

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	新聞寫作與媒體關係	Serial No. / ID	0968 / IRM3112
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年1班
Lecturer	林睿俐	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(五)234 / B204	Language	Chinese

Introduction
<p>In BAPCR course system, through the course students are expected to attend, to develop a SCEP core competencies. This course belongs to B system, the teaching objectives by understanding the media operational environment, thus insight into the media environment, to calmly deal with the media, to how to deal with the crisis S capacity of the media; to enhance interaction with the media, operational skills, and strengthen capacity C; course Interactive process with the media, should uphold professional ethics, in addition to understand the importance of interpersonal interaction, and strengthen personal relationships and, more to learn is the concept of leadership and leadership, so that their talents in the workplace, so taking this Students are able to understand the importance of E capacity, and can be converted into a workplace human resource management, labor relations management and relationship marketing capabilities of three professional knowledge, and finally achieve the ability to develop P.</p>

Outline
<ol style="list-style-type: none"> 1 Overview of Course Introduction and News 2, News Writing Skills 3, the structure of news writing 4, the wording of the introduction (1) 5, the wording of the introduction (2) 6, journalism issues and more (1) 7, news writing questions and more (2) 8, writing practice 9, assignment discussion 10, media relations 11, recognizing journalists 12, a spokesman for the success of public relations activities 13, held a press conference skills 14, press release notes 15, newspaper discussion

Prerequisite
<p>Learning news writing, in addition to the knowledge base of information, other than the concept of mass communication should be studied under more than psychology, sociology, economics, political science, advertising,</p>

management or financial management is learning, knowledge management and other related fields, there are plenty
The cultivation, common sense, in writing, not only words but no matter, relegation talk, each is readable,
convincing, objective and fair reporting.