for the assessed assignment you will be required to write about an event that has been run by an appropriate club or society (that could be a normal meeting or a special occasion).

You will be required to produce at least the following, all with graphics, links and hashtags where appropriate.

- A short document briefly outlining a social media plan for publicising and driving traffic to your blog post and explaining what you think could have been achieved by your efforts.
- The blog post
- Text and pictures (where appropriate) for at least one Facebook and one Instagram post and appropriate Tweets.

It is possible for you to do well in this assignment by interviewing a club's members and talking to them about its activities, but if you want to produce really good material you'd be well advised to join in their activities. That way you'll be able to gain a deeper understanding of what the club is all about and have a much better chance of being able to produce really compelling content.

A detailed brief and marking criteria for this assignment will be issued on Thursday 13th October.

Practice Assignments
You will be given the chance to do practice assignments for both portfolio elements. Submit these practice assignments on time and you will receive individual feedback and an indicative mark in time for it to help you with the assessed portfolio.

Digital Media Practice Assignment
　　　Detailed Brief Issued - Thursday 6th October
　　　Due - Midday - Monday 10th October
　　　Group feedback - Thursday 13th October
　　　Individual Feedback - by Monday 31st October

Practice News Release
　　　Brief Issued - Thursday 10th November
　　　Due - Midday Monday 14th November
　　　Group feedback - Thursday 17th November
　　　Individual Feedback - by Thursday 25th November.

Submission Instructions

Submission requirements for this module are complicated and you should pay close attention to individual assignment briefs. Some elements of assignments must be submitted via Turnitin and any such copy will be run through plagiarism detection software.   We will sometimes copy text from submissions made in other forms and run that through the plagiarism detection software too. In case of technical difficulties, please email assignments to Jane Campbell (jane.campbell@stir.ac.uk) by the deadline.

Extensions: No extensions to deadlines will be granted unless there are extenuating circumstances. It is important to contact your module co-ordinator if you are having any difficulty in meeting a coursework submission deadline. Extenuating circumstances are explained at section 6.2. of the Code of Practice for the Assessment http://www.stir.ac.uk/quality/academic-policy/assessment/ [Accessed September 6, 2016]. To request an extension please email the module co-ordinator before the deadline.

Late assignments: Assignments which are handed in late without the permission of the Coordinator will be subject to the deduction of marks. Students are responsible for ascertaining and meeting submission deadlines.

If a student fails to submit a piece of coursework on time, work will be accepted up to seven calendar days after the submission date (or expiry of any agreed extension) but

the mark will be lowered by **3% per calendar day** or part thereof (including Saturday and Sunday).

After seven calendar days, the piece of work will be deemed a non-submission and will be given 0%. If the piece of work is compulsory, the student will be deemed to have failed the module, due to failure to comply with published requirements.

Word count: The assignments should not exceed the word count if one is given (wordcount does not include references, footnotes, endnotes, and bibliography). **You are required to provide a word count**. Students who exceed this limit by more than 10% may be awarded a lower grade.

Presentation of work: The assignments must be word-processed and double-spaced. **Please retain a copy of the assignment that you submit.**

Clarity and structure: Your grade on the assignments will take into account clarity and organisation as well as substantive content. You are encouraged to produce several drafts of your assignment before turning in your final product for grading; editing and re-writing your early drafts will improve the organisation and conciseness of your assignment. The mark sheets that will be used in evaluating your assignments will be attached to the assignment briefs.

Bibliography & References: You will be expected to use the **APA 6th edition system of citation, and to prepare a bibliography**. There may be a **penalty** for failing to provide adequate citations to sources or failing to provide a bibliography, the magnitude of which will be at the discretion of the course coordinator. More information on APA system of citation can be found here: http://www.apastyle.org [Accessed September 6, 2016].

Plagiarism
It is generally understood why cheating in examinations is wrong: it is an attempt to gain undeserved credit by presenting the work of another as one's own. For the University not to treat cheating as an extremely serious offence would be unfair to its students and would jeopardise the standard of its awards. Exactly the same is true of coursework submitted for assessment. Plagiarism is the equivalent of cheating in an examination because it involves the reproduction of another's work, whether ideas, data or expressions, without due acknowledgement. This is plagiarism, whether the source is printed, electronic or handwritten, whether it is reproduced verbatim or is paraphrased, and whether it is drawn on extensively or in brief.

The University has an agreed policy setting out procedures and penalties for dealing with academic misconduct. This policy can be found at: http://www.stir.ac.uk/academicpolicy/handbook/assessment/#q-8 [Accessed September 6, 2016] The policy also gives guidance on proper and adequate

acknowledgement of source material, but if students are in any doubt at all about the nature of plagiarism, or the means by which to avoid it, students are strongly advised to consult their tutor. Students should clearly understand that it is their responsibility to be sure they understand these matters. Ignorance is not accepted as a defence for plagiarism.

Feedback

Obtaining feedback is an extremely important part of learning and educational and personal development. Students can receive personal, face-to-face feedback from the lecturers and tutors who assess their work during staff "office hours", which every member of staff schedules each week for this purpose. These office hours are drop-in sessions, and students are encouraged to use them. Written feedback on assessed work is also provided within the period set under University regulations. Students wishing more detailed feedback should **always** have face-to-face discussions with members of staff during their office hours. In addition, if, a member of staff uses written feedback to ask a student to meet with them so that more detailed feedback can be provided, **it is recommended strongly that the student should make it a priority to do so**.

