

PRESS OFFICE

UNDERGRADUATE LEVEL | WORKLOAD: 30h | UFPR

PROFESSOR

Dr. Francisco Paulo Jamil Marques

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UFPR, Edf. Pedro I, Room 520

COURSE DESCRIPTION

Press office: Definitions. The relationship between Journalism and the Press Office activity. Practices in Press Office.

LEARNING OBJECTIVES

By the end of the semester, students will be able to:

1. Acknowledge the leading practices concerning the Press Office area.
2. Understand the routines of Press Office activities.

CLASSROOM METHODOLOGY PROCEDURES

Each week, students will be expected to:

1. Attend the lectures.
2. Read mandatory texts.
3. Participate in all class sections.
4. Engage in the practical exercises.
5. Attend the meetings in class with Press Office professionals.
6. Complete and submit all assignments by due dates.

COURSE SCHEDULE

Unit 1 – Press office: Definitions.

Unit 2 – The relationship between Journalism and the Press Office activity.

Unit 3 – Public Image and Public Opinion.

Unit 4 – Practice in Press Office.



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GRADING

Evaluation of students enrolled in this course follows the criteria stated below:

- Midterm Exam: 40% of the final grade.
- Group work: 50% of the final grade.
- Participation, punctuality, and attendance: 10% of the final grade.

BACKGROUND READING MATERIALS

BUENO, Wilson da Costa. (2014). Relacionamento com a mídia: Uma nova leitura a partir da Teoria da Complexidade, *Animus* (Santa Maria, Online), v. 13, nº 25, p. 185-204.

DUARTE, Jorge (2009). *Assessoria de imprensa e relacionamento com a mídia – Teoria e Técnica*. São Paulo. Editora Atlas S.A.

FENAJ. Manual de Assessoria de Imprensa. (2007). Disponível em: < http://fenaj.org.br/wp-content/uploads/2014/03/manual_de_assessoria_de_imprensa.pdf >

MAFEI, Maristela. Assessoria de imprensa: como se relacionar com a mídia. Disponível em: <http://www.acmcomunicacao.com.br/wp-content/midias/Assessoria-de-Imprensa-Como-se-relacionar-com-a-Midia-Maristela-Mafei.pdf>

MARQUES, F. P. J. A.; MIOLA, E.; SIEBRA, N. (2014). Jornalismo, Assessoria de Imprensa e seus condicionantes organizacionais: Uma reflexão a partir das Teorias do Jornalismo. *Animus* (Santa Maria, Online), v. 13, p. 145-166.

MAUAD, Sêmia. OS SEGREDOS DO BOM ASSESSOR DE IMPRENSA (www.bocc.ubi.pt). Disponível em: < <http://www.bocc.ubi.pt/pag/bocc-muad-os-segredos.pdf> >

+ Other materials assigned by the professor.



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