Autumn 2016

Module Outline

MODULE NAME	**Public Relations and Public Communications Theories**
MODULE CODE	**PREPP62**

Module Information

The information in this Module Outline is specific to this module: you should also access more general information and policies in your Programme Handbook which can be found on the Taught Postgraduate Information Succeed site.

Learning outcomes of the module

Learning Outcomes
1. Knowledge and critical understanding of the key theoretical frameworks, principles, concepts, paradigms and approaches that inform public relations and public communications. 2. Critical understanding of epistemologies underpinning research paradigms, their disciplinary origins and their influence upon public relations theory development. 3. A critical awareness of organisational communication phenomena, challenges, issues and their societal implications.
Workplace skills developed on this module
- Academic writing and argumentation - Oral and presentation skills - Time management skills - Ability to critically examine and evaluate current research and advanced scholarship in the discipline. - Ability to critically apply theoretical frameworks, concepts and principles to public relations and public communication practice. - Ability to identify and critically evaluate organisational communication challenges, issues and requirements. - Critical and analytical thinking skills.
Each full time module is worth 20 credits: this means that you are expected to put in 200 hours of work over the course of the semester on this module. This time is made up of timetabled classes and self -study (including writing assessments and revision time) so set aside enough time for reading and research.

Key contacts for this module:

Role	Name	Room	E-mail	Office hours
Module Co-ordinator	**Dr Alenka Jelen-Sanchez**	A24 Pathfoot	alenka.jelen@stir.ac.uk	Tue 12-2
Programme Administrator	**Jane Campbell**	A41 Pathfoot	jane.campbell@stir.ac.uk sahgs@stir.ac.uk	

Key dates:

Lectures begin	**w/c 12 September 2016**
Seminars begin	**w/c 10 October 2016 (see the schedule below)**
Mid-semester reading week	**Monday 24 October - Friday 28 October 2016 (inclusive)**
Timed assignment date	**Tuesday 1 November 2016**
Timed assignment feedback	**Tuesday 15 November 2016**
Academic paper submission date	**Tuesday 13 December 2016**
Academic paper feedback deadline	**Friday 23 December 2016**
Module marks available	**Monday 16 January 2017**

Sources of Information:

Routine enquiries	Programme Handbook on TPG Succeed site or Programme Administrator
Academic help or feedback	Use the "office hours" to speak to staff – see above
Up-to date information and assessments	Succeed
Postgraduate Regulations which apply to this module	http://www.stir.ac.uk/regulations/postgraduate/

Teaching Schedule[1]

Lectures and seminars are held weekly and readings/seminar work will be distributed in advance. All students are expected to contribute to lectures and seminars**.**

Lectures will be held at the following times:

Day/time/venue
Tuesday, 10.00-12.00, P.D1

Seminars will be **held from w/c 2nd November** at the following times:

Day/time/venue
Tuesday, 14.00-18.00, P.C2

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[1] Subject to change as/when required. Please check Succeed regularly for updates.

Week Commencing	Lecture Topics	Preparation/seminar
12th September First lecture: 13th September	Introduction to the module: Public relations as an academic discipline	Ihlen et al. Ch. 1 L'Etang et al., Ch. 1 Van Ruler et al., Ch. 3 L'Etang, Ch.2
19th September	Origins of public relations and public communications theory *Timed assignment brief issued*	Heath, Ch. 3, 19 Grunig et al., Ch. 1, 5, 11,12 Broom et al., Ch.1 L'Etang & Pieczka, Ch. 17
26th September	Expanding the horizons: Socio-cultural and critical turn in public relations	Edwards & Hodges, Introduction, Ch. 4, 8 L'Etang et al., Ch. 2 Ihlen et al. Ch. 4, 16, 17
3rd October	Social constructivism and public relations	Ihlen et al., Ch. 3 Heath, Ch. 8, 11 Berger & Luckmann
10th October	Symbolic interactionism, impression management and public relationships	Blumer, Ch. 1, 3 Ledingham & Bruning, Ch. 1, 3 L'Etang & Pieczka Ch. 16 ***SEMINR: Timed assignment workshop***
17th October*	Framing paradigm: Communication professionals as frame doctors? *Academic paper brief issued*	Ihlen et al., Ch. 7 Stromback, J. & Kiousis, Ch. 9 ***SEMINR: Timed assignment workshop***
24th October	No lectures (reading week)	No lecture/semester (Mid-semester break) No tutorial/semester (reading week)
31st October	**Timed assignment**	*All the readings above*

