**Unit Title:** Understanding the Use of the Written Word for Public Relations

**Unit Credit Value:** 4
**Unit Level:** Four
**Unit Guided Learning Hours:** 30
**Ofqual Unit Reference Number:** T/504/0918
**Unit Review Date:** 31/12/2016
**Unit Sector:** 15.3 Business Management

**Unit Summary**
This unit provides the learner with an understanding of the importance of the written word to the public relations profession. The written word is the cornerstone of the public relations industry. It is the primary method of communication used to ensure that public relations professionals get their message across. It is imperative that public relations practitioners who produce written communications, such as news or press releases, activity reports or presentations, are able to write properly.

Learners will cover the uses of different types of written communication produced by public relations professionals. They will study commonly-used English grammar and punctuation and the different writing styles required for different types of written communication used within public relations. Finally, learners will cover the editing and proofreading of written communications to ensure they meet the standards required by the public relations industry.

**Unit Information**
It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in bold.
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This unit has 3 learning outcomes

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<th>LEARNING OUTCOMES</th>
<th>ASSESSMENT CRITERIA</th>
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<td><strong>The learner will:</strong></td>
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| 1. Understand the importance of *written communications* produced by public relations professionals | 1.1. Evaluate the uses of different types of written public relations communications for an organisation  
1.2. Select appropriate types of written communication for different public relations scenarios, justifying the choice  
1.3. Analyse the **impact of inaccurate** or poor written communications on a public relations business |
| 2. Understand why *different writing styles* are used by public relations professionals | 2.1. Explain why public relations professionals use different writing styles for different public relations scenarios  
2.2. Evaluate how appropriate different writing styles are for different public relations scenarios  
2.3. Select styles of written communication for different public relations scenarios, justifying the choice |
| 3. Be able to edit and proofread written communications to meet the standards required by public relations organisations | 3.1. **Edit** written public relations communications to meet a specified professional standard  
3.2. **Proofread** written public relations communications to meet a specified professional standard |

**Assessment Guidance**

Assessment should be based on well-developed real-line case studies.

**Learning Outcome 1**

*Written communications*: types of written public relations output, e.g. news releases, briefing documents, précis writing, feature articles, public addresses, web copy, newsletter copy, white papers, reports; reasons for having different types; uses of different types of written public relations communication.
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1.3 Impact of inaccurate: organisational and personal reputation; credibility; honesty; legal requirements; clarity of message; correct use of punctuation marks (commas, colons, semi-colons, dashes, apostrophes, quotation marks); correct grammar (verb agreement, plurals, accurate spelling, consistent voice, word order, capitalisation, sentence and paragraph construction and development); variations of grammar, e.g. US English.

Learning Outcome 2
Different writing styles: types and their uses in written public relations communication, e.g. journalistic, technical, online, marketing-based, client facing; advantages and disadvantages of passive and active voice; meeting different audience needs; tone of voice; clarity of message; use of concise and effective writing; use or non-use of jargon.

Learning Outcome 3
3.1 Edit: role of editors and copy-editors; checking accuracy of facts; checking consistency of style, tense and person; check writing meets organisational objectives; check writing meets the requirements of the audience, e.g. length, style, format; check for omissions; remove extraneous information and words; check house style; use of editing marks.

3.2 Proofread: checking final copies (spelling, punctuation, grammar, length of communication); use of proofreading marks.

Delivery Requirements
Appropriate physical resources will be required in order to deliver and assess this unit.

Evidence Requirements
Evidence of practical ability must be demonstrated.

Resources
Books
Field M – Improve Your Punctuation and Grammar: Master the Essentials of the English Language and Write with Greater Confidence (How to Books Ltd, 2009) ISBN 978-1845283292

Field M – Improve Your Written English: Master the Essentials of Grammar, Punctuation and Spelling and Write with Confidence (How to Books Ltd, 2009) ISBN 1845283315