



School of English, Journalism
& European Languages

Unit Outline

HEJ205/305
Public Relations
Semester 2, 2008
www.utas.edu.au/journalism

Convenor:	Kate Nash Room: HUM561 Phone: 6226 2365 Email: Kate.Nash@utas.edu.au
Consultation Hours:	Tuesday 12:00-1pm Wednesday 10:00-11:00 Friday 12:00-1pm
Teaching Staff:	Damian Mclver Email: dmciver@utas.edu.au
Unit Description:	Introduces students to the principles, practices and theories of public relations and places the profession into its societal and media contexts. Students become familiar with public relations writing and develop skills in seeking, organising and presenting information. The dual emphasis on practical matters and their underpinning theory and ethics help students develop an appreciation of how public relations practitioners interact with the media and the wider community, and how public relations has become a significant factor in shaping world events. Public relations has an important and growing political and social role, and these matters are canvassed to provide students with a broad context.
Unit Aims and Objectives:	The objective of this unit is to enable students to engage critically with public relations practice, and to acquire the skills necessary to conceptualise and understand professional values, standards, and ethics in public relations.
Learning Outcomes:	At the end of this unit, students should have: <ol style="list-style-type: none">1. An overview of the PR history, theory and methods used in the study of public relations2. Critically examined the relationship between media and

	<p>public relations</p> <ol style="list-style-type: none"> 3. Developed ideas for PR campaigns 4. Learned how to write a press release, conduct a press conference and prepare a media kit 5. Critically assessed contemporary PR practice through the examination of variety of case studies
Required Texts:	Guth, David W. and Marsh, Charles. <i>Public Relations: A Value Driven Approach</i> . Boston: Pearson Education, 2006.
Recommended Texts:	<p>Johanson ,Jane and Zawawi, Clara (Eds.), <i>Public Relations: Theory and Practice</i>,. Crows Nest NSW: Allen & Unwin, 2004.</p> <p>Renton, N.E. <i>Public Relations: A Matter of Spin</i>. Essendon: Penon Business, 2004.</p> <p>Jowett, Garth. S. and O'Donnell, Victoria. <i>Reading in Propaganda and Persuasion: New and Classic Essays</i>. Thousand Oaks: Sage Publications, 2006.</p> <p>Hunt, Todd and Grunig, James E. <i>Public Relations Techniques</i>. Fort Worth: Harcourt College Publishers, 1994.</p> <p>Martin, Jan Lee (Ed.). <i>The New Australian and New Zealand Public Relations Manual, Tymson & Lazar</i>. Manly: Tymson Communications, 2006.</p> <p>Seitel, Fraser P. <i>The Practice of Public Relations</i>. Upper Saddle River: Pearson Education, 2004.</p> <p><i>Stauber, John, C. and Rampton, Sheldon. Toxic Sludge Is Good For You: Lies, Damn Lies and the Public Relations Industry</i>. Monroe: Common Courage Rress, 1995.</p> <p>Stanton, Richard. <i>Media Relations</i>. Melbourne: Oxford University Press, 2007.</p> <p>Cottle, Simon, ed. <i>News, Public Relations and Power</i>. London: Sage Publications, 2003.</p>
When Taught:	<p>Lectures: Tuesday 11:00 – 11:50am, SB.Physics212.LT1</p> <p>Workshops: Weekly 1.5-hr workshops (weeks 15-26). Workshops are offered at a variety of times. Students will be instructed on how to sign up for a group at the first lecture.</p>
Assessment:	1 x 1200-word essays (20%), 2000-word or equivalent public relations campaign and 1 x1200 word exegesis (40%), 2-hr exam (40%).

LECTURE/SEMINAR SCHEDULE

Date	Topic	Lecturer
Week 14	Defining Public Relations and Introduction to Unit	Damian Mclver and Kate Nash
Week 15	History of Public Relations	Damian Mclver
Week 16	Public Relations in Contemporary Society (News, PR and Power)	Damian Mclver
Week 17	Doing Public Relations: Introduction	Iris Goetski
Week 18	Doing Public Relations: Case Studies	Bruce Montgomery
Week 19	Ethics and Social Responsibility	Kate Nash
Week 20	Ethics and Social Responsibility: Case Studies	Bob Burton
Mon 1 Sep – Fri 5 Sep Mid-Semester Break		
Week 21	Politics and Public Relations: Mainstream	Damian Mclver
Week 22	Politics and Public Relations: Marginal	Kate Nash
Week 23	Crisis communications	Michael Lester
Week 24	Corporate Communications	Tony Harrison
Week 25	Sport and Celebrity	Mark Thomas
Week 26	Exam Preparation	Kate Nash and Damian Mclver
	Study Period: 20-24 October	
	Examination Period: 25 October – 11 November	

ASSESSMENT

Assignment One: 1200-word essay (20%). Due end Week 19 (i.e. Friday 22 August 4.30pm)

“Public relations plays a critical role in effective communications. Through public relations, individuals and organizations enter the great marketplace of ideas”

Guth, David W. and Charles Marsh (2006), *Public Relations: A Value Driven Approach*. 4th ed. Boston: Pearson Education p. 8

“Public relations subverts and weakens the news media. Moreover corporations use public relations to deceive and to harm stakeholders”

Coombs, Timothy and Sherry J. Holladay (2007) *It's Not Just PR: Public Relations in Society*. Malden: Blackwell Publishing p. 17

Using examples, explore both the positive and negative impacts of public relations in contemporary society.

