

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

	<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>
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Theory Topics

Week	Weekly Contents
1	Definition of the discipline of public relations / Strategic Communication Management
2	History of public relations
3	Public relations models
4	Public relations theories and critical method / Public opinion and PR
5	Hegemony, engineering of consent and PR
6	Manipulation, misinformation-disinformation, spin...(ex. Iraqi War)
7	Mid-term exam
8	International public relations and globalization
9	News management
10	Public relations and ethics (introduction to philosophy of ethics: Aristotle, Hobbes, Bentham, Mill, Kant...)
11	Ethical decision making mechanisms / Ethic models in public relations implementations
12	Corporate social responsibility (CSR), sustainability, corporate citizenship
13	Social theory and public relations I (Weber, Bourdieu, Foucault, Giddens...)
14	Social theory and public relations II (Weber, Bourdieu, Foucault, Giddens...)

