

SYLLABUS
JRMC 8150: PUBLIC RELATIONS THEORY
Department of Advertising/Public Relations
Henry W. Grady College of Journalism & Mass Communication
UNIVERSITY OF GEORGIA

Term: Fall 2009, 3 credits Call #: 85-209 Prerequisites: POD
Room and Time: JRL Room 205 (The Dean's Conference Room), Tuesdays 9:30a.m.-12:15 p.m.
Instructor: Dr. Lynne Sallot, APR, Fellow PRSA, Professor
Office: JRL 223-E Office Hours: 1-1:45 p.m. Tuesdays, before class and by appointment.
Phone office: (706) 542-4999 anytime, home (706) 208-0941 emergencies only.
Office fax: (706) 542-2183. E-mail: sallot@uga.edu

"Public relations is the business of relationship management."

-- John Pavlik, Rutgers University

All business in a democratic society begins with public permission and exists by public approval...The purpose of public relations is to deserve and maintain public approval.

-- Arthur Page, AT&T

Objectives: To study theories, advanced concepts, principles, methods and best practices as they apply to public relations and that will be meaningful to students' immediate and future career goal.

Outcomes: On completion of the course, students will have learned how to read, understand and synthesize complex information and succinctly report their conclusions in writing and verbally; become familiar with some of the academic research literature in public relations that reflects and guides theory development in the field; will have studied and applied management and research techniques in public relations; will have met and interacted with professionals in the practice.

In support of these objectives, students will be responsible for readings designated in the class schedule as well as supplementary readings appropriate to assignments and final papers, writing papers from these readings, and researching/producing a final term paper. Our class meetings will consist largely of group discussions of your readings and papers, and some dates with guest speakers. I have established a gmail account for our class. Go to **www.gmail.com**; for ID, enter: xxxxxxxxx and for password, enter: xxxxxxxxxx

Course assignments will consist of the following:

1. Ten (10) "weekly" two+-page, typewritten, informal **thought papers** in reaction to the assigned readings. These will be due no later than 8 a.m. the Monday before our next class. You are required to e-mail your paper to **prtheoryclass09@gmail.com** as an attachment in MS WORD-compatible text (not Vista!) You should also bring a hard copy of your paper to class. The thought papers should address and tie together all of the week's readings, exploring how the readings complement or refute each other. They should take the form of a brief critical essay. The purpose of the exercise is to provide an opportunity for you to demonstrate that you've read, thought about, understood and synthesized the readings. These weekly papers will be particularly helpful to those who find it difficult to speak up in class and they will also help guide our class discussions. Quality does count; the weekly thought papers will account for 30% of your grade in this course and will substitute for a mid-term exam. Here are examples of topics you might address:

> What are some of the themes that tie the readings together? What is their significance to public relations academe or practice? Why are the articles important? How do they fit with research in other areas? etc. etc.

- > Present the most critical issues from the readings. What contrasting positions might be taken? Are these positions incompatible or can they be reconciled?
- > Raise question(s) relevant to the topic but not answered in the readings.
- > Point out methodological problems. Suggest alternative explanations for the findings.
- > Propose a new study to test a hypothesis from the readings. The hypothesis can be your own or one you've read or heard about.
- > Criticize a theoretical position – what has it clarified, ignored, confused, etc.
- > Consider how the material could be applied to real-world problems, including PR case studies.

Again, you must e-mail your weekly thought papers to prtheoryclass@gmail.com no later than 8 a.m. the Monday before our class and bring a hard copy to class for yourself.

2. In addition, each student will serve one or two weeks during the term as a **discussion coordinator** and may be assigned one supplementary article each time relevant to the assigned readings. The leader(s) for the week will be expected to write and distribute copies of original abstracts of the supplementary readings and present them orally to the class. Printed discussion points / discussion agendas are also helpful. Leaders must also check photocopied class readings two weeks in advance and alert the instructor about any missing or unreadable pages.

The discussion coordinators also will be responsible for reviewing the weekly thought papers before class and "leading" the discussion with the instructor. The coordinators are NOT lecturers, and other class members should not feel they have a "light" week when they are themselves not coordinating. Leaders must all still turn in a thought/reaction paper for "their" week's readings. Everyone is expected and encouraged to contribute to discussions. I will also jump in with my own comments and questions, too, so coordinators should not feel bad or deficient when I help steer discussion. I will act as discussion leader the first week.

3. **Field report of site visit.** During the term, masters' students will be expected to conduct and report on a site visit to the office of a practicing public relations professional, preferably outside of Athens. Based on your interview with the professional, you will produce a 3-5 page feature article. A supplementary handout further details the assignment, due our last class meeting. Ph.D. students will be given an alternate assignment.

4. **Final paper/course project.** A final paper will be due by 9 a.m. Monday, Dec. 7, and it will serve as the final exam for this course. The paper **MUST** be written in academic format and in APA style (not AP style!) and can be on any relevant, pre-approved topic of your choice in either of two forms:

(1) research proposal, suggesting a research endeavor that would test or develop theory in public relations and consisting of a literature review and description of proposed methodology, with bibliography significantly expanded from our class readings;

(2) case study analysis, applying theory to explain the case and test the theory, with bibliography significantly expanded from our class readings.

