

## Content

| Course Code | Course Name                             | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|---|----------|--------|----------|-----|--------|------|
| RPP201-G-2  | Theories and Models of Public Relations | 3        | 3      | 0        | 0   | 3      | 3    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish   |
| Course Type             |   |
| Course Level            | Bachelor Degree   |
| Objective               | This course aims to introduce models and key concepts of public relations and basic concepts of professional communication skills. This course will not only consider public relations from an administrative and technical perspective, but also consider as an activity and social phenomenon and aims to prepare individuals to profession who could realize critical and ethical decision-making. |
| Content                 | Public relations theories and models<br>PR strategies and tactics<br>PR and social responsibility<br>PR and ethical decision making<br>Critical perspectives in PR  |

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|------------|--|
| References | <p>Lecture notes.</p> <p>CHOMSKY, Noam. Medya Denetimi: Immediast Bildirgesi. 2. Baskı, İstanbul: Tüm Zamanlar Yayıncılık, 1995.</p> <p>CUTLIP S.M., CENTER A.H. ve BROOM G.M., Effective Public Relations, 8th. Edition, New Jersey: Prentice-Hall International, 2000.</p> <p>ÇINARLI, İnci. Stratejik İletişim Yönetimi, 2. Baskı, İstanbul: Beta Yayınları, 2013.</p> <p>?</p> <p>ERDOĞAN, İrfan. Teori ve Pratikte Halkla İlişkiler, Ankara: Erk Yayınları, 2006.</p> <p>EWEN, Stuart. PR! A Social History of Spin. New York: Basic Books, 1996.</p> <p>GREGORY Anne, Planning and Managing Public Relations Campaigns, 2nd . ed., London: Kogan Page Ltd., 2000.</p> <p>GRUNIG James E. ve HUNT Todd. Managing Public Relations, New York: Holt, Reinehart ve Wilson Inc., 1984.</p> <p>HEATH, Robert L. ve COOMBS, W. Timothy. Today's Public Relations: An Introduction, California: Sage Publications, 2000.</p> <p>IHLEN Øyvind, VAN RULER Betteke ve FREDRIKSSON Magnus, Public Relations and Social Theory: Key Figures and Concepts, New York: Routledge, 2009.</p> <p>JEFFKINS Frank, Public Relations Techniques, 2nd ed., UK: Butterworth Heinemann, 2004.</p> <p>JOWETT, Garth S. ve O'DONNELL Victoria. Propaganda and Persuasion, 4th ed., California: Sage Publications, 2006.</p> <p>L'ETANG, Jacquie ve PIECZKA, Magda (eds.). Halkla İlişkilerde Eleştirel Yaklaşımlar. Ankara: Vadi Yayınları, 2002.</p> <p>NEWSOM Doug, TURK Vanslyke Judy and KRUCKEBERG Dean. This is PR: The Realities of Public Relations, USA: Thomson/Wadsworth, 2003.</p> <p>OKAY Ayla ve OKAY Aydemir. Halka İlişkiler Kavram, Strateji ve Uygulamaları, İstanbul: Der Yayınları, 2005.</p> <p>ÖZÜPEK Nejat. Kurum İmajı ve Sosyal Sorumluluk, Konya: Tablet Kitabevi, 2005.</p> <p>PELTEKOĞLU BALTA Filiz, Halkla İlişkiler Nedir?, 4. Baskı, Beta Yayınları: İstanbul, 2008.</p> <p>?</p> <p>PRATKANIS Anthony ve ARONSON Elliot, Propaganda Çağı: İknanın Gündelik Kullanımı ve Suistimali, Çev.Nagihan Haliloğlu, İstanbul: Paradigma Yayınları, 2008.</p> |
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### Theory Topics

| Week | Weekly Contents                               |
|------|---|
| 1    | Definition of the public relations discipline |
| 2    | Monological and dialogical approaches         |
| 3    | Historical evolution of public relations      |
| 4    | Theories of public relations                  |

| Week | Weekly Contents  |
|------|--|
| 5    | Models of public relations   |
| 6    | Strategic communication management / Manipulation: misinformation, disinformation, spin mechanisms |
| 7    | Mid-term exam  |
| 8    | Critical perspective of public relations   |
| 9    | Global PR  |
| 10   | Strategies and tactics of public relations   |
| 11   | Dijital practices in PR  |
| 12   | Stakeholder management   |
| 13   | Public relations and ethics  |
| 14   | Social responsibility and corporate social responsibility (CSR) concepts / Sustainability          |