



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Text Writing							
Course Code		HIT111		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	78 (Hours)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		In this course, it is aimed that the students learn the written communication tools used in public relations, their texts, the importance of these, the ways of writing and presentation and reinforce their knowledge with the practices they will make							
Course Content		The importance of writing in public relations, business, general and private correspondence types and examples, interview techniques, web and classic media news writing rules, press releases, invitations and press file content, brochures, catalogs, etc., the creation of texts used in internal communication, contract, invitations, reports, etc. writing and comparative analysis of corporate writings and letters, presentation preparation and techniques are the content of this course.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Halkla İlişkilerde Metin Yazarlığı Ders Notları – Öğr. Gör. Gonca Yıldırım
2	Kurumsal İletişim- Beril Akıncı Vural ve Mikail Bat.
3	Halkla İlişkiler ve Medya – Prof. Dr. Ayla Okay

Week	Weekly Detailed Course Contents	
1	Theoretical	General introduction of copywriting course
2	Theoretical	Describing the content and processing principles of the course, writing features and news value issues of the press release
3	Theoretical	The main topics of this course will be theoretically.
4	Theoretical	The preparation of social media messages through internet-based applications will be covered theoretically and students will be given the task of preparing 1 Twitter, 1 Facebook and 1 Instagram message.
5	Theoretical	Public Relations and Media
6	Theoretical	Press file content creation
7	Theoretical	Interview writing techniques
8	Intermediate Exam	Midterm Exams
9	Theoretical	News writing techniques and news architecture
10	Theoretical	Informative texts and application examples
11	Theoretical	Fiction texts and building elements
12	Theoretical	Short text types and writing
13	Theoretical	News writing techniques and news architecture
14	Theoretical	News intro / spot writing technique
15	Theoretical	Text evaluation studies
16	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Lecture - Practice	14	1	1	28
Midterm Examination	1	3	1	4



Final Examination	1	3	1	4
Total Workload (Hours)				78
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	to learn the written communication tools used in public relations
2	To learn the public relations texts
3	To learn the writing and presentation of public relations texts
4	interview techniques, learning the rules of writing news on the web and classic media
5	press release, invitation and press file content, brochure, catalog, etc. to create texts, internal communication types used in learning

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	4	4	5	3
P2	4	5	3	4	5
P3	4	3	5	3	5
P4	3	5	5	4	3
P5	5	4	5	3	4
P6	5	3	5	4	4
P7	4	4	3	5	5
P8	4	5	4	3	5