In an important sense, this paper is for YOU: it is your opportunity to explore an area of public relations that is of interest to you. Either choice should be approximately 15-25 pages (excluding notes/references), double-spaced, in APA style. The proposal option will be more useful to those planning to undertake a thesis / dissertation and, in fact, its form is akin to a brief thesis/dissertation proposal.

Once you have selected a topic, check with me for final approval. On Oct. 13, I'll expect a brief memo from you to me outlining what you're planning for your final paper/course project. **DON'T TURN IN YOUR FINAL PAPER WITHOUT CHECKING THE TOPIC WITH ME FIRST. DON'T PUT PAGES OF YOUR FINAL PAPER IN PLASTIC SLEEVES!** Letter grades will adhere to UGA's plus (+) / minus (-) system.

Grading: Your final grade will consist of:

Weekly thought papers	-- 35%
Discussion coordinator	-- 10%
Class participation	-- 5%
Site report	-- 15%
Final paper/course project	-- 35%

TOTAL	<u>100%</u>
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All assignments must be typewritten in proper format and style – informal for weekly reaction papers, formal academic format-style for final papers. Writing quality, correct grammar, punctuation, spelling, etc., will count in grading. Late assignments will not be accepted without "prior arrangements" (see below). Again, the final paper, due by 9 a.m., Monday, Dec. 7, will serve as the final exam for this course.

UGA Honor Code/Academic Honesty Policy All academic work must meet the standards contained in UGA's "A Culture of Honesty." Each student is responsible to inform themselves about those standards before performing any academic work (the complete policy is available at www.uga.edu/ovpi/honesty/acadhon.htm). You should be committed to academic honesty and excellence. The quality of students and their work reflects the quality of our College and University. Cheating and dishonesty in any form compromises your grade, lowers the quality of your degree, and will not be tolerated. Honor Code standards will be in force during this course. Any questionable behavior will result in a lower grade or failure of the entire course. I hope each of you values your college education enough to protect yourself from dishonest classmates. If you are aware of improper behavior, please contact the instructor.

Students with Disabilities UGA has a Disability Resource Center. UGA is committed to providing equal educational opportunities for qualified students with disabilities in accordance with state and federal laws including the American Disabilities Act. At the beginning of the term, students immediately should call to their instructor's attention any disabilities that require special consideration.

Attendance and punctuality, at the graduate level, is expected. VERY IMPORTANT: LATE ASSIGNMENTS WILL NOT BE ACCEPTED. ASSIGNMENTS MISSED WILL RESULT IN A ZERO GRADE FOR THE ASSIGNMENT UNLESS YOU HAVE MADE PRIOR ARRANGEMENTS WITH THE INSTRUCTOR. Just as if you were "on-the-job," the "prior arrangements" policy applies to all situations, including death in immediate family or illness documented by doctor's note. My office phone is (706) 542-4999 anytime, home (706) 208-0941, 9 a.m. to 8 p.m. I reserve the right to deduct points for non-attendance. Sign-in attendance sheets will be circulated. Students are expected to arrive and be seated on time and otherwise behave in the manner expected of professionals. Any distractions, such as chronic tardiness and talking out of turn, will not be tolerated. Turn off cell phones / pagers when you enter our classroom. Dispose or take with you and recycle any trash that you generate.

Supplementary readings: In addition to the assigned weekly readings, supplementary references are listed in a separate handout. ESPECIALLY if you have had no prior PR courses, these references will be helpful to you, and are available at UGA's main library.

Course evaluation: Because our College cares about your assessment of the quality of your education, during our last class meeting you will have the opportunity to respond to a College course evaluation form online concerning your experience in JRCM 8150 this term. You will need to complete your online evaluation between our last class meeting, Nov. 17, and Dec. 7, when final papers are due. Your anonymity is assured. Results – including typing of comments – are prepared by the Dean's office and are NOT be communicated to the instructor until AFTER grades are submitted. I use the results to guide course design and delivery in future classes, and student responses are used in the evaluation of the professor, the course and the program. Your opinions, suggestions and insights are important to me, the Advertising/Public Relations Department and the Grady College.

Because I believe that more immediate evaluation is important to our work, I will provide opportunities throughout the term (usually in brief, informal anonymous "reaction" memos) for you to express your views about our class. We will discuss your responses and your observations will beneficially inform and guide our class interactions. I also invite and encourage you to visit with me during my office hours or by appointment anytime you wish to discuss the class in general or your work specifically.

Subject to change: This syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. Following is a proposed course schedule (dates and other details subject to change).

