

**Introduction to Media and PR Within the fashion industry**

**Assignment 2: Feature and review (60% of Module)**

**Aim** • **To produce a feature and review** an event in the correct format covered during workshops, showing a command of the basic principles of writing for fashion promotion.

**Objectives** • To demonstrate students' ability to assess news values in a public relations context, to choose the correct structure and write suitable introductions and headlines.

**Marking Criteria** Marks will be awarded for:

- Good choice of subject
- Strong command of English
- Original work
- Accurate punctuation, spelling and grammar
- Basic awareness of online communication
- Suitability of introduction and headline.
- Evidence of interview notes

**Format**

- Produce separate A4 sheets in a plain A4 plastic punched pocket wallet
- Complete, sign and include a UCLan cover sheet
- No staples, binders or folders
- 1.5 line spacing
- Include your name and a page number on every sheet.

**Your brief** Assignment 2: Feature article and review (60%)  
Students will interview a fashion-related person of their choice and write a profile suitable for a trade magazine. In addition students will review a fashion event of their choice and write a review suitable for a publication on a fashion website or web log (blog).

**Submitting your work** Assignments should be handed to the module tutor or posted in module leader Chris Shaw's assignment box in the Cyber Café at the Greenbank Building (GR 277) on or before 5pm on Thursday December 17 2008.

This is the final deadline for submission of this assignment.

<b>Late work</b>	<p>Work must <b>not</b> be placed in the assignment box after the assignment two final deadline of Thursday December 17 2009 (5pm) and it will not be accepted. It must be hand delivered and date stamped at GR 068 in the Greenbank Building.</p> <p>You must have written authorisation from the Division of Public Relations and Communication Management for submission of late work, otherwise you will be penalised in accordance with university regulations:</p> <ul style="list-style-type: none"><li>• Work up to five working days late - Maximum Grade 40%</li><li>• Work more than five working days late - Grade of 0%</li></ul>
<b>Issue date</b>	24 September 2009