Learning Unit 4.1

Public relations

Learning units
LU 1_1 to 6

Process guide

THIS DOCUMENT IS CONNECTED TO

Public Relations

The media represent the communication between the transmitter (the author of the message) and the recipient (the readers, viewers and listeners). They influence our everyday life, our way of living, our lifestyle choices, our communication with others and even our values. Children are accompanied by a media saturated society since birth. We live in a world where the media are present everywhere. Crucial in today's digital age is the critical assessment of presented content and the awareness of the possibility to effectively convey and interpret messages. Therefore, it is necessary to teach children media literacy.

Media perform four basic functions: informational, interpretational, socialisation and entertainment. All the mass media are considered public, fast, organised and fleeting.

Public relations are about establishing lasting relationships between the company and the people through two-way communication with the company's stakeholders. Usually these are already existing and potential customers, but we can also talk about the media, employees, trade unions, local communities, etc.

If we are preparing a public presentation, it is good to know that the audience will remember the following:
- 20% of what they hear
- 30% of what they see
- 50% of what they see and hear
- 70% of what they see, hear, and immediately talk about

Media types are the press, radio, television and the Internet with a variety of media (videos, blogs, vlogs, social media, etc.).
In order to successfully use the media for communication and information, basic rules apply, which are the same for all media:

- Determined timetable (the duration of the publishing, the length of the article, release...)

- A specific topic that is presented to the recipient appropriately (in a popular way, so many people can understand)

- The chosen topic needs elaborate research and we need to prepare for its reporting corresponding to the chosen media.

Editorial Meeting for Radio - How to create a radio broadcast?

1. The length of the broadcast should be 3 minutes; if the contribution is longer, we have to divide it into appropriately long sections

2. We determine the topic of the broadcast

3. We define the roles: who will write the contribution, who will be radio presenter and who will be a guest.

4. We determine the format of contribution:

   - We write the contribution in the form of a conversation (question - answer or in the form of debate or discussion)

- We write in the present tense

- Right at the beginning we tell the key facts about the contribution - who, what, how, when, where, why - to get the attention of the listeners. Only then we start with the story: introduction, -main part and conclusion. In the conclusion, the radio presenter can add his own personal comments and summarize the story.

5. We use literary language:

- We use short, simple, clear sentences (approximately one line length of typed text in average font size), we should not repeat sentences, we should not use complex words, but the ones that visualize and describe what is happening

- We should write the article as it would be spoken and not as you would read

6. We record a radio broadcast:

- We read the text clearly, loudly and fluently

- We can use sound effects that add clarity to the story. A musical background and music between parts of the contributions make the broadcast more interesting. We can edit the recordings using a computer program later.

We need to be aware that our listeners are likely to be children, teachers and other adults, who can hear us, but cannot see us. Be exciting, short and consistent, with just the right amount of personal input and serious, but interesting sentences.

Editorial Meeting for the World Wide Web - How to Prepare an Online Article, Blog, Video Content or Post on Social Networks.

The most important thing on the web is the headline: it should be eye-catching, contain keywords, describe the content of the article and it should be possible to find the article through a search engine.

An attractive design, such as font styles, added illustrations and sounds, is also important.

1. Internet Article - Blog Post

In addition to the information, blog posts provide personal opinions and experiences of the author. It is important to regularly publish information and blog links via social networks. The visual image is very important, so you need to make an effort to design the blog itself and individual posts as well. Comments are welcome, but we have to make sure to react and respond regularly and kindly.

1. Shorter but regular posts will reach more people! (We should define the approximate number of words for one post and the number of posts. We can divide posts if the contribution is longer. Following posts should be delayed by a few days.) We determine the topics of the posts and the scope of each one (if we have several posts).

2. We determine who will write which post, who will take care of the visual image and who will search for the images.

3. When writing a text, we pay attention to:

- Title: it should be interesting and encourage further reading

- Structure: Introduction-main part-conclusion

- Stile: Short paragraphs from 3 to 4 sentences, or even less. There should be a gap between paragraphs, e.g. a blank line.

- Structure: We divide longer posts into sections. By providing the headings with a link we should enable access to the individual paragraphs to give the reader a quick access to the desired content.

- Hashtags: Add the Keywords as different # hashtags

- Supportive links: Add links to other related web sites, additional interesting facts, other posts on our blog, or similar and related posts from other blogs, videos, etc., anything that may interest the reader and supports the topic of the post, is welcome.

4. With the visual design we pay attention to:

- Images should be important, original, interesting, of good quality with the given sources and a brief description. They can as well be personal.

- Type and size of headings, subheadings, links and text, line spacing, photo descriptions, etc. should be consistent throughout the post. We can add something new and different to each post (colour, font styles, bold). The possibilities online are endless!