Note: I have carefully selected our readings after much consideration, and have purposefully ordered them. Readings are grouped by theme and are numbered by week we are meeting in the class and by the reading's order in the lineup for that week. Next week's readings – our second week of class – begin with Reading numbered 2-1 and end with 2-11. In your weekly reaction papers, you may refer to readings by their numbers. While I suggest you *read* them in order, you do not need to *react* to the readings in order – in fact, the best syntheses often discuss / compare / contrast certain papers together out of numerical order! Opening and concluding paragraphs summarizing your thoughts in your papers are helpful.

I look forward to studying and discussing this material with you and I hope we all enjoy our time together this semester!

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PROPOSED COURSE SCHEDULE

Week 1: 8/18 Introduction

Review syllabus and handouts / Discussion-leader assignments / Complete data sheets

NOTE: WEEKS 2& 3 READINGS ARE AVAILABLE FOR PURCHASE FROM ATHENS BLUEPRINT, 269 West Dougherty St. (at Pulaski Street), phone (706) 548-0656. Hours are from 8 a.m. to 5:30 p.m. Mondays through Fridays. (Note: not open Saturdays or Sundays)

8/24-25 GRADUATE CLASSES DROP / ADD ENDS.

Week 2: 8/25 Conceptualizing Public Relations I: Definitions / History / Research Agenda
Leader: L. Sallot

Readings:

2-1 Delia, J. G. (1987). Communication research: A history. In C. Berger & S. Chaffee (Eds.) *Handbook of Communication Science* (pp. 20-98). Newbury Park, CA: Sage.

2-2 Broom, G. M. (2006). An open-system approach to building theory in public relations. *Journal of Public Relations Research*, 18:2, 141-150.

2-3 Sallot, L. M., Lyon, L. J., Acosta-Alzuru, C., and Jones, K. O. (2003). From aardvark to zebra: A new millennium analysis of theory development in public relations academic journals. *Journal of Public Relations Research*, 15:1, 27-90.

2-4 Cornelissen, J. P. (2000). Toward an understanding of the use of academic theories in public relations practice. *Public Relations Review*, 26:3, 315-326.

2-5 Grunig, J. E. (1976). Organizations and public relations: Testing a communication theory. *Journalism Monographs*, 46, 1-59.

2-6 Grunig, J. E., and Hunt, T. (1984). *Managing public relations*. New York: Holt, Rinehart, & Winston. Chapters 1&2, 3-46.

2-7 Budd, John, Jr. (1995). Commentary: Communications doesn't define PR, it diminishes it. *Public Relations Review*, 21:3, 177-179.

Cases: 2-8 Taylor, J. S. (1994, Feb.) Consuming cancer charity. *Z Magazine*, 30-33.

2-9 Tylenol Fights Back. (1983, March). *Public Relations Journal*, 39, 10-14.

2-10 Snyder, L. (1983). An anniversary review and critique: The Tylenol crisis. *Public Relations Review*, 9, 24-34.

2-11 Sallot, L. M., Lyon, L. J., Acosta-Alzuru, C., and Jones, K. O. (2008). Abstract and Appendix A from Aardvark to Zebra redux: An analysis of theory development in public relations academic journals into the 21st century. In T. Hansen-Horn and B. D. Neff (Eds.), *Public Relations: From Theory to Practice* (pp. 343-387). Boston: Allyn & Bacon.

Week 3: 9/1 Conceptualizing Public Relations II Note: Class will start at 9:35 a.m.
Leaders: Khali Barker & Jacob Cole

Readings:

3-1 Grunig, J. E., and Grunig, L. A. (1990, August). *Models of public relations: A review and reconceptualization*. Paper presented to the Public Relations Division at the annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

3-1.1 "Taking the Measurements" page depicting reliability and validity

3-2 Grunig, J. E. (1992). What is excellence in management? In J.E. Grunig (Ed.) *Excellence in public relations and communication management* (pp. 219-250). Hillsdale, NJ: Erlbaum.

3-3 White, J., and Dozier, D. M. (1992). Public relations and management decision making. In J.E. Grunig (Ed.) *Excellence in public relations and communication management* (pp. 91-108). Hillsdale, NJ: Erlbaum.

3-4 Repper, F. C. (1992). How communications managers can apply the theories of excellence and effectiveness. In J. E. Grunig (Ed.) *Excellence in public relations and communication management* (pp. 109-114). Hillsdale, NJ: Erlbaum.

3-5 Excerpt, Excellence study questionnaire for CEOs (one page)

3-6 Grunig, J. E. (2006). Furnishing the edifice: Ongoing research on public relations as a strategic management function. *Journal of Public Relations Research*, 18:2, 151-176.

3-7 McElreath, M., and Blamphin, J. (1994). Partial answers to priority research questions - and gaps - found in PRSA's Body of Knowledge. *Journal of Public Relations Research*, 6:2, 69-103.

Cases:

3-8 Marshall, S. A. (1986). NASA after Challenger: The public affairs perspective. *Public Relations Journal*, 42:8, 17-24, 39.

3-9 Kaufman, J. A. (1988). Rockwell fails in response to shuttle disaster. *Public Relations Review*, 14:4, 8-17.

