

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 611	Public Relations Theories and Ethics	1	2	0	0	2	5

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 and ethical issues concerning the domain. Within 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	Theories and models of public relations Strategic communication and PR as social phenomenon Public manipulation and new forms of the propaganda Ethical decision making Corporate social responsibility and sustainability

References	<p>Lecture notes.</p> <p>?</p> <p>CHOMSKY Noam, Medya Denetimi: Immediast Bildirgesi. 2. Baskı, İstanbul: Tüm Zamanlar Yayıncılık, 1995.</p> <p>?</p> <p>CUTLIP S.M., CENTER A.H. and BROOM G.M., Effective Public Relations, 8th. Edition, New Jersey: Prentice-Hall International, 2000.</p> <p>ÇINARLI İnci, Stratejik İletişim Yönetimi, İstanbul: Beta Yayınları, 2009.</p> <p>ERDOĞAN, İrfan, İletişimi Anlamak, Ankara: Erk Yayınları, 2002.</p> <p>?</p> <p>ERDOĞAN İrfan T,eori ve Pratikte Halkla İlişkiler, Ankara: Erk Yayınları, 2006.</p> <p>?</p> <p>EWEN Stuart. R! A Social History of Spin, New York: Basic Books, 1996.</p> <p>?</p> <p>GRUNIG James E. and HUNT Todd, Managing Public Relations, New York: Holt, Reinehart ve Wilson Inc., 1984.</p> <p>?</p> <p>IHLEN Øyvind, VAN RULER Betteke and FREDRIKSSON Magnus, Public Relations and Social Theory: Key Figures and Concepts, New York: Routledge, 2009.</p> <p>?</p> <p>JOWETT Garth S. and O'DONNELL Victoria, Propaganda and Persuasion, 4th. Ed., California: Sage Publications, 2006.</p> <p>?</p> <p>L'ETANG Jacquie and PIECZKA, Magda (der.), Halkla İlişkilerde Eleştirel Yaklaşımlar, Ankara: Vadi Yayınları, 2002.</p> <p>?</p> <p>MOLONEY Kevin, Rethinking Public Relations: The Spin and the Substance, New York: Routledge, 2000.</p> <p>OKAY Ayla and OKAY Aydemir, Halka İlişkiler Kavram, Strateji ve Uygulamaları, Genişletilmiş 3.Basım, İstanbul: Der Yayınları, 2007.</p> <p>?</p> <p>ÖZBEK Meral (Ed.), Kamusal Alan, İstanbul: Hil Yayın, 2005.</p> <p>?</p> <p>PRATKANIS Anthony and ARONSON Elliot, Propaganda Çağı: İknanın Gündelik Kullanımı ve Suistimali, Çev.Nagihan Haliloğlu, İstanbul: Paradigma Yayınları, 2008.</p> <p>?</p> <p>TOTH Elisabeth L. and HEATH Robert L.(ed.), Rhetorical and Critical Approaches to Public Relations, New Jersey: Lawrence and Erlbaum Associates, 2002.</p>
------------	--

Theory Topics

Week	Weekly Contents
1	Definition of the discipline of public relations and PR in the 21st century: "Strategic Communication Management" / Historical development process of public relations.
2	Public relations models (Grunig & Hunt) / Theories of public relations and critical method
3	Public manipulation, misinformation-disinformation, spin...(ex. Iraqi War) / International public relations and globalization
4	The concept of corporate social responsibility (CSR): Sustainable development, SA8000, 'fair-trade' etc. / Public relations and ethics (introduction to philosophy of ethics: Aristotle, Hobbes, Bentham, Mill, Kant...)
5	Ethical decision making and ethical decision mechanisms (ex. Laura Nash, Sissela Bok, Potter Box..) / Ethic models in public relations implementations / Analyse of case studies
6	Strategic communication management and campaign design-I

Week	Weekly Contents
7	Strategic communication management and campaign design-II / Campaign analyses examples
8	Mid-term exam
9	News management
10	Sponsoring-philanthropy / Lobbying
11	Social theory and public relations (Weber, Bourdieu, Foucault, Giddens...)
12	Students' presentations
13	Students' presentations
14	Students' presentations