



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations and Theoretical Approaches							
Course Code		HİRY538		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To give information about the public relations understanding which is nourished from the mainstream tradition and the critical approaches that the critical tradition brings to the public relations knowledge accumulation (definition, development of theory, methodological preferences, etc.), the way of doing business, the forms of organization, the differences between the two approaches through various studies / applications. The aim of this course is to exemplify.							
Course Content		Analyze the public relations approach which is nourished from mainstream communication studies and the public relations approach that is nourished from critical tradition comparatively.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Grunig, James E. ve John White (2005) Halkla İlişkiler Kuram ve Uygulamasında Dünya Görüşlerinin Etkisi (der) James E. Grunig, Halkla İlişkiler ve İletişim Yönetiminde Mükemmellik, s: 43-78. (der) Güz, H. ve S.Y. Becerikli (2004) Halkla İlişkilerde Seçme Yazılar: Alana İlişkin Bir Derleme, Alban: Ankara. L'Etang, Jacquie ve Magda Pieczka (2002) Halkla İlişkilerde Eleştirel Yaklaşımlar, Vadi Yayınları, Ankara. Yıldırım Becerikli, S., "Uluslararası Halkla İlişkiler Alanına İlişkin Bir Tanım ve Model Arayışı", TODAİE, Amme İdaresi Dergisi, 39 (3), 55-69, (2006). Yıldırım Becerikli, S., " Halkla İlişkiler Disiplininin ve Tanımlarının Eleştirel Bir Yaklaşımla Analizi, İletişim Dergisi, 12, 47-66,(2001). Yıldırım Becerikli, S., "Kurum İçi Halkla İlişkiler Faaliyetleri için Alternatif Bir Yöntem: Sosyodrama" , Selçuk İletişim, 2(3), 138-148, (2002). Yıldırım Becerikli, S., "Eleştirel Yaklaşımlar Çerçevesinden Halkla İlişkiler Disiplinine İlişkin Bir Değerlendirme; Amerika ve İngiltere Örnekleri", (der) Ayla Okay, Mete Çamdereli, Ece Karadoğan, Halkla İlişkiler Kitabı, İstanbul Üni. Yay. No: 4413, İletişim Fk. Yay. No: 12, Emek Matbaacılık, 13-23, İstanbul, (2003).
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Week	Weekly Detailed Course Contents	
1	Theoretical	Critical Analysis of Public Relations Definitions
2	Theoretical	Relationship between Propaganda, Consent Production and Public Relations
3	Theoretical	Historiography in Public Relations: A Comparison of Different Historiography
4	Theoretical	Theories Based on Public Relations Models: The Impact of Critical Theories on Public Relations Models and Studies
5	Theoretical	Grunig and Hunt's excellent concept of symmetry in PR and business-community conflict
6	Theoretical	A Critical Analysis on the Popular Culture and Public Relations Specialist Form of Representation and Public Relations Education Current Trends in Turkey and in the world
7	Intermediate Exam	midterm exam
8	Theoretical	Rhetorical and critical approaches to Public Relations
9	Theoretical	Marxist approaches and media analysis
10	Theoretical	Frankfurt School: Culture Industry
11	Theoretical	Public Opinion and Hegemony Concept
12	Theoretical	Consent production and Herman / Chomsky's Media Propaganda Model
13	Theoretical	The Role of Public Relations in Consumer Culture
14	Final Exam	final exam

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	Analyze the public relations approach which is nourished from mainstream communication studies and the public relations approach that is nourished from critical tradition comparatively.
2	Define the mainstream public relations approach.
3	Define the critical public relations approach
4	Interprets the mainstream public relations and critical public relations approaches.
5	Propaganda matches the relationship between consent production and public relations

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	4	5	5	5	5
P2	5	5	4	4	5
P3	4	4	4	5	5
P4	4	5	5	5	5
P5	4	5	5	5	5
P6	5	4	5	4	5
P7	5	3	4	4	5
P8	5	4	5	4	5
P9	5	4	5	5	4
P10	3	5	5	5	4