3-10 Kauffman, J. (2005). Lost in space: A critique of NASA crisis communications in the Columbia disaster. *Public Relations Review*, 31:2, 263-275.

3-11 At end of class, review questionnaire for next week's reading #4-4.

Note: 9/3 Optional Activity: PRSA | GA Chapter Pre-Lunch Seminar: Creating your Social Media Playbook: A Pre-Season Training Camp, **Dr. Kaye Sweetser**, 9-11:15 a.m.; Lunch: "Brown Bailout" Barrage — A Case Study on Using Social Media to Protect Your Brand, Lynnette McIntire and Debbie Curtis-Magley, managers, UPS Public Relations, 11:15 a.m.-1:15 Maggiano's (Buckhead)

Week 4: 9/8 Persuasion and Critique of Excellence Theory
Leaders: Karen Andrews & Amy Wilson

Readings:

4-1 Ihlen, O., and Van Ruler, B. (2007). How public relations works: Theoretical roots and public relations perspectives. *Public Relations Review*, 33:3, 243-248. (Social Theory Issue)

4-2 Miller, G. R. (1987). Persuasion. In C. Berger & S. Chaffee (Eds.) *Handbook of Communication Science* (pp. 446-483). Newbury Park, CA: Sage.

4-3 Heath, R. L. (1992). The wrangle in the marketplace: A rhetorical perspective of public relations. In E. L. Toth & R. L. Heath (Eds.) *Rhetorical and Critical Approaches to Public Relations* (pp. 17-36). Hillsdale, NJ: Erlbaum.

[Handout from 9/2 class: Questionnaire for 4-4 and other background]

4-4 Sallot, L. M. (2002). What the public thinks about public relations: An impression management experiment. *Journalism & Mass Communication Quarterly*, 79:1, 150-171.

4-5 Cancel, A. E., Cameron, G. T., Sallot, L. M., and Mitrook, M.A. (1997). It depends: A contingency theory of accommodation in public relations. *Journal of Public Relations Research*, 9:1, 31-63. **Be sure to look at the Appendix on pp. 60-63!!!**

4-6 Shin, J., Cameron, G.T., and Cropp, F. (2006). Occam's razor in the contingency theory: A national survey on 86 contingent variables. *Public Relations Review*, 32:3, 282-286.

4-7 Roper, J. (2005). Symmetrical communication: Excellent public relations or a strategy for hegemony? *Journal of Public Relations Research*, 17:1, 69-86.

4-8 Szlemko, W. J., and Christen, C. T. (2007). *Public relations and conflict resolution: Toward a synthesis of excellence and contingency theory approaches*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C., August. **Note: Fig. 1 & 2 are on pp. 10 & 11!!!**

4-9 Sumpter, R., and Tankard, J. (1994). The spin doctor: An alternative model of public relations. *Public Relations Review*, 20:1, 19-27.

4-10 Dilenschneider, R. (1998, June 1). Spin doctors practice public relations quackery. *Wall Street Journal*.

Case:

4-11 Greve, F. (1990). Slick campaign sought to erase Colombia drug image. *Miami Herald*, April 1, p. 3G. **Note: the country name is spelled Colombia!!!**

Week 5: 9/15 Campaign Development/Research/Planning/Evaluation/Integrated Communications
Leaders: Ben Benson & Todd Dickey

Guests: Sharron Hannon, Director of Public Relations, Academic Affairs, Office of the Senior Vice President for Academic Affairs and Provost, UGA; Kent Hannon, Editor, Terry College, UGA; and Matt Winston, Assistant to UGA President Michael Adams

Readings:

5-1 Ward, S. (1987). Consumer behavior. In C. Berger & S. Chaffee (Eds.) *Handbook of Communication Science* (pp. 651-674). Newbury Park, CA: Sage.

5-2 Rogers, E. M., and Storey, J. D. (1987) Communication campaigns. In C. Berger & S. Chaffee (Eds.) *Handbook of Communication Science* (pp. 817-846). Newbury Park, CA: Sage.

5-3 McGuire, W. J. (1989). Theoretical foundations of campaigns. In R.E. Rice & C. K. Atkin (Eds.) *Public Communication Campaigns*, 2nd ed. (pp. 43-65). Newbury Park, CA: Sage.

5-4 Burkhart, R. (2007). On Jurgen Habermas and public relations. *Public Relations Review*, 33:3, 249-254. (Social Theory Issue)

5-5 Hallahan, K. (1993). The paradigm struggle in public relations practice. *Public Relations Review*, 19:2, 197-205.

5-6 Rentner, T. L. (2008). Integrating social norms theory in public relations campaign development. In T. L. Hansen-Horn & B. D. Neff (Eds.) *Public Relations: From Theory to Practice* (pp. 195-206). Boston: Allyn & Bacon.

5-7 Len-Rios, M. E. (2008). Following communication rules: A communication-centered theory for public relations. In T. L. Hansen-Horn & B. D. Neff (Eds.) *Public Relations: From Theory to Practice* (pp. 181-194). Boston: Allyn & Bacon.