7th November	Rhetorical and discursive perspectives on public relations	Ihlen et al., Ch. 5 L'Etang and Pieczka, Ch. 18 Heath et al., Ch. 1, 5 Heath, Ch. 4 L'Etang et al., Ch. 7, 11 Dillard & Shen, Ch. 1
14th November	Social psychology and public communication: Attitudes, propaganda, persuasion and theories of social influence	O'Keefe, Ch. 1, 5, 6 Jowett & O'Donnell, Ch. 1 L'Etang & Pieczka, Ch. 1, 2 Dillard & Pfau, Ch. 6 Dillard & Shen, Ch. 4, 8, 9 *Seminar presentations*
21st November	Public relations in late/reflexive modernity: Legitimacy, risk, crisis, reputation and CSR	Ihlen et al., Ch 2, 6, 15 Heath, Ch. 31, 32, 33, 39 L'Etang & Pieczka, Ch. 21 *Seminar presentations*
28th November Teaching ends on Friday, 2nd December	Public relations occupation: power, gender, diversity and ethics	Edwards & Hodges, Ch. 5 L'Etang. Ch. 2 Edwards, Ch. 3 Daymon & Demetrious, Ch.1, 4, 11 Fawkes, Ch. 2, 3 Heath, Ch.12, 40 *Seminar presentations*

Books and research

Essential reading (purchase recommended):	Edwards, L., & Hodges, C. (Eds.) (2011) *Public relations, society & culture*. London: Routledge. (e-book available) L'Etang, J., McKie D., Snow, N., & Xifra, J. (Eds.) (2016). *The Routledge Handbook of Critical Public Relations.* Oxon, New York: Routledge. (e-book available) Heath, R. L. (Ed.) (2010). *The Sage Handbook of Public Relations*. Thousand Oaks, CA: Sage. Ihlen O., Fredrikson, M., & van Ruler, B. (Eds.) (2009). *Public Relations and Social Theory: Key Figures and Concepts.* New

	York: Rutledge. (e-book available)
Highly recommended reading:	Brown, R. E. (2014). *The Public Relations of Everything: The Ancient, Modern and Postmodern Dramatic History of an Idea.* London: Routledge.

Bernays, E. L. (1952). *Public Relations*. Norman: University of Oklahoma Press.

Broom, G.M., Cutlip S.M., Center, A.H., & Sha, B. (2013). *Effective Public Relations* (11th ed.). Upper Saddle River, NJ: Pearson.

Cottle, S. (Ed.) (2003). *News, Public Relations and Power.* London: Sage.

Daymon, C. & Demetrious, K. (2014). *Gender and Public Relations.* London: Routledge.

Edwards, L. (2015). *Power, Diversity and Public Relations.* London: Routledge.

Fawkes, J. (2013). *Public relations ethics and professionalism.* London: Routledge.

Grunig, J. E., Dozier, D. M., Ehling, W. P., Grunig, L. A., Repper, F. C., & White, J. (Eds.) (1992). *Excellence in public relations and communication management.* Hillsdale, NJ: Lawrence Erlbaum Associates.

Heath, R. L., Toth, E. L., & Waymer, D. (Eds.) (2009). *Rhetorical and Critical Approaches to Public Relations II.* Routledge: New York.

L'Etang, J. (2008). *Public relations: Concepts practice and critique*. London: Sage.

L'Etang, J., & Pieczka, M. (Eds.) (2006). *Public Relations: Critical debates and contemporary practice*. Mahwah, NJ: Lawrence Erlbaum Associates.

Moss, D., & DeSanto, B. (2011). *Public Relations: A Managerial Perspective.* London: Sage.

Moss, D., Verčič, D., & Warnaby, G. (Eds.) (2003). *Perspectives on Public Relations Research.* London, New York: Routledge.

