

Subject Code	ENGL354
Subject Title	English for Public Relations
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	<ul style="list-style-type: none"> • to develop linguistic skills relating to image building as applied to corporate communication. • to broaden the understanding of public relations in workplace
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>Category A Professional/academic knowledge and skills</p> <ol style="list-style-type: none"> a. gain experience in projecting your organisation successfully to outside organisations and bodies, including the general public. b. employ a range of techniques for effective public relations and promotion and have extensive practice in oral skills suitable for use in dealings with the mass media. c. speak comfortably, appropriately and effectively to the media as well as prepare and deliver clear, effective statements to the media. d. write text appropriate for public relations and simple promotional purposes, producing, for example, various kinds of professional writing such as news releases and media kits. <p>Category B Attributes for all-roundedness</p> <ol style="list-style-type: none"> e. display awareness of public relations in business and government organization f. develop useful interpersonal skills for life-long career
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. the importance of organizational image projection 2. language usage in public relations 3. public speaking in relation to press conferences 4. written skills for press release
Teaching/ Learning Methodology	The subject will be conducted in both lectures and seminars. Lectures enhanced with authentic commercial and public sector examples for illustrating perspectives and concepts. Seminar activities and assignments are designed for students to put theories

	and ideas into practice.							
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	f
	1. Public Speaking Presentation	25%		✓	✓			✓
	2. a) Draft Image Building Campaign Programme	10%		✓		✓	✓	✓
	2. b) Final Image Building Campaign Programme	20%	✓	✓	✓		✓	✓
	3. Press Release	20%	✓	✓		✓	✓	
	4. Press Conference	25%	✓	✓	✓		✓	✓
	Total	100 %						
The presentation exercise allows students opportunities to experience Public Speaking and learn through doing. Campaign Programme creates not only team work training activities but also realizing theories in reality. All other assessments are designed to develop students to be a more competent public relations personnel.								
Student Study Effort Required	Class contact:							
	▪ Lecture							26 Hrs.
	▪ Seminar							13 Hrs.
	Other student study effort:							
	▪ Assignments & presentation preparations							30 Hrs.
	▪ Research & self study							57 Hrs.
	Total student study effort							126 Hrs.
Reading List and References	Wilcox, D (2005): <i>Public Relations Writing and Media Techniques</i> , Boston, Pearson, Allyn and Bacon.							
	Other valuable references							

	<p>Ali, M (2001). <i>Effective public relations</i>, Dorling Kindersley, Hampton, Middlesex.</p> <p>Bivins, T (2005): <i>Public relations writing: The essentials of style and form (5th edition)</i>, New York, McGraw Hill.</p> <p>Black, C (2001): <i>The PR practitioner's desktop guide</i>, Hawksmere, London.</p> <p>Davis, A (2003): <i>Everything you should know about public relations: Direct answers to over 500 questions</i>, Kogan Page, London.</p> <p>Foster, J (2001): <i>Effective writing skills for public relations</i>, Kogan Page, London.</p> <p>Greener, T (1991): <i>The secrets of successful public relations and image-making</i>, Butterworth Heinemann, Oxford.</p> <p>Green, A (2001): <i>Creativity in public relations</i>, Kogan Page, London.</p> <p>Gregory, A (2002): <i>Planning and managing public relations campaigns</i>, Kogan Page, London.</p> <p>Henslowe, P (2003): <i>Public relations: A practical guide to the basics</i>, Kogan Page, London.</p>
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Prepared by Francis Low, June 2014