5-8 Hallahan, K. (2000). Enhancing motivation, ability, and opportunity to process public relations messages. *Public Relations Review*, 26:4, 463-480.

5-9 Hutton, J. G. (1996). Integrated marketing communications and the evolution of marketing thought. *Journal of Business Research*, 37, 155-162.

5-10 Kozlowski, M. (undated). Six Maxims of the Integrated Marketing Communications Process and Nine Keys to Success for PR Professionals in IMC. (**2 pages only**)

5-11 Macnamara, J. (2007). The fork in the road of media and communication theory and practice. Gainesville, FL: Institute for Public Relations. Retrieved Aug. 26, 2009:
http://www.instituteforpr.org/files/uploads/MacnamaraPaper_b.pdf

Case:

5-12 Blaney, J. R., Benoit, W. L., and Brazeal, L. M. (2002). Blowout!: Firestone image restoration campaign. *Public Relations Review*, 28:4, 379-392.

Week 6: 9/22 Risk and Crisis Communication

Leaders: Lindsey Hydrick & Ashley Tanks

Readings:

6-1 Springston, J. K., Avery, E. J., and Sallot, L. M. (2009). Influence theories: Rhetorical, persuasion, and informational. In H. D. O'Hair and R. L. Heath (Eds.) *Handbook of Risk and Crisis Communication*, pp. 205-226. Mahwah, NJ: Erlbaum.

6-2 Palenchar, M. J., & Heath, R. L. (2006). Strategic risk communication: Adding value to society. *Public Relations Review*, 33, 120-129.

6-3 Coombs, W. T. (1995). Choosing the right words: The development of guidelines for the selection of the appropriate crisis-response strategies. *Management Communication Quarterly*, 8:4, 447-476.
+ page (front & back) from theses by Kim Englehardt and Ion Vlad operationalizing the flow charts

6-4 Brinson, S. L., and Benoit, W. L. (1996). Dow Corning's image repair strategies in the breast implant crisis. *Communication Quarterly*, 44:1, 29-41.

6-5 Coombs, W. T., and Schmidt, L. (2000). An empirical analysis of image restoration: Texaco's racism crisis. *Journal of Public Relations Research*, 12:2, 163-178.

6-6 Sheldon, C., & Sallot, L. M. (2009). Image repair in a political faux pas crisis: Testing effects of communication response and performance history. *Journal of Public Relations Research*, 21:1, 25-50.
+ questionnaire used to collect data in the experiment.

6-7 Murphy, P. (1996). Chaos theory as a model for managing issues and crisis. *Public Relations Review*, 22:2, 95-113.

6-8 Gilpin, D., and Murphy, P. (2006). Reframing crisis management through complexity. (2006). In C. H. Botan & V. Hazleton (Eds.) *Public Relations Theory II* (pp. 375-392). Mahwah, NJ: Erlbaum.

6-9 Andersen, P. A., & Spitzberg, B. H. (2009). Myths and maxims of risk and crisis communication. In H. D. O'Hair and R. L. Heath (Eds.), *Handbook of Risk and Crisis Communication*. Routledge, NY: 205-226.

6-10 Cloudman, R., and Hallahan, K. (2006). Crisis communication preparedness among U.S. organizations: Activities and assessments by public relations practitioners. *Public Relations Review*, 32, 367-376.

6-11 Lee, J., Woeste, J. H., Heath, R. L. (2007). Getting ready for crises: Strategic excellence. *Public Relations Review*, 33, 334-336.

6-12 Avery, E.J., Lariscy, R. W., Kim, S., and Hocke, T. (2009). A Quantitative Review of Crisis Communication Research in Public Relations: 1991-2009. Paper presented to the Public Relations Division at the annual conference of AEJMC, August, Boston.

Case: 6-13 Church, G. (1989). The big spill. *Time*, April 10, pp. 38-41.

6-14 Sullivan, A., and Bennett, A. (1989). Critics fault chief executive of Exxon on handling of recent Alaskan oil spill. *Wall Street Journal*, March 31, p. B1.

6-15 Small, W. J. (1991). Exxon Valdez: How to spend millions and still get a black eye. *Public Relations Review*, 17:1, 9-25.

NOTE: Readings for WEEK 7 are numbered beginning with 8!!!

Readings:

8-1 Sha, B. (2009). Exploring the connection between organizational identity and public relations behaviors: How symmetry trumps conservation in engendering organizational identification. *Journal of Public Relations Research*, 21:3, 295-317.

8-2 Rawlins, B. (2009). Give the emperor a mirror: Toward developing a stakeholder measurement of organizational transparency. *Journal of Public Relations Research*, 21:1, 71-99.

8-3 Ledingham, J. A., and Bruning, S. D. (2001). Managing community relationships to maximize mutual benefit: Doing well by doing good. In R. L. Heath (Ed.) *Public Relations Handbook*, pp. 527-534. Thousand Oaks, CA: Sage.

