



Title:	Bus. Comm. & Online Writing APPROVED
Long Title:	Bus. Comm. & Online Writing
Module Code:	MMED8024
Credits:	5
NFQ Level:	Advanced
Field of Study:	Multimedia
Valid From:	Semester 1 - 2017/18 (September 2017)
Module Delivered in	1 programme(s)
Module Coordinator:	ROSE MC GRATH
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Module Description:	The module provides a conceptual and practical treatment of the various skills required in writing effectively in the business environment and the online environment. The importance of acquiring developed writing skills is further emphasised by focusing on the uses to which these skills are applied in the corporate setting. The module emphasises the Internet as an outlet for news, blogs and other forms of online communication and also assesses the use of digital technologies in the dissemination of news, the changing nature of mass media internationally and the implications of these changes on the practice of public relations. The module also covers the skill of pitching/presentation in the public relations setting
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Formulate a range of corporate writing techniques and apply them in the public relations setting.
LO2	Employ a range of writing skills appropriate to the public relations environment and to various organisational settings.
LO3	Evaluate the various online writing conventions and apply them to the corporate/public relations environment
LO4	Critically assess and appraise the changing face of the mass media and the impact of digital technologies
LO5	Apply a range of pitching/presentation skills appropriate to the public relations environment
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	

Co-requisites
No Co Requisites listed

Module Content & Assessment

Indicative Content

Writing in the Corporate Environment

Writing from the corporate perspective. Structure and composition of corporate brochures. Internal newsletters, commissioning content and photographs. Writing skills for newsletters. Editing, design and layout skills. Writing effective proposals and plans. Preparing for and writing interviews

Writing Reports

The plain English guide to writing reports. Essential elements of a report. Structure of report and the order of presentation. Planning and writing the report. Common problems resolved

Speech Writing

Speech writing and preparing speech notes. How a speech differs from a presentation. Persuasive aim of speeches. Making speeches memorable. Rhetorical devices to enhance the message. Use of language, metaphor and statistics. Statement writing – how to rebut criticism.

Online Writing

Corporate websites. How online writing differs from other forms. Thinking about websites. The language of the web. Choosing the right words, functions of words. The role of the editor. Writing pages with purpose. The look of the web page. Writing for search engines.

Pitching in the Public Relations environment

Pitching an idea/campaign in the Public Relations environment. Preparing a presentation. Delivering the presentation. Skills of the successful presenter. Verbal and non-verbal skills. How to influence an audience. The language of persuasion.

Assessment Breakdown	%
Course Work	100.00%

Course Work				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Practical/Skills Evaluation	Create and professionally record a podcast	1,2,3	40.0	Week 7
Practical/Skills Evaluation	Comprehensive range of written traditional/online media material aimed at promoting a Public Relations campaign	1,2,3,4,5	60.0	Sem End

No End of Module Formal Examination

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Series of lectures on the relevant skills	1.5	Every Week	1.50
Tutorial	One-on-one tutorials with learners	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Self directed study of module content	4.5	Every Week	4.50
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.50

This module has no Part Time workload.

Module Resources

Recommended Book Resources

- J.D. Applen 2013, *Writing for the Web*, 1 Ed., all, Routledge New York and London [ISBN: 9780415883269]
- Mohr, R 1998, *How to Write, Tools for the Craft*, UCD Press [ISBN: 978-1900621151]
- Carmine Gallo 2014, *Talk Like TED: the 9 Public Speaking Secrets of the World's Top Minds*, Macmillan UK [ISBN: 978-144726113]

Supplementary Book Resources

- Locker, A 2010, *Business Communication*, 1st Ed., McGraw Hill London [ISBN: 978-0071221009]
- Ross, S. 2007, *Writing for the Web*, Chambers [ISBN: 978-0550103246]
- Wilcox, D and Nolte, L. 1995, *Public Relations, Writing and Media Techniques*, HarperCollins [ISBN: 978-0205648283]
- Brian MacArthur (Editor) 2000, *The Penguin Book of 20th Century Speeches*, Penguin Books London
- Owen Fitzpatrick 2013, *The Charismatic Edge*, Gill and MacMillan Dublin [ISBN: 0717156087]
- Olivia Fox Cabane 2013, *The Charisma Myth: Master the Art of Personal Magnetism*, Portfolio Penguin London [ISBN: 978-067092287]

This module does not have any article/paper resources

Other Resources

- website: TED (Technology, Entertainment, Design) *TED website*
<http://www.ted.com>
- website: *Forbes business magazine*
<http://www.forbes.com>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_BPRNM_9	Master of Arts in Public Relations with New Media	2	Mandatory