O'Keefe, D. (2002). *Persuasion* (2nd ed.). Thousand Oaks, CA: |

	Sage.
	Sriramesh, K. & Verčič, D. (Eds.) (2009). *The global public relations handbook.* London: Routledge.
	Stromback, J. & Kiousis, S. (Eds.) (2011). *Political Public Relations: Principles and Applications.* New York, London: Routledge.
	Toth, E. (Ed.) (2007). *The future of excellence in public relations and communication management.* Mahwah, New Jersey: Lawrence Erlbaum Associates.
	van Ruler, B., Tkalac Verčič, A., & Verčič, D. (Eds.) (2008). *Public Relations Metrics: Research and Evaluation.* London: Routledge.
	Zerfuss, A., van Ruler, B. & Sriramesh, K. (Eds.) (2008). *Public Relations Research: European and International Perspectives and Innovations.* Wiesbaden: VS Verlag fur Sozialwissenschaften.
Further reading:	Berger, P. L. & Luckmann, T. (1967). *The social construction of reality.* New York: Longman.
	Bettinghaus, E. P. & Cody, M. J. (1994). *Persuasive Communication*. New York, NY: Holt, Rhinehart and Winston.
	Blumer, H. (1986). *Symbolic Inteernactionism: Perspective and Method.* Berkley, Los Angeles, London: University of California Press.
	Coombs, T. & Holladay, S. (2007). *It's not just PR: Public relations in society*. Malden, MA London: Blackwell.
	Cornelissen, J. (2004). *Corporate Communications: Theory and Practice.* Thousand Oaks, CA: Sage.
	Curtin, P. A. & Gaither, T. K. (2007). *International public relations: Negotiating culture, identity and power.* Thousand Oaks, CA: Sage.
	Dillard, J. P., & Pfau, M. (Eds.) (2002). *The persuasion handbook: Developments in theory and practice*. Thousand Oaks, CA: Sage.
	Dillard, J. P., & Shen, L. (Eds.) (2012). *The SAGE Handbook of Persuasion: Developments in Theory and Practice.* Sage Publications.

Dozier, D. M., Grunig, L.A., & Grunig, J.E. (1995). *Manager's guide to excellence in public relations and communication management.* Mahwah, NJ: Lawrence Erlbaum Associates.

Gass, R. H. & Seiter, J.S. (2011). *Persuasion, social influence and compliance gaining* (4th ed.). London: Pearson.

Goffman, E. (1974). *Frame analysis: An Essay on the Organization of Experience.* Cambridge, MA: Harvard University Press.

Johnson-Cartee, K. S. (2005). *News Narratives and News Framing: Constructing Political Reality.* Lanham: Rowman & Littlefield.

Jowett, G. S., & O'Donnell, V. (2014). *Propaganda and Persuasion*. Newbury Park, London, New Delhi: Sage.

Ledingham, J. A., & Bruning, S.D. (Eds.) (2000). *Public relations as relationship management: A relational approach to the study and practice of public relations.* Mahwah, NJ: Lawrence Erlbaum Associates.

L'Etang, J. (2004). *Public Relations in Britain: A History of Professional Practice in the Twentieth Century*. Mahwah, New Jersey: Lawrence Erlbaum Associates.

May, S., Cheney, G., & Roper, J. (2007). *The debate over corporate social responsibility*. Oxford: Oxford University Press.

Mayhew, L. H. (1997). *The New Public: Professional communication and the means of social influence.* Cambridge: Cambridge University Press.

McKie, D. & Munshi, D. (2007). *Reconfiguring public relations: equity, ecology and enterprise*. London: Routledge.

Perloff, R.M. (1993). *The dynamics of persuasion.* Hillsdale, NJ: Lawrence Erlbaum Associates.

Reese, S. D., Gandy Jr., O. H., & Grant, A. E. (Eds.) (2001). *Framing Public Life: Perspectives on Media and Our Understanding of the Social World.* Mahwah, NJ: Lawrence Erlbaum Associates.

Somerville, I., Hargie, O., Taylor, M., Toledano, M. (eds.) (2017). *International Public Relations: Perspectives from deeply divided societies.* London: Routledge.

	Splichal, S. (Ed.) (2001). *Public opinion and democracy: vox populi - vox dei?* Cresskill, NJ: Hampton Press. St. John III, B., Opdycke Lamme, M., & L'Etang, J. (Eds.) (2014). *Pathways to Public Relations: Histories of Practice and Profession.* London: Routledge. Wahl-Jorgensen, K. & Hanitzsch, T. (Eds.) (2009). *The Handbook of Journalism Studies.* New York, London: Routledge. Zerfuss, A., van Ruler, B. & Sriramesh, K. (Eds.) (2008). *Public Relations Research: European and International Perspectives and Innovations.* Wiesbaden: VS Verlag fur Sozialwissenschaften. **Journals** *Communication Theory* *Corporate Communications* *Journal of Communication* *Journal of Communication Management* *Journal of Public Relations Research* *Media, Culture & Society* *Public Relations Inquiry* *Public Relations Review*
Electronic Resource List is available for this module	http://resourcelists.stir.ac.uk/lists/942EF85D-8F92-B8C5-83BE-210C8E534022.html

