Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPS 591	Public Relations Theories and Ethics	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	This course aims to describe basic knowledge on theories, models and concepts of public relations discipline which is the most applied field of strategic communication, as well as ethical issues related to this particular domain will be discussed. In this course public relations will not only be studied by a managerial and instrumental perspective, but as a social activity and social phenomenon, aiming to bring an analytical and critical perspective to students.
Content	Public relations theories and models Strategic communication and PR as a social phenomenon Public manipulation and new forms of propaganda Ethical decision making Corporate social responsibility and sustainability
References	Lecture notes. ? CHOMSKY Noam, Medya Denetimi: Immediast Bildirgesi. 2. Baskı, İstanbul: Tüm Zamanlar Yayıncılık, 1995. ? CUTLIP S.M., CENTER A.H. ve BROOM G.M., Effective Public Relations, 8th. Edition, New Jersey: Prentice-Hall International, 2000. ÇINARLI İnci, Stratejik İletişim Yönetimi, İstanbul: Beta Yayınları, 2010. ? ERDOĞAN İrfan, İletişimi Anlamak, Ankara: Erk Yayınları, 2002. ? ERDOĞAN İrfan, Teori ve Pratikte Halkla İlişkiler, Ankara: Erk Yayınları, 2006. ? EWEN Stuart, PR! A Social History of Spin. New York: Basic Books, 1996. ? GRUNIG James E. ve HUNT Todd. Managing Public Relations, New York: Holt, Reinehart ve Wilson Inc., 1984. ? IHLEN Øyvind, VAN RULER Betteke ve FREDRIKSSON Magnus, Public Relations and Social Theory: Key Figures and Concepts, New York: Routledge, 2009. ? JOWETT Garth S. ve O'DONNELL Victoria, Propaganda and Persuasion, 4th. Ed., California: Sage Publications, 2006. ? L'ETANG, Jacquie ve PIECZKA, Magda (der.), Halkla İlişkilerde Eleştirel Yaklaşımlar. Ankara: Vadi Yayınları, 2002. ? OKAY Ayla ve OKAY Aydemir ,Halka İlişkiler Kavram, Strateji ve Uygulamaları, Genişletilmiş 3.Basım, İstanbul: Der Yayınları, 2007. ? PELTEKOĞLU BALTA Filiz, Halkla İlişkiler Nedir?, 4. Baskı, Beta Yayınları: İstanbul, 2006. ? PRATKANIS Anthony ve ARONSON Elliot, Propaganda Çağı: İknanın Gündelik Kullanımı ve Suistimali, Çev.Nagihan Haliloğlu, İstanbul: Paradigma Yayınları, 2008.

Theory Topics

Week	Weekly Contents
1	Definition of the discipline of public relations and PR in the 21st century: "Strategic Communication Management"

Week	Weekly Contents
2	Historical development process of public relations
3	Public relations models (Grunig &Hunt)
4	Theories of public relations and critical method
5	Public manipulation, misinformation-disinformation, spin… (ex. Iraqi War)
6	Globalization and international communication agencies / Perception management, reputation management, public diplomacy
7	Public relations and ethics (introduction to philosophy of ethics: Aristotle, Hobbes, Bentham, Mill, Kant…
8	Mid-term exam
9	Ethical decision making and ethical decision mechanisms (exp. Laura Nash, Sissela Bok, Potter Box..) / Ethic models in public relations practices / Analyse of case studies.
10	The concept of corporate social responsibility (CSR): Sustainable development, SA8000, ‘fair-trade’ etc.
11	Strategic communication management and campaign design-I
12	Strategic communication management and campaign design-II / Campaign analyses examples
13	News management.
14	Social theory and public relations (Weber, Bourdieu, Foucault, Giddens...).