

<b>Subject Code</b>	ENGL4004
<b>Subject Title</b>	Effective Communication for Public Relations
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• to develop linguistic skills relating to <b>image building</b> as applied to <b>corporate communication</b>.</li> <li>• to broaden the understanding of public relations in workplace</li> </ul>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>Category A Professional/academic knowledge and skills</b></p> <ol style="list-style-type: none"> <li>a. 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.</li> <li>b. have confidence in public speaking when representing an organisation in front of the general public.</li> <li>c. speak comfortably, appropriately and effectively to the media as well as prepare and deliver clear, effective statements to the media.</li> <li>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.</li> </ol> <p><b>Category B Attributes for all-roundedness</b></p> <ol style="list-style-type: none"> <li>e. display awareness of the importance of public relations in business and government organizations</li> <li>f. develop useful interpersonal skills for life-long career</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ol style="list-style-type: none"> <li>1. the importance of organizational image projection</li> <li>2. language usage in public relations</li> <li>3. public speaking in relation to press conferences</li> <li>4. written skills for press release</li> </ol>
<b>Teaching/ Learning Methodology</b>	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.							
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	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 %						
	<p>The assessments are designed to equip students with confidence and techniques in building up public relations.</p> <p>The presentation exercise allows students opportunities to experience public speaking and learn through practice.</p> <p>The campaign helps develop team work skills and practical strategies in authentic settings. All other assessments are designed to develop students to be a more competent public relations worker.</p>							
<b>Student Study Effort Expected</b>	Class contact:							
	▪ Lecture							39 Hrs.
	▪ Seminar							0 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): *Public Relations Writing and Media Techniques*, Boston, Pearson, Allyn and Bacon.

**Other valuable references**

Ali, M (2001). *Effective public relations*, Dorling Kindersley, Hampton, Middlesex.

Bivins, T (2005): *Public relations writing: The essentials of style and form (5<sup>th</sup> edition)*, New York, McGraw Hill.

Black, C (2001): *The PR practitioner's desktop guide*, Hawksmere, London.

Davis, A (2003): *Everything you should know about public relations: Direct answers to over 500 questions*, Kogan Page, London.

Foster, J (2001): *Effective writing skills for public relations*, Kogan Page, London.

Greener, T (1991): *The secrets of successful public relations and image-making*, Butterworth Heinemann, Oxford.

Green, A (2001): *Creativity in public relations*, Kogan Page, London.

Gregory, A (2002): *Planning and managing public relations campaigns*, Kogan Page, London.

Henslowe, P (2003): *Public relations: A practical guide to the basics*, Kogan Page, London.

Revised as of August 2017