5. We use literary language. The more readers get the feeling that they are talking to the author, the more they can relate to him or her as if they knew each other. In this way, the success of the blog post is guaranteed.

2. Video Release

1. It should not take more than 3 minutes.

2. We define the topic.

3. We identify a camera operator, a leader/host, guest… The more people participate, the more the contribution is dynamic and therefore interesting.

4. Preparation before recording:

- The title should contain keywords and an interesting description of the action on the clip.

- Before recording, we write a "script"- a plan of what we would like to present in the video, determine where, whom and what we will record.

- In the introduction, we welcome the listeners and provide brief information on the topic that will be presented, followed by a core content and conclusion. In conclusion, we can also give a personal opinion and thank the viewers.

5. Recording:

- We record with a camera, smartphone and plenty of storage space for the recording.

- Before official recording, we make a short clip to test the image and sound.

- Daylight is most appropriate (no direct sun and no backlighting).

- We speak loudly and clearly.

- We keep the background clean, tidy and quiet. It should not stand out, otherwise the background will be more interesting than the information we want to give.

- We record the contribution several times, as we can edit it later.

6. Editing a recording on a computer, with a suitable program: we can shorten, crop, add sound effects, video effects, speed up or slow down the recording, collect multiple recordings together, edit transitions between recordings, add a title or other text, and add images, music. We should always state the sources of things that are not our property!

Here you find an interesting free online video story maker.

3. Posting on social networks

Social networks (Facebook, Instagram, TikTok, etc.) are successfully used to disseminate various information. We can make posts that will lead others to already prepared blogs, video content, websites and reach as many people as possible.

1. The post should not be more then 2-3 sentences long, with keywords that should relate to the content of the article. It can also be a claim, a question… The post should be interesting in order to get the attention of a web visitor who wants to see your post in more details.

2. We should add a link to the post!

3. We can add related #hashtags that will inform people about the topic.

4. The most visited are those profiles that publish regularly. Shorter and more frequent posts are the best.

5. We can add different gifs, stickers and smileys (we can also put them in text instead of words). We can change colours and font styles. The best is to be original, so the visitors will notice your post immediately!

6. We should reply to every comment and thank for all the likes we get.

SOURCES:

- https://dijaski.net/gradivo/soc_sno_mnozicni_mediji_in_komunikacije_01

- http://dk.fdv.uni-lj.si/magistrska/pdfs/mag_vovk-liljana.pdf

- https://www.spletnopero.si/najboljsi-triki-za-pisanje-besedil-za-spletne-strani/

- Picture of microphone by John-Mark Kuznietsov from Pexels

- Story maker: *https://spark.adobe.com/sp/design/video/e7e4fb64-967a-44db-8e88-eb6b59d0b856*

Learning Unit 4.1 - Teaching plan

Public relations

Children learn how to do a radio broadcast and make online video contributions.

TIME: 90 min

CLASS ORGANISATION: frontal, group work

METHODOLOGY: discussion, experimental work online

LESSON GOALS:
Goals from the project: Environmental protection and Energy

Pupils learn:
- how to write articles on environmental protection

Additional goals:
- how to produce video content for social media
- how to record a radio contribution

MATERIALS:
- computers
- smartphone

INTRODUCTION / MOTIVATION (10 min):
Pupils talk to the teacher about the ways of advertisement and presenting things today. We divide them into 4 groups: Radio, and the World Wide Web – which is divided into an Internet article-blog, video content and social networks. All of them have the same theme to present Solar Thermal Systems as good as possible.

MAIN PART (50 min):
The teacher has an 'editorial meeting' with each group. On the meeting all the members present their ideas, distribute the work, determine the timeframe, the length of the article/post/video, the number of pages or articles, visual image (you can find all information in the learning plan).

Pupils are searching for information individually, using the web or the literature from previous classes (LU1, LU2, LU3). They need to write an article on the topic "Solar Thermal System". They decide for themselves if the contribution will be technical, ecological, economical, useful, with advertising aspect, maybe an interview with someone who already has solar thermal plant, etc. The teacher is there for supervision, coordination and help.

ASSESSMENT (30 min):

Pupils present their work. They record a radio and a video contribution on the smartphone. In the end, they can publish their work, maybe by using the *Solar thermal planning tool,* on Instagram, Facebook, TikTok, etc.

Contacts:

WEBSITE: **https://solartown.eu/**

NATIONAL CONTACTS:

akaryon GmbH, Austria

Website: http://www.akaryon.com/

Climate Alliance Austria

Website: http://www.klimabuendnis.at/

Solar Heat Europe/ESTIF

Website: http://www.solarheateurope.eu/

KPE Pertouliou Trikkeon, Greece

Website: https://blogs.sch.gr/kpepertoul/

VseUK Institute, Slovenia

Website: http://www.vseuk.si