

PLA DOCENT D'ASSIGNATURA

Títol de l'assignatura: Public Affairs and Advocacy

Codi de l'assignatura: 31792

Nombre de crèdits: 5 ECTS

Student workload: 125 hours

Professors responsables: Eva Pujadas

1. Course Presentation

This course aims at showing the process and constituency of "Public Affairs" and "Advocacy" as academic and practical disciplines. Public Affairs has already achieved a considerable academic status - considering the number of researchers, academic articles, books and also scientific reviews- though its own specificity and object are still being the core point of central debates.

As such, the object shall be considered from a sociological perspective to set a common ground with other fields of Social Sciences. In this sense the course will be focused around the questions of the "public affairs" own constituency in order to determine questions like: "Which *public affairs* are considered Public Affairs"? What is the process that makes a specific issue to become "Public Affairs"? How are these "public affairs" perceived by governments, stakeholders and private companies as such? How are they incorporated and being managed as "Public Affairs"? and "What kind of narratives are being created from public advocacy around these public affairs? What is the link between these narratives and a company, a government or an institutional reputation?"

2. Contents

The course is structured around the following lessons:

1. Introduction to the course: "Public Affairs" under a Sociological Perspective. How are "public affairs" defined as "Public Affairs"? Are they all public affairs? What kind of "Public affairs" are generally included and excluded from the "Public Affairs" perspective? Why?

2. Public Affairs Trends and Traditions. About the setting of an academic and practical discipline.
3. The Public Affairs Processes and Perceptions:
 - a. From public perception to public affairs;
 - b. From public Affairs to public management (by companies, governments, NGOs or private companies);
 - c. From public management to public narratives;
 - d. From public narratives to social perception of Public Affairs
4. The analysis of social perception of "Public Affairs". Concepts, theories and practical approaches. Cases for discussion:
 - 4.1. Politics;
 - 4.2. Commercial Advertising;
 - 4.3. Ecology and Environment advocacies
 - 4.4. NGO's and other civil society Groups;
 - 4.5. Banking Reputation.

3. Evaluation

To evaluate the course the students need to follow the different class presentations, attend to the seminars, develop its own PA project with the professor and present its own project on the social perception of a chosen public affairs topic.

Each activity will account for the following grades:

- General attendance and class participation: 10%
- Seminars participation: 15%
- Tutorials and discussion with the professor of a particular PA topic: 15%
- Presentation of a Public Affairs planning research: 20%
- Project on Public Research personal research: 40%

4. Bibliography and teaching resources

Fleisher, C.: *The measurement and evaluation of public affairs process and performance* in Harris, Ph. and Fleisher, C.S. (Eds).: *Handbook of Public Affairs*. SAGE Publications Ltd; 1 edition (July 15, 2005)

Floch, J.M.: *Semiotics, Marketing and Communication: beneath the signs, the strategies*. Palgrave, Macmilan, 2001

Floch, J.M.: Visual Identities. Continuum International Publishing Group Ltd. (December 2000).

Fombrun, Ch.J.: Reputation. Realizing value from the corporate image. Harvard Business School Press, Boston, Massachusetts, 1996.

Grefe, E.A. and Castleman, S.A.: *Information, Communications systems and technology in Public Affairs* in Harris, Ph. and Fleisher, C.S. (Eds).: Handbook of Public Affairs. SAGE Publications Ltd; 1 edition (July 15, 2005)

Greimas, J.A.: On Meaning: Selected writings in semiotical theory. Univ. of Minnesota, October 1987.

Harris, Ph. and Fleisher, C.S. (Eds).: Handbook of Public Affairs. SAGE Publications Ltd; 1 Edition (July 15, 2005)

Lerbinger, O.: Corporate Public Affairs: Interacting With Interest Groups, Media, and Government (Routledge Communication Series, October 2005)

Showalter, A. and Fleischer, C.S.: *The tools and techniques of Public Affairs* in Harris, Ph. and Fleisher, C.S. (Eds): Handbook of Public Affairs. SAGE Publications Ltd; 1 edition (July 15, 2005)

Walden, G.R.: Public opinion polls and survey research. Garland, 1990

Windsorm D: "*Theories*" and *theoretical roots of Public Affairs* in Harris, Ph. and Fleisher, C.S. (Eds).: Handbook of Public Affairs. SAGE Publications Ltd; 1 edition (July 15, 2005)

ACADEMIC JOURNALS:

Journal of Public Affairs, Hoboken, N.J.: John Willey and sons, 2001-
Philosophy and Public Affairs: Princetown, NJ, Princetown University Press, 1971-

Perspectives in Public Affairs, Phoenix (USA) Arizona State University, Schhol of Public Affairs, 2004-

* More specific teaching sources will be provided along the course.

6. Methodology

The course will consist on the combination of :

- General and theoretical class presentations made the professor;
- Seminars in which some readings and cases will be discussed;

- Personal tutoring with the different groups;
These sessions will be complemented with the student's own presentation and discussion of specific



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