

## A new reading list system

eReadings at UniSA are now provided using eReserve. Below is a quick guide for students

1. Students will see that eReadings are now embedded in course sites. These eReadings can be accessed directly from the course page.

1.2 The PR practitioner as content creator	+ Prev	Next ->	
n this topic we will look at:			
How theories of persuasion and message strategy can help guide our writing		U	
Common texts written by the PR practitioner			
The role of public relations practitioners as content creators and storytellers			
Read			
Chapter 5 of Mahoney (2013) on Developing and Writing Messages. When reading this chapter com matching messages to target publics the suitability of using different message delivery strategies urticle, "Everything is PR" by Yakob (2017) and consider whether you agree with Yakob's assertion to he implications this has for the public relations practitioner.	sider the importance of Also read the following hat 'everything is PR', an	f 9 Id	
Imputed Imputed Mahoney, JS 2013. Developing and writing messages', in Public relations writing in Australia, Second edition, Oxford University F pp. 54–67. ISBN: 978019558283	Press, South Melbourne, Vic.,		eReserve readings embedded in course s
III miguined when Yacob, F 2017, Everything is PR', Mumbrella.	9		

2. To access the content of a reading, use the icon to the right of the reading. If this icon is a globe, it will link you to another site:



If the icon is a down arrow, it will prompt you to download a file containing the reading:



3. To view the whole reading list for the course, access it from the resources menu:

University of South Australia Online		F7 5	° (?)		Kim Burley Student	
🛔 UO Content Creation for Me	dia 🗸	Assessment 🗸	Resou	rces 🗸	Connect 🗸	
2.3 Analysing your organisation for the Project Assessment	-	research techniques.	> Co > <u>eR</u>	urse Outl <u>eadings</u>	ine	
Activity 2.3 Research yo project	ur	Smith, RD 2017, 'The writing process', in <i>Becoming a public relations w</i> emerging and established media, Fifth edition, Routledge, New York, pp ISBN: 9781317302971	n b. > eP	ortfolio	oct Cuidas	
Week 4: Social media	+	Also, please read chapter 4 of Mahoney's (2013) <i>Public</i> . 'Public relations goals and objectives' is useful for analy	/: Lii	pyright M	lanagement	
Week 5: Social media management	+	well as identifying the objectives of your organisation's	online pre	sence.		
Week 6: Understanding the media	+	Mahoney, JS 2013, 'Public relations, goals and objectives', in <i>Public rela</i> <i>Australia</i> , Second edition, Oxford University Press, South Melbourne, V ISBN: 9780195588293	ations writing i ic., pp. 44–53.	n		

4. The eReading list may be sorted into folders by weeks or topics. Accessing the whole list from the Resources tab in this way will be beneficial for preparation for your assessments.

University of South Australia COM	M 2092: UO Content Creat	ion for Media						
adings: 2019 Study Perio	od 1			I	Choose list	Export •	C Refresh	Back to course
🚔 Week 1								
required notes								Q view
(Smith 2017) Writing an	I what it means to you							Q view
(Smith 2017a) Effective wr	iting							
(Haden 2014) 38 incorrect	y used words that will make you	I sound dumb at work						<b>G</b> view
(Maboney 2013) Developi	and writing messages							Q view
required notes	g and many moodagee							Q view
(Yacob 2017) Everything is	PR							
Week 2								
(Scott 2015) The old rules	of marketing and PR are ineffer	tive in an online world						Q view
required notes								Q view
(ragy 2015) How the Web	ras changed now we read?							Q view
(Smith 2017) The writing p	rocess							
(Mahoney 2013) Public rel	ations, goals and objectives							Q view

5. Click on the Export menu to export the list to use in your own reference lists:

University of South Australia	COMM 2092: UO Content Creation for Media					
Readings: 2019 Study Period 1		=	Choose list	Export •	C Refresh	Back to course
				Export to RI Export to pla	S ain text	
Week 1	3					@ view
(Smith 2017) Writin	ig and what it means to you					Q view

Export to RIS if you wish to import the list to a bibliographic software tool such as EndNote or Refworks.

Export the list to plain text if you wish to add the list to your own document.

Please note, students need to check the record for accuracy, that the style is correct for each assessment (per the course outline), and contains all required citation data. This data is sourced from a number of different third-party places so may not always be complete or accurate.

Exported reading lists only contain the citation data and not any notes attached to the reading or the actual reading.

6. If you have any questions about eReserve please contact your OCF via the course email or course forum.