

Module card

I. GENERAL INFORMATION	
THE WITELON STATE UNIVERSITY OF APPLIED SCIENCES IN LEGNICA DEPARTMENT OF SOCIAL SCIENCES AND HUMANITIES	
Field	Philology
Module title	English for Public Relations II
Language of lecture	English
ECTS points	1
Preliminary conditions:	A student can understand extended speech and lectures, interact with a degree of fluency and spontaneity, can read articles and reports concerned with contemporary problems.
II. EDUCATION AIMS	
<p>Aim 1: To provide students with knowledge related to the organization of public relations activities in an enterprise. Aim 2: To show the specificity of PR and differences between PR and other marketing activities. Aim 3: To enrich systematically specialized vocabulary in the field of public relations based on materials adjusted to the level of students' language competence, including authentic materials, to reach level C1.</p>	
III. EDUCATION OUTCOMES	
<ol style="list-style-type: none"> 1. The student has a structured and detailed knowledge in the chosen language area: he/she is familiar with the rules of using modern English in business. 2. He/she understands and produces oral and written statements that are functionally and stylistically diverse. 3. The student has a near-native knowledge of English at a proficiency level of C1 of the Common European Framework of Reference for Languages and knows a second foreign language at a level of at least B1 of the Common European Framework of Reference for Languages. 4. The student is able to effectively organize his work, interact in a group taking various roles in it. 	
IV. EDUCATIONAL METHODS	
<p>1. Methods of education: informative lecture (conventional), problem lecture, conversation lecture, problem method, situational, brainstorming, case study, discussion, exercises based on the use of various sources of knowledge, individual work.</p> <p>2. Didactic tools (means): multimedia presentations, source texts, documents, monolingual and bilingual dictionaries, examination tasks from previous years, the Internet, multimedia projectors.</p> <p>Assessment method: participation in group projects, discussions, presentations, case studies, completing the project work.</p> <p>Course completion form. Formative assessment criteria:</p> <ol style="list-style-type: none"> 1. Written knowledge test - evaluation criteria: <ul style="list-style-type: none"> • 91% - 100% - very good • 81% - 90% - good plus • 71% - 80% - good • 61% - 70% - Sufficient plus • 51% - 60% - Sufficient • 50% and less – unsatisfactory 2. Oral knowledge test - evaluation criteria: <ul style="list-style-type: none"> • 5.0 (very good) - compose and articulate an independent statement on a given topic in a manner that demonstrates a full understanding of the question and knowledge of the topic; a thorough discussion of the issue; no language errors; no errors in composition; 	

- **4.5 (good plus)** - compose and articulate an independent statement on a given topic in a manner that demonstrates a full understanding of the question and knowledge of the topic; complete discussion of the issue; no language errors; no errors in composition;
- **4.0 (good)** - composing and articulating an independent speech on a given topic in a way that proves a full understanding of the question and knowledge of the topic; a full discussion of the issue; minor language errors; minor mistakes in composition;
- **3.5 (sufficient plus)** - attempt to compose and articulate an independent statement on a given topic in a way that demonstrates at least a partial understanding of the question and knowledge of the topic; comprehensive but superficial discussion of the issue; minor language errors; minor errors in composition;
- **3.0 (sufficient)** - attempt to compose and articulate an independent statement on a given topic in a manner that demonstrates at least partial understanding of the question and knowledge of the topic; partial discussion of the issue; minor language errors; minor errors in composition;
- **2.0 (insufficient)** – a failure to meet the criteria for the grade: sufficient (3.0).

3. An observation and evaluation of student attitudes resulting from:

- realisation of tasks prepared as part of exercises,
- engagement in group work,
- behaviour and activity during lectures and exercises,
- conducting a substantive discussion,
- the need for continuous personal and professional development.

Summative assessment criteria:

- an average of formative assessments

Student workload: 25 hours

V. MODULE TYPE AND CONTENTS

1. The importance of PR in the operation of an organization, PR versus advertising and marketing activities. Tools of PR and its functions. PR campaigns: goals, features, and rules of running a campaign, stages of a PR campaign, evaluation of results. Media relations - the ability to organize relations with the media; media scandals and crisis communication. Consolidating the material from the previous semester. Practical exercises.

2. Features of press spokesman, types of press materials, rules of creating a press release. Cooperation with radio and TV, organization, and conduct of press conferences.

3. Ethical aspects of public relations and social responsibility of business (CSR). Multimedia presentations - group projects.

VII. ECTS POINT BALANCE SHEET - STUDENT'S WORKLOAD

Category	Student's workload
Contact hours	10
Participation in workshops	8
Duty hours	2
Independent student's work	15
Preparation for the workshops	5
Preparation for the written knowledge test	5
Preparation for the oral knowledge test	5
Total numer of hours	25
ECTS points	1

VIII. RECOMMENDED LITERATURE

Basic literature:

1. Ćwiklińska, J. (2005). *Public Relations Practice in English*. Warszawa: Szkoła Główna Handlowa.
2. McLisky, M. (2012). *English for Public Relations in Higher Education Studies*. Reading: Garnet Publishing Ltd.
3. MacKenzie, I. (2019). *English for Business Studies: A Course for Business Studies and Economics Students*. Cambridge: CUP.

Supplementary literature:

1. Rozwadowska, B. (2002). *Public Relations, Teoria, Praktyka, Perspektywy*. Warszawa: Wydawnictwo Studio Emka.
2. Black, S. (1998). *Public Relations*. Warszawa: Dom Wydawniczy ABC.
3. Podraza, U. (2009). *Kryzysowe Public Relations*. Difin. Warszawa: Difin.
4. Pluta, E. (2001). *Public Relations - moda czy konieczność?: teoria i praktyka*. Warszawa: Twigger.
5. Own materials.