8-4 Hallahan, K. (2008). Organizational-public relationships in cyberspace. In T. Hansen-Horn and B. D. Neff (Eds.), *Public Relations: From Theory to Practice* (pp. 46-73). Boston: Allyn & Bacon.

8-5 Vorvorneau, Mihaela. (2006). Online organization-public relationships: An experience-centered approach. *Public Relations Review*, 32, 395-401.

8-6 Sweetser, K. D., Porter, L. V., Chung, D. S., and Kim, E. (2008). Credibility and the use of blogs among professionals in the communication industry. *Journalism & Mass Communication Quarterly*, 85(1), 169-185.

8-7 Yang, S., and Lim, J.S. (2009). The effects of blog-mediated public relations (BMPR) on relational trust. *Journal of Public Relations Research*, 21:3, 341-359.

8-8 Rand, P.M., and Rodriguez, G. (2009). Relating to the public: the evolving role of public relations in the age of social media. New York: Council of Public Relations Firms at <http://www.prfirms.org>

8-9 Paine, K.D. (2009). What's important about social media is what happens because of it. Retrieved from <http://www.themeasurementstandard.com> KPPaine & Partners' Newsletters

8-10 Curiel, C. (2006). Let's I.M. as you read this. *New York Times*, May 21 (1 page).

8-11 Waters, R. D. (2009). *Rethinking relationship maintenance strategies: Comparing the impact of cultivation on major gifts and annual-giving donors*. Manuscript under review at *Journalism and Mass Communication Quarterly*.

8-12 Waters, R.D. (2009). Measuring stewardship in public relations: A test exploring impact on the fundraising relationship. *Public Relations Review*, 35: 113-119.

8-13 Waters, R.D. (2009). Engaging stakeholders through social networking: How non-profit organizations are using Facebook. *Public Relations Review*, 35: 102-106.

Cases:

8-14 O'Neil, J. (2009, in press). Linking PR tactics to long-term success: An investigation of how communications contribute to trust, satisfaction and commitment in a nonprofit organization. *Journal of Promotion Management*.

Week 8: 10/2 GUEST SPEAKERS Break from readings!

Sherry Treco-Jones, APR, Fellow PRSA, President, Treco-Jones Public Relations, Atlanta.; and Mickey G. Nall, APR, Managing Director of Ogilvy Public Relations Worldwide, Atlanta.

Week 9: 10/13 Diversity Issues in Public Relations

Leaders: Jia-Yun (Jean) Lin & Megan Rudd

*****REMINDER: MEMO RE: FINAL PAPER/COURSE PROJECT DUE*****

Readings:

9-1 Toth, E. L.(2001). How feminist theory advanced the practice of public relations. In R.L. Heath (Ed.) *Public Relations Handbook* (pp. 237-246). Thousand Oaks, CA: Sage.

9-2 Sha, B. L., Dozier, D. M., Toth, E. L., Aldoory, L. (2007). *From baby boomers to generation X: What has changed and what hasn't changed for women in public relations*. Second-place Faculty Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C., August.

9-3 Aldoory, L., Jiang, H., Toth, E. L., and Sha, B. L. (2007). *Work-life gendered discourses in public relations: An exploratory study*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C., August.

9-4 Hutton, J.G. (2005). The myth of salary discrimination in public relations. *Public Relations Review*, 31:1, 73-83.

9-5 Women In Business Special Report. (2005, July 23). *The Economist*, pp. 54-56, 11.

9-6 Weiss, K.K. (2009). Managing gender diversity: Five secrets for a manager's toolkit. Retrieved from *The Way Ahead*, <http://www.aboutoilandgas.net/spe-site/spe/twa/vol4/no3/7SoftSkills.pdf>

9-7 Rosener, J. (2009). Women on corporate boards makes good business sense. Retrieved from <http://www.womensmedia.com>

9-8 Adler, R.D., and Conlin, R. (2009). Profit, thy name is...woman? Retrieved from http://miller-mcune.com/business_economics

9-9 Pompper, D., and Adams, J. (2006). Under the microscope: Gender and mentor-protégé relationships. *Public Relations Review*, 32:3, 309-315.

9-10 Hon, L. C. (1997). "To redeem the soul of America": Public relations and the civil rights movement. *Journal of Public Relations Research*, 9:3, 163-212.

9-11 Pompper, D. (2005). Difference in public relations research: A case for introducing critical race theory. *Journal of Public Relations Research*, 17:2, 139-169.

9-12 Tindall, N.J. (2009). In search of career satisfaction: African-American public relations practitioners, pigeonholing, and the workplace

9-13 Kern-Foxworth, M. (2003). Introducing gender and racial diversity issues in public relations courses. In L. M. Sallot (Ed.) *Learning to teach: What you need to know to develop a successful career as a public relations educator* (3rd ed.), pp. 63-76. New York, NY: Educators Academy, PRSA.

9-14 Waters, R.D., and Tindall, N.J. (2007). *Coming out to tell our story: The career experiences of gay men in public relations*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C., August.