A guide to using the Library can be found at:	http://www.stir.ac.uk/is/student/.
Report missing library items at:	http://www.stir.ac.uk/is/student/library/about/borrowing/#missing

Assessed work

The overall mark for the module is calculated from the sum of weighted component marks, rounded to the nearest whole number; a pass is not required in each component. This module mark represents a summary of performance on the module.

The method of assessing performance is by the following:

Assessed work	% of final mark
Timed assignment	**50 %** (max. 2 hours)
Academic paper and presentation	**50%** (2,500 words)

Assignment briefs for both assessments with marking criteria will be distributed as indicated in the Teaching Schedule above.

Timed assignment
The timed assignment will assess how well you have met the learning outcomes of this module together with your ability to present knowledge and sustained arguments in writing in a way which is comprehensible to others within a limited time of 2 hours.

Materials permitted in timed assignment
The timed assignment is computer-based open-book assessment. The following materials may be taken into the timed assignment:
Books, academic articles, notes and other module materials
English/foreign language dictionary
Other electronic devices (apart from University computers) **are not permitted** in timed assignment tests or examinations. Along with mobile phones, they constitute unauthorised material.

The academic paper
Each student must write an academic paper on:

Contemporary issues in public relations and public communications theory and practice, suitable for presentation at an academic conference. Students should choose their own topic and theoretical approach. It is recommended to use one of the theories discussed during the lectures.

Submission Deadline (Date & Time):	Tuesday 13 December 2016 by midday
Word Count:	2,500 words
Feedback and grade will be available by:	23 December 2016

Submission Instructions

Submission: Electronic versions of your timed assessment and academic paper must be submitted via Turnitin by the deadline: this copy will be run through plagiarism detection software. In case of technical difficulties, please email your assignments to Jane Campbell (jane.campbell@stir.ac.uk) by the deadline.

Extensions: No extensions to deadlines will be granted unless there are extenuating circumstances. It is important to contact your module co-ordinator if you are having any difficulty in meeting a coursework submission deadline. Extenuating circumstances are explained at section 6.2. of the Code of Practice for the Assessment http://www.stir.ac.uk/quality/academic-policy/assessment/.

Late assignments: Assignments which are handed in late without the permission of the Coordinator will be subject to the deduction of marks. Students are responsible for ascertaining and meeting submission deadlines.

If a student fails to submit a piece of coursework on time, work will be accepted up to seven calendar days after the submission date (or expiry of any agreed extension) but the mark will be lowered by **3% per calendar day** or part thereof (including Saturday and Sunday).

After seven calendar days, the piece of work will be deemed a non-submission and will be given 0%. If the piece of work is compulsory, the student will be deemed to have failed the module, due to failure to comply with published requirements.

Word count: The assignments should not exceed the word count, excluding references, footnotes, endnotes, and bibliography. **You are required to provide a word count at the end of the assignment**. Students who exceed this limit by more than 10% may be awarded a lower grade.

Presentation of work: The assignments must be word-processed and double-spaced. Please retain a copy of the assignment that you submit.

Clarity and structure: Your grade on the assignments will take into account clarity and organisation as well as substantive content. You are encouraged to produce several drafts of your assignment before turning in your final product for grading; editing and re-writing your early drafts will improve the organisation and conciseness of your assignment.

Bibliography & References: You will be expected to use the **APA 6ᵗʰ edition style of citation, and to prepare a bibliography**. There may be a **penalty** for failing to provide adequate citations to sources or failing to provide a bibliography, the magnitude of which will be at the discretion of the module coordinator. More information on APA system of citation can be found here: http://www.apastyle.org.

Plagiarism

It is generally understood why cheating in examinations is wrong: it is an attempt to gain undeserved credit by presenting the work of another as one's own. For the University not to treat cheating as an extremely serious offence would be unfair to its students and would jeopardise the standard of its awards. Exactly the same is true of coursework submitted for assessment. Plagiarism is the equivalent of cheating in an examination because it involves the reproduction of another's work, whether ideas, data or expressions, without due acknowledgement. This is plagiarism, whether the source is

printed, electronic or handwritten, whether it is reproduced verbatim or is paraphrased, and whether it is drawn on extensively or in brief.

