



Teaching the Introductory Public Relations Course: Pedagogical Recommendations

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Abstract: This article explores the foundations and the content areas that ground the introductory public relations course. Examples of two assignments designed to help students think critically, apply knowledge, and improve their writing skills are offered, as well as the identification of several challenges both students and instructors face and a brief discussion of the unique advantages provided by this course.

Heath (2001) defined public relations as “a relationship-building professional activity that adds value to organizations because it increases the willingness of markets, audiences, and publics to support them rather than oppose their efforts” (p. 8). This understanding of public relations, often described as *relationship management*, still is relevant today; however, key words such as “influence” and “engagement” have begun to creep into the industry jargon. Modern public relations, then, is essentially about engaging stakeholders in a relationship that spans across multiple platforms in an effort to influence public perceptions of a client organization. This article highlights some of the concepts and models that ground most introductory public relations courses, content areas often addressed in these courses, assignments that may be of value when teaching the course, and both student- and instructor-centered issues related to teaching public relations.

Foundations

There is no one theory of public relations. Rather, myriad theories and models have attempted to define public relations. Systems theory emerged early as the primary theoretical framework guiding public

Teaching The Introductory Public Relations Course A Communication Perspective

**Foundation for Public Relations
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Teaching The Introductory Public Relations Course A Communication Perspective:

Teaching the Introductory Public Relations Course James S. Measell, 1990 Expressing a communication perspective on teaching public relations this booklet is designed for instructors of public relations courses The introduction to the booklet establishes the theoretical grounding of this investigation namely the mutual relationship between public relations and communication The first section explicates the communication perspective for teaching public relations The second section provides a series of examples of typical communication problems facing contemporary public relations practitioners The coursework pages of the booklet embrace a composite course outline and sample student assignments and the instructor s guide which is also provided replicates these assignments adding teacher to teacher advice Finally a Sources and Resources section presents a list of textbooks and other materials on a variety of communication and public relations related topics RS

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Today's Public Relations Robert L. Heath, W. Timothy Coombs, 2005-10-19 Today s Public Relations An Introduction works to redefine the teaching of public relations by discussing its connection to mass communication and linking it to its rhetorical heritage The text features coverage of ethics research strategy planning evaluation media selection promotion publicity crisis communication risk communication and collaborative decision making as ways to create maintain and repair relationships between organizations and the persons who can affect their success The book also examines the challenges of creating a solid foundation in the field of public relations while working to become a professional in a global society Key Features Chapter opening vignettes illustrate key points to be covered in the chapter Web Watcher boxes highlight the importance of the Internet in PR today and encourage students to use the Web s resources Ethical Quandary boxes lead readers to think through difficult situations in order to better prepare them for the challenges of public relations Professional Reflections written by practitioners give a real world perspective on the topics covered End of chapter questions and summary questions exercises and recommended reading lists help readers to better comprehend the chapter material and delve more deeply into the topic at hand Intended Audience Undergraduate and graduate courses in public relations in journalism and business departments Introduction to Public Relations Janis Teruggi Page, Lawrence J. Parnell, 2024-12-05 Introduction to Public Relations Strategic Digital and Socially Responsible Communication presents a comprehensive introduction to the field of public relations examining its current practices and future directions In response to the dynamic shifts in technology business and culture authors Janis T Page and Lawrence J Parnell illustrate how today s PR professionals craft persuasive messages using modern technologies while working in line with the industry s foundations The text skillfully balances this approach by delving into communication theory history processes and practices demonstrating how these elements can be integrated into strategic public relations planning Page and Parnell guide students toward becoming socially responsible communicators where fostering trust and respect with diverse communities is valued over creating the next viral campaign