9-15 Bianchi-Kai, B. (2005, Fall). Marketing to the disability community: Who they are and how you can reach them. *Public Relations Strategist*, 11:4, 47-49.

Week 10: 10/20 International Public Relations

Leaders: Soo Hyun (Julia) Kim & Aleesha Smith

Readings:

10-1 Gudykunst, W. B. (1987). Cross-cultural comparisons. In C. Berger & S. Chaffee (Eds.) *Handbook of Communication Science* (pp. 847-889). Newbury Park, CA: Sage.

10-2 Molleda, J. C., and Laskin, A. V. (2005). Executive summary from *Global, international, comparative and regional public relations knowledge from 1990 to 2005: A quantitative content analysis of academic and trade publications* (pp. 1-104). Gainesville, FL: Institute for Public Relations. www.instituteforpr.com (Abstract only: 4 pages)

10-3 Grunig, J. Grunig, L., Sriramesh, K., Huang, Y, and Lyra, A. (1995). Models of public relations in an international setting. *Journal of Public Relations Research*, 7:3, 163-186.

10-4 Wakefield, R. I. (2008). Theory of international public relations, the Internet and activism: A personal reflection. *Journal of Public Relations Research*, 20, 138-157.

10-5 Zaharna, R. S. (1998). *Integrating intercultural communication and international public relations: An in-awareness model*. Paper presented to PR Division, Association for Education in Journalism and Mass Communication National Conference, Baltimore, August.

10-6 Bardhan, N. (2003). Rupturing public relations metanarratives: The example of India. *Journal of Public Relations Research*, 15:3, 225-284.

10-7 L'Etang, J., Falkheimer, J., and Lugo, J. (2007). Public relations and tourism: Critical reflections and a research agenda. (2007). *Public Relations Review*, 33, 68-76.

10-8 Goldstone, P. (2001). Have I got a country for you! *Making the world safe for tourism*, pp. 74-94. New Haven: Yale University Press.

10-9 Wang, J. (2007). Telling the American story to the world: The purpose of U.S. diplomacy in historical perspective. *Public Relations Review*, 33, 21-30.

10-10 Lee, S. (2006). An analysis of other countries' international public relations in the U.S. *Public Relations Review*, 32:2, 97-103.

10-11 Stevens, A. (1998, Spring). Global public relations networks. *PR Strategist*, 4:1, 18-19.

Cases:

10-12 Tampere, K. (2008). Stakeholder thinking and pedagogical approach in public relations processes: Experience from transition societies. *Journal of Public Relations Research*, 20, 71-93.

10-13 Pratt, C. B., and Adamolekun, W. (2008). The People's Republic of China and FAPRA: Catalysts for theory building in Africa's public relations. *Journal of Public Relations Research*, 20, 20-48.

10-14 Gaither, T. K., and Curtin, P. A. (2008). Examining the heuristic value of models of international public relations practice: A case study of the Arla Foods crisis. *Journal of Public Relations Research*, 20, 115-137.

Week 11: 10/27 Guest speaker: Ray A. Crockett, APR, Fellow PRSA, Director, Communications, Coca-Cola North America, Atlanta; 2009 inductee into PRSA | GA Chapter's Order of the Phoenix and PR Hall of Fame. **One reading (handout).**

Note: Readings for Week 12 are numbered beginning with "11"

Readings:

11-1 Wylie, F. W. (1994). Commentary: Public relations is not yet a profession. *Public Relations Review*, 20:1, 1-3.

11-2 Sallot, L. M., Cameron, G. T., and Weaver-Lariscy, R. A. (1998). Pluralistic ignorance and professional standards: Underestimating professionalism of our peers in public relations. *Public Relations Review*, 24:1, 1-19.

11-3 Hazleton, V. (2006). Toward a theory of public relations competence. In C. H. Botan & V. Hazleton (Eds.) *Public Relations Theory II* (pp. 199-222). Mahwah, NJ: Erlbaum.

11-4 Zoch, L. M., and Molleda, J. C. (2006) Building a theoretical model of media relations using framing, information subsidies, and agenda-building. In C. H. Botan & V. Hazleton (Eds.) *Public Relations Theory II* (pp. 279-309). Mahwah, NJ: Erlbaum.

11-5 Single page summarizing: Sallot, L. M., and Johnson, E. A. (2006). Investigating relationships between journalists and public relations practitioners: Working together to set, frame, and build the public agenda 1991-2004. *Public Relations Review*, 32:2, 151-159.

11-6 Miscellaneous pages pulled from the Internet about media relations, evaluating events and sponsorships, phony protests, PRSA condemnation of "disingenuous editorial content"

Two pages of background re: 11-7 (and 11-8) precede 11-7.

11-7 Michaelson, D., and Stacks, D. W. (2007). *Exploring the comparative communications effectiveness of advertising and public relations: An experimental study of initial branding advantage*. Gainesville, FL: Institute for Public Relations. Retrieved from www.instituteforpr.com **Note: Odd page numbering!!!**

11-8 Stacks, D. W., and Michaelson, D. (2009). Exploring the comparative communications effectiveness of advertising and public relations: A replication and extension of prior experiments. *Public Relations Journal*, 3:3, 1-22.