On this module you can expect the following feedback:
- *Practice Digital Media Assignment:* You will receive group feedback on this exercise on Thursday 13th October and individual feedback by Monday2nd November.
- *Practice News Release:* You will receive group feedback on this exercise on Thursday 18th November and individual feedback by Thursday 24th November.
- *Portfolio:* You will receive your grade and feedback by Tuesday 20th December. The University's Academic Quality and Standards Handbook allows up to 4 weeks for return of feedback.
- *Crisis News Conference:* You will receive your feedback by Friday 9th December.

Mark – what does my mark mean?

A Common Marking Scheme is used by all examining committees in the University. A copy of which is attached.

Mark	Equivalent Grade	Descriptor of Attainment of Learning Outcomes
90+	Distinction	Meets all the requirements to attain 80 – 89 but in addition demonstrates an exceptional degree of originality and exceptional analytical, problem-solving and/or creative skills.
80 -89		Meets all the requirements to attain 70 – 79 but in addition demonstrates outstanding quality evidenced by an ability to engage critically and analytically with source material, exhibits independent lines of argument, is highly original and uses an extremely wide range of relevant sources where appropriate.
70 - 79		Excellent range and depth of attainment of intended learning outcomes, secured by discriminating command of a comprehensive range of relevant materials and analyses, and by deployment of considered judgement relating to key issues, concepts or procedures
60 - 69	Merit	Attainment of virtually all intended learning outcomes, clearly grounded on close familiarity with a wide range of supporting evidence, constructively utilised to reveal appreciable depth of understanding.
50 – 59	Pass	Attainment of most of the intended learning outcomes, some more securely grasped than others, resting on a circumscribed range of evidence and displaying a variable depth of understanding.
40 – 49	Fail -Marginal	Appreciable deficiencies in the attainment of intended learning outcomes, perhaps lacking a secure basis in relevant factual or analytical dimensions.
0 - 39	Fail -Clear	No convincing evidence of attainment of intended learning outcomes, such treatment of the subject as is in evidence being directionless and fragmentary.
X	Fail	Failure to comply with published module requirements

Absences

Compulsory/prescribed classes:
Where you are likely to miss a compulsory or prescribed class, you should use the self-certification form (you will find a link to this on the home page on the university portal) for medical issues or inform the module coordinator for any other circumstances and seek approval as far in advance as possible.

Where prior approval is not possible (e.g. in event of illness or an emergency), taught students are expected to complete a self-certification form which is available via the portal.

Absences of less than 5 working days do not require supporting evidence and will normally be considered to be 'self-certified'. You are expected to report by completion of a self-certification form as soon as possible and to submit appropriate and relevant supporting documentation as described below. Where an absence is for medical reasons then a medical certificate from a British GP practice is required. Where an absence has occurred for non-medical reasons, students are expected to provide any relevant information/documentation in place of a medical certificate. Examples might include:

- A letter from a counsellor;
- Notification of death;
- Police report;
- Court citation.

Advice on whether the supporting documentation is sufficient can be obtained from Faculty Offices or Registry.
If you are required to include supporting evidence the documents should be submitted to Registry (2Z, Cottrell Building) in a sealed envelope marked 'sensitive information' along with details of the absence and your student ID number. Registry will inform the Faculty that evidence has been submitted.

Coursework: If you are unable to present for any assessed coursework you should contact your module co-ordinator as quickly as possible to discuss their options. If you are seeking an extension for submission of coursework fill it out the appropriate form and send it to sahgs@stir.ac.uk. as soon as possible This should be done **before** the date of submission. Please note that, if an extension is not granted penalties will apply for late submission of work.

Failing an Assessment

Unless otherwise indicated above, the overall mark for the module is calculated from

the sum of weighted component marks, rounded to the nearest whole number and therefore a pass is not required in each component.

If however you fail the module, you will be given the opportunity to resit or resubmit the elements you failed or take a different assignment at the next diet. Your module co-ordinator will advise you as necessary. Details of the regulations can be found at: http://www.stir.ac.uk/regulations/undergrad/assessmentandawardofcredit/#q-2 [Accessed July 15, 2016]

Need help?
You can talk to the module co-ordinator or personal tutor. The Programme Handbook also has sections on Sources of Academic and Technical Information Support which gives details on Student Programmes. It also provides details of sources of personal information and support, including information for students with disabilities.

Email calming policy

Please note that CMC operates an email calming policy and staff do not respond to email outside of the hours 7am-7pm Monday-Friday. We will try to respond to emails within 3 working days wherever possible. Do remember that all staff also have office hours when they are available for consultation by phone or in person.

Listening to your views

We are keen to work with you to ensure that we continue to improve and enhance the student experience while maintaining an academically rigorous and challenging programme of study. Ways to give us feedback:

Your Module Co - coordinator	Details above
Student Staff Consultative Committee	Date to be confirmed
Your Student Representative	To be elected at the start of semester
The Student Faculty Officer	TBC
The Module Evaluation Questionnaire	This is issued towards the end of each module

All of our modules are reviewed each year and student feedback from last year has been taken into account in reviewing this module. The timed assignment moved from written closed-book to computer-based open-book form of assessment and academic paper presentations are now a part of the assessment. The content of the module has also been updated and rearranged in line with student feedback.