This Assignment will assess Learning Outcomes 1, 2 and 5.

Assignment Two: 2000-word or equivalent public relations campaign and 1200-word exegesis (40%). Due end Week 26, (i.e. Friday 17 October 4.30pm).

You must design a public relations campaign. The public relations campaign will consist of a media kit including a media release and feature article (or equivalent) as well as a strategy document. Your PR campaign should be 2000 words or equivalent.

You will be required to give a class presentation based on your PR campaign. Class presentation weeks 24, 25 and 26 (5-10 mins)

Exegesis: You are also required to write a 1200-word exegesis to accompany your campaign. An exegesis is a critical explanation or interpretation of your 'creative' component - in this case, your campaign. It should elaborate upon and contextualise your work, providing the opportunity for you to reflect upon your practice and that of other public relations practitioners. However, it is important to remember that this is a scholarly piece of work, and not a simple 'diary' or anecdotal retelling of how your work was produced. In some cases, it will only obliquely refer to your own work, focusing instead on a related scholarly question or problem in the study of public relations. Please discuss the content and relationship between your creative and critical components with your tutor. You should draw on the recommended readings, as well as other relevant literature on public relations practice and research. Your exegesis should be properly referenced using the Harvard referencing style.

This Assignment will assess Learning Outcomes 3 and 4.

Assessment will be based on the following:

Media kit:

Media release: newsworthiness, PR research, planning, organization and format

Feature (VNR or equivalent to be discussed with your tutor): PR objectives, newsworthiness, structure, style

Strategy document: Application of sound PR principles, evidence of creativity,

PLEASE PAY ATTENTION TO WRITING – penalties for grammatical and spelling mistakes

The exegesis:

- Evidence of an understanding of public relations practice and the broader contexts for your PR work
- Ability to structure and write at an appropriate level.

Assignment Three: 2-hour exam (40%)

The exam will assess all learning outcomes.

Equipment

We encourage you, where possible, to purchase your own recording devices. This will allow you to carry out media work in the field to supplement and support theoretical work.

ADDITIONAL INFORMATION

Submission of Assignments

Students are required to submit a signed cover sheet with every assignment. This includes a declaration that all material submitted is their own work except where there is clear acknowledgement or reference to the work of others and that they have read the University statement on Academic Misconduct (Plagiarism) on the University website at www.utas.edu.au/plagiarism or in the Student Information Handbook.

Assignment cover sheets are available from the School office or the School website. **Assignments submitted without a signed cover sheet will not be marked.** Students who submit assignments without a signed cover sheet will be contacted once via their UTAS email address; in such instances the cover sheet must be completed within two weeks of the due date.

All assignments must be submitted in hard-copy (not by email) and placed in the essay box at the School office on or before 5pm on the due date. Students are required to keep copies of all submitted assignments. Assignments submitted on time will be returned within three weeks of the due date; once on time assignments have been returned no further late assignments will be accepted. All marked assignments will be returned in tutorials unless otherwise advised.

Late Assignments

Late submissions will be penalized as follows: 5% of the available marks for the first day, and then 2% per working day thereafter. Late work will be accepted without penalty if accompanied by a medical certificate for the relevant period or a letter from a counsellor in the case of a serious non-medical reason.

Difficulties with your Studies

If you are experiencing difficulties with your studies or assignments, have personal or life planning issues, disability or illness which may affect your course of study, you should raise these with your lecturer and/or one of the following Student Services staff as soon as possible:

- Learning Skills Adviser
- Disability Adviser
- Careers Adviser
- Student Counsellor

University Statement on Plagiarism and Academic Integrity

"Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/>."

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

Assignment Presentation

The Journalism, Media and Communications discipline uses the Harvard style of referencing. Please see <http://www.utas.edu.au/journalism/> for a brief introduction. For journalistic writing, refer to the JMC Style Guide, also available at <http://www.utas.edu.au/journalism/>.

For journalistic assignments, you must not use material gathered for a story, including interviews, for assessment in more than one unit. If in doubt, please discuss with your unit coordinator.

Equipment

Please note that this unit may require access to sound and/or video recording equipment and that while the school will provide access to equipment during tutorials, access to equipment outside of tutorials is not guaranteed. Where the loan of equipment is possible students will be required to sign and agree to the terms and conditions of the loan, including the penalties for late return, as presented at the time of the loan. We encourage students, where possible, to purchase their own recording devices. Teaching staff will advise on suitable equipment.

Marking Scale

The following distribution of marks and grades is applied in assessing your work:

- High Distinction (HD)—80-100%
- Distinction (DN)—70-79%
- Credit (CR)—60-69%
- Pass (PP)—50-59%
- Fail (NN)—0-49%

All marks are subject to moderation.

IT Support

Learning online—for online learning and Vista support – <http://www.utas.edu.au/coursesonline/>
Information Technology Services—for general IT Support (includes link to UTAS download website)
<http://www.utas.edu.au/servicedesk/student/index.html>

Library Services—for information literacy support – <http://www.utas.edu.au/library/>
Help Desk (email HelpDesk@utas.edu.au or 6226 1818, within University 1818)