The University has an agreed policy setting out procedures and penalties for dealing with academic misconduct. This policy can be found at: http://www.stir.ac.uk/academicpolicy/handbook/assessment/#q-8 . The policy also gives guidance on proper and adequate acknowledgement of source material, but if students are in any doubt at all about the nature of plagiarism, or the means by which to avoid it, students are strongly advised to consult their tutor. Students should clearly understand that it is their responsibility to be sure they understand these matters. **Ignorance is not accepted as a defence for plagiarism.**

Feedback

Obtaining feedback is an extremely important part of learning and educational and personal development. Students can receive personal, face-to-face feedback from the lecturers and tutors who assess their work during staff "office hours", which every member of staff schedules each week for this purpose. These office hours are drop-in sessions, and students are encouraged to use them. Written feedback on assessed work is also provided within the period set under University regulations. Students wishing more detailed feedback should **always** have face-to-face discussions with members of staff during their office hours. In addition, if, a member of staff uses written feedback to ask a student to meet with them so that more detailed feedback can be provided, **it is recommended strongly that the student should make it a priority to do so**.

On this module you can expect the following feedback:
- *Timed assignment:* You will receive your grade by the date outlined above and thereafter you can contact your Module Coordinator for personal feedback on your performance. A breakdown of marks will be made available via Succeed where appropriate.
- *Academic paper:* You will receive your grade and feedback within 3 weeks of the submission deadline.

Absences

Compulsory/prescribed classes:
Where you are likely to miss a compulsory or prescribed class, you should use the self-certification form (you will find a link to this on their home page on the university portal) for medical issues or inform their module coordinator for any other circumstances and seek approval as far in advance as possible.

Where prior approval is not possible (e.g. in event of illness or an emergency), taught students are expected to complete a self-certification form which is available via the portal.

Absences of less than 5 working days do not require supporting evidence and will normally be considered to be 'self-certified'. You are expected to report by completion of a self-certification form as soon as possible and to submit appropriate and relevant supporting documentation as described below. Where an absence is for medical reasons then a medical certificate from a British GP practice is required. Where an absence has occurred for non-medical reasons, students are expected to provide any relevant information/documentation in place of a medical certificate. Examples might include:

- A letter from a counsellor;
- Notification of death;
- Police report;
- Court citation.

Advice on whether the supporting documentation is sufficient can be obtained from School Offices or Registry.
If you are required to include supporting evidence the documents should be submitted to Registry (2Z, Cottrell Building) in a sealed envelope marked 'sensitive information' along with details of the absence and your student ID number. Registry will inform the School that evidence has been submitted.

Failing an Assessment

The overall mark for the module is calculated from the sum of weighted component marks, rounded to the nearest whole number and therefore a pass is not required in each component.

If, however, you fail the module, you will be given the opportunity to resit or resubmit the elements you failed at the next diet. Your module co-ordinator will advise you as necessary. Details of the regulations can be found at:
http://www.stir.ac.uk/regulations/undergrad/assessmentandawardofcredit/#q-2

Need help?

You can talk to the Module Coordinator or Personal Tutor. The Programme Handbook also has sections on Sources of Academic and Technical Information Support which gives details on Student Programmes. It also provides details of sources of personal information and support, including information for students with disabilities.

Email calming policy

Please note that CMC operates an email calming policy and staff do not respond to email outside of the hours 7am-7pm Monday-Friday. We will try to respond to emails within 3 working days wherever possible. Do remember that all staff also have office hours when they are available for consultation by phone or in person.

Listening to your views

We are keen to work with you to ensure that we continue to improve and enhance the student experience while maintaining an academically rigorous and challenging programme of study. Ways to give us feedback:

Your Module Coordinator	Details above
Student Staff Consultative Committee	Date to be confirmed
Your Student Representative	To be elected at the start of the semester
The Module Evaluation Questionnaire	This is issued towards the end of each module

All of our modules are reviewed each year and student feedback from last year has been taken into account in reviewing this module. In accordance with last year's feedback, we have introduced additional seminar sessions, which will focus on timed assessment preparations. The content of the module has also been updated and rearranged in line with student feedback and latest developments in the discipline.