Handout: PRSA Member Code of Ethics (replaced PRSA Code of Professional Standards)

11-9 Curtin, P. A. and Boynton, L. A. (2001). Ethics in public relations: Theory and practice. In R. L. Heath (Ed.), *Handbook of Public Relations*, pp. 411-421. Thousand Oaks, CA: Sage.

11-10 Bowen, S. A. (2008). A state of neglect: Public relations as 'corporate conscience' or ethics counsel. *Journal of Public Relations Research*, 20, 271-296.

11-11 Coleman, R., and Wilkins, L. (2009). The moral development of public relations practitioners: A comparison with other professions and influences on higher quality ethical reasoning. *Journal of Public Relations Research*, 21:3, 318-340.

Cases: 11-12 Goddell, J. (1990). What Hill & Knowlton can do for you (and what it couldn't do for itself). *New York Times Magazine*. Sept. 9.

11-13 Roschwalb, S. A. (1994). The Hill & Knowlton cases: A brief on the controversy *Public Relations Review*, 20:3, 267-276.

11-14 Crescenzo, S. (1997, Fall). Disney cheesy public relations. *PR Strategist*, 3:3, 17-21.

Nov. 6-10 PRSA International Conference / PRSSA National Conference, San Diego

Week 13: 11/10 Potpourri / The Future of Public Relations
Leaders: Rachel Jackson & Lynne Sallot

Note: Readings for Week 13 are numbered beginning with “12”

Readings:

12-1 Cropp, F., and Pincus, J. D. (2001). The mystery of public relations: Unraveling its past, unmasking its future. In R. L. Heath (Ed.) *Public Relations Handbook* (pp.189-203). Thousand Oaks, CA: Sage.

12-2 Okay, A., and Okay, A. (2008). The place of theory in public relations. In T. L. Hansen-Horn & B. D. Neff (Eds.) *Public Relations: From Theory to Practice* (pp. 300-316). Boston: Allyn & Bacon.

12-3 Cheng, I., and De Gregorio, F. (2008). Does (linking with) practice make perfect? A survey of public relations scholars' perspectives. *Journal of Public Relations Research*, 20:4, 377-402.

12-4 Murphy, P. (2000). Symmetry, contingency, complexity: Accommodating uncertainty in public relations theory. *Public Relations Review*, 26:4, 447-462. (**Plus JPRR reviews**)

12-5 Bentele, G., and Wehmeier, S. (2007). Applying sociology to public relations: A commentary. *Public Relations Review*, 33:3, 294-300. (Social Theory Issue)

12-6 Holmstrom, S. (2007). Niklas Luhmann: Contingency, risk, trust and reflection. *Public Relations Review*, 33:3, 255-262. (Social Theory Issue)

12-7 Motion, J., and Leitch, S. (2007). A toolbox for public relations: The *oeuvre* of Michel Foucault. *Public Relations Review*, 33:3, 263-268. (Social Theory Issue)

12-8 Johansson, C. (2007). Goffman's sociology: An inspiring resource for developing public relations theory. *Public Relations Review*, 33:3, 275-280. (Social Theory Issue)

12-9 Waeraas, A. (2007). The re-enchantment of social institutions: Max Weber and public relations. *Public Relations Review*, 33:3, 281-286. (Social Theory Issue)

12-10 McKie, D., and Galloway, C. (2007). Climate change after denial: Global reach, global responsibilities, and public relations. *Public Relations Review*, 33, 368-376.

12-11 Miller (Russell), K. S. (1999). Public relations in film and fiction: 1930-1995. *Journal of Public Relations Research*, 11:1, 3-28.

12-12 Beardsley, J. (2004, Spring). Communicating the value of public relations. *Public Relations Strategist*, 39-41.

Case: 12-13 Boyd, J., and Stahley, M. (2008). Communitas/corporatas tensions in organizational rhetoric: Finding a balance in sports public relations. *Journal of Public Relations Research*, 20, 251-270.

12-14 Lagniappe: Articles from *PR Week's 2009 Career Guide*: pages 5-7, 20, 22-23, 24-25.

Wednesday 11/11 Grady College PRSSA Chapter's Professional Connection

Week 14: 11/17 **Last class meeting** – No Readings!!!!!!!!!!!!!!*

*(Except for doc student special assignments)

Class Presentations of Masters students' Site Reports/Practitioner Interviews

Ph.D. student presentation

Please complete your online course evaluation after our last class and before Dec. 7.

Week 15: 11/24 Happy Thanksgiving Holiday – No class

Week 16: 12/1 No formal class – Work on final papers

12/8 Last day of UGA classes (Friday schedule)

Dec. 10-16: FINAL EXAMS

**FINAL PAPERS MUST BE TURNED IN BY
9 a.m., MONDAY, DEC. 7**