

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

PUBLIC RELATIONS WRITING TECHNIQUES

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PUBLIC RELATIONS WRITING TECHNIQUES	HR2150530	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Merve YAZIÇI				
Name of Lecturer(s)	Assist.Prof. Merve YAZIÇI				
Assistant(s)					
Aim	The aim of this course is to teach the students, how to use text writing tools and techniques used in public relations.				
Course Content	This course contains; The Role and Importance of the Written Text in Public Relations,Effective Writing Process in PR,Types of Writing Used in Media Relations and News Writing Techniques,Designing and Writing a Press Release,Press Release Writing Application,Press Meeting-Press Release-Press Interview,Annual Activity Report-Institutional Magazine-Brochure,Advertising Articles-Advertorial-Flyers-Insert,Speech Texts-Business Letters,Content Production in Social Media,Digital Writing,Writing for Crisis Periods,Project presentations,Project presentations.				
Course Learning Outcomes		Teaching Methods		Assessment Methods	
Explain the role and importance of text writing in public relations activities.		9		A	
Explain the writing techniques used in writing.		10, 9		A	
Organize the writing process.		13		A	
Design effective messages to convince the masses.		9		A, E	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	The Role and Importance of the Written Text in Public Relations	Examining lecture notes			
2	Effective Writing Process in PR	Examining lecture notes			
3	Types of Writing Used in Media Relations and News Writing Techniques	Examining lecture notes			
4	Designing and Writing a Press Release	Examining lecture notes			
5	Press Release Writing Application	Examining lecture notes			
6	Press Meeting-Press Release-Press Interview	Examining lecture notes			
7	Annual Activity Report-Institutional Magazine-Brochure	Examining lecture notes			
8	Advertising Articles-Advertorial-Flyers-Insert	Examining lecture notes			
9	Speech Texts-Business Letters	Examining lecture notes			
10	Content Production in Social Media	Examining lecture notes			
11	Digital Writing	Examining lecture notes			
12	Writing for Crisis Periods	Examining lecture notes			
13	Project presentations	Assignment			
14	Project presentations	Assignment			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Halkla İlişkilerde Medya Yönetimi, Ece Çöklü, Set Systems, 2014.Slide Presentations