



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Critical Professional Approaches to Press Bulletin and Announcements							
Course Code		HİRY528		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course examines the role of public relations and the media industry in the process of capitalist globalization, and aims to provide students with a critical perspective on mainstream communication.							
Course Content		Evaluating the political and economic paradigm and ideological apparatus of modernism during the Cold War. The role of public relations and media in the creation and adoption of dominant value judgments specific to the capitalist globalization process. Rhetorical and critical approaches to Public Relations. Marxist approaches and media analysis. Frankfurt School and Culture Industry. Public opinion and Hegemony. Consent production and propaganda model. The theory of excellence in public relations and the functionality of the symmetric model. A critical look at the ethical dilemmas in Public Relations. Opposition Public Relations Practices.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	he Routledge Handbook of Critical Public Relations, Edited by Jacquie L'Etang, David McKie, Nancy Snow, Jordi Xifra
2	Public Opinion and Rationality, E. Noelle-Neumann
3	Political Public Relations and Agenda Building, J. C. Tedesco

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction
2	Theoretical	The political and economic history of the Cold War and modern Passing mainstream communication
3	Theoretical	The dominant values of capitalist globalization and mainstream communication studies in the postmodern period
4	Theoretical	The role of media and public relations in the process of capitalist globalization
5	Theoretical	Rhetorical and critical approaches to Public Relations
6	Theoretical	Rhetorical and critical approaches to Public Relations
7	Theoretical	Marxist approaches and media analysis
8	Intermediate Exam	Midterm Exams
9	Theoretical	Frankfurt School: Culture Industry
10	Theoretical	Public Opinion and Hegemony Concept
11	Theoretical	Consent production and Herman / Chomsky's Media Propaganda Model
12	Theoretical	Grunig and Hunt's excellent concept of symmetry in PR and business-community conflict
13	Theoretical	Critical evaluation of ethical problems in public relations
14	Theoretical	Opposition and Protest Public Relations / Practices
15	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30



Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To inform students about mainstream and critical studies
2	To raise awareness on public relations and the function of media industry in the process of capitalist globalization
3	To provide the students with an ethical and critical questioning perspective on Public Relations practices
4	Critically evaluates press releases and announcements.
5	Evaluates press information and announcements professionally.

Programme Outcomes (Public Relations and Advertising Master)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	4	4	3	4
P2	5	5	3	4	2
P3	5	4		5	4
P4	5	4	3	4	3
P5	5	5	4	3	5
P6	5	4	4	5	4
P7	5	4		3	3
P8	5	4	4		4
P9	5	4	4	3	4
P10	5	4	4	3	5