The Third Edition responds to the rising focus on social responsibility sustainability CEO and investor activism and consumer demand for ethical brands and addresses these changes with updated content including new features recent examples case studies and chapter opening scenarios *School Public Relations Programs in Selected Wisconsin Public Schools* Douglas W. Keiser,1994 **Speech Communication Teacher** ,1990 **Public Relations Review** Foundation for Public Relations Research and Education (U.S.),2001 **Scholarship in Transformation** Faridah Ibrahim,Peng Kee Chang,2014 The Speech Communication Association Records University of Utah. Libraries. Special Collections Department,Kristen Soderberg,Mark Jensen,1997 *Public Relations* Ellen Gunning,2018-09-26 Now in its third edition this core textbook provides students with a highly engaging and accessible introduction to the world of PR covering diverse topics such as event planning press releases crisis management ethics managing your own PR agency and how to use social media effectively The author draws on over 25 years of hands on experience as a PR practitioner and lecturer to provide cutting edge and insightful examples and debates relating to key contemporary issues from Twitter storms and whistleblowing to the Ebola crisis and media relations in the White House With information drawn from a wide range of international experts the book offers case studies that cross continents and cover small local and large multinational organisations resulting in a truly global perspective This new third edition has been comprehensively revised and updated throughout equipping readers with the practical skills they need to succeed as a PR professional in the 21st century *Public Relations A Practical Guide* is a must have companion for all those studying practitioner courses on public relations taught and accredited by PR professional organisations It will be also be an essential textbook for undergraduate and postgraduate students studying introductory public relations modules at universities New to this Edition A more international perspective illustrated by up to date examples and case studies covering companies such as Pepsi Samsung Shell and United Airlines and countries including Germany the UK the USA Australia China India Nigeria Greece and Ireland A new and enhanced pedagogical framework offering chapter introductions practical case studies and What You ve Learned sections at the end of each chapter Extensively updated from the second edition to include increased coverage of social media and the latest PR practices Accompanying online resources for this title can be found at bloomsburyonlineresources.com/public-relations These resources are designed to support teaching and learning when using this textbook and are available at no extra cost *Catalog of ERIC clearinghouse publications* ,19?? **Media Asia** ,1995 *Forthcoming Books* Rose Army,1991 **Subject Guide to Books in Print** ,1997 **Journal of Health, Physical Education, Recreation** ,1961 Introduction to Strategic Public Relations Janis Teruggi Page,Lawrence J. Parnell,2017-11-30 Winner of the 2019 Textbook Academic Authors Association s The Most Promising New Textbook Award How can public relations play a more active role in the betterment of society *Introduction to Strategic Public Relations Digital Global and Socially Responsible Communication* prepares you for success in today s fast changing PR environment Recognizing that developments in

technology business and culture require a fresh approach Janis T Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built Because the practice of public relations is rooted in credibility the authors believe that you must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content The authors balance this approach with a focus on communication theory history process and practice and on understanding how these apply to strategic public relations planning as well as on learning how to create a believable and persuasive message Key Features Chapter opening Scenarios capture your attention by discussing current PR challenges such as the Wells Fargo cross selling VW emissions cover up and P G s Like a Girl campaign and thus frame the chapter content and encourage active reading At the end of the chapter you explore various aspects of socially responsible communication to solve the PR challenge Socially Responsible Case Studies in each chapter illustrate the key responsibilities of a modern public relations professional such as media relations crisis communications employee communications applied communications research and corporate and government specific communications Each case features problem solving questions to encourage critical thinking Social Responsibility in Action boxes feature short specific social responsibility cases such as Universals NoFoodWasted Nespresso in South Sudan and Merck s collaboration with AIDS activists to highlight best practices and effective tactics showing the link between sound public relations strategy and meaningful social responsibility programs Insight boxes spark classroom discussion on particularly important or unique topics in each chapter Personality Profile boxes will inspire you with stories from PR veterans and rising stars such as the U S CEO of Burson Marsteller the Chief Communication Officer of the United Nations Foundation and the Executive VP at HavasPR [Publishers Directory](#) ,1994 **El-Hi Textbooks & Serials in Print, 2005** ,2005

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