



Teaching the Introductory Public Relations Course: Pedagogical Recommendations

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Keywords: public relations, pedagogy, higher education, teaching

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

Janis Teruggi Page, Lawrence J. Parnell



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

Resources in Education, 2000 **Catalog of ERIC Clearinghouse Publications**, 1997 The QUARTERLY JOURNAL of SPEECH, 1994 *Public Relations Review* Foundation for Public Relations Research and Education (U.S.), 2001

Introduction to Strategic Public Relations Janis Teruggi Page, Lawrence J. Parnell, 2017-11-30 This practical introductory text presents the comprehensive field of public relations as it is today and as it will be tomorrow exploring how public relations can play an active role in the betterment of society **Speech Communication Teacher**, 1990 **Ethical Issues in the Communication Process** J. Vernon Jensen, 2013-11-05 A rapid and widespread growth of interest in applied ethics is occurring today not only in the United States but around the world as well Academia both reflects this and is a leader in the movement The field of speech communication shares in this increased sensitivity to ethical concerns Students and the general public are looking for thoughtful analyses and guidance in all areas of communication Ethical concerns relative to mass communication have been the subject of a number of books but only a very few cover the entire scope of communication to include interpersonal intercultural organizational small groups and public speaking This book tries to fill that need by discussing ethical concerns as they emerge in the areas of the communication process the communicator the message the media the audience and the situation The speech communication field now has a need to digest and synthesize the existing research findings and the general literature in the field and in related humanities and social science works into a coherent and nontechnical discussion This volume explores the most up to date materials to provide just such a synthesis An extensive bibliography at the end of the book gives readers the sources on which the book is based and offers ample avenues for further personal exploration The book should provide meaningful food for thought as readers grapple conscientiously with the many everyday decisions made in communication transactions and in evaluating the communication of others

Excellence in Public Relations and Communication Management James E. Grunig, 2013-10-18 This book is the initial volume coming out of the excellence project a comprehensive research effort commissioned by the IABC International Association of Business Communicators Research Foundation The purpose of this project was to answer two fundamental

questions about public relations What are the characteristics of an excellent communication department How does excellent public relations make an organization more effective and how much is that contribution worth economically The research team began its work with a thorough review of the literature in public relations and related disciplines relevant to these questions What started as a literature review however has ended in a general theory of public relations one that integrates most of the wide range of ideas about and practices of communication management in organizations

Perspectives on Public Relations Research Danny Moss, Dejan Vercic, Gary Warnaby, 2008-03-07 The practice and study of public relations has grown significantly within Europe over the past decade yet as a discipline it remains a relatively unexplored field This volume of papers brings together contributions from some of the leading international public relations academics and practitioners who provide valuable insights into the theories underpinning current public relations thinking and practice and illustrate the diversity of perspectives that characterize this evolving area Key issues discussed include the contribution of public relations to strategic management in organizations the feminization of public relations the function of rhetorical study in our understanding of modern corporate dialogue international perspectives of public relations A valuable aid to both students and practitioners this fascinating book challenges some of the traditional assumptions about public relations practice

El-Hi Textbooks and Serials in Print, 1985

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

The Speech Communication Association Records University of Utah. Libraries. Special Collections Department, Kristen Soderberg, Mark Jensen, 1997

Teaching Computing Henry M. Walker, 2018-04-24 Teaching can be intimidating for beginning faculty Some graduate schools and some computing faculty provide guidance and mentoring but many do not Often a new faculty member is assigned to teach a course with little guidance input or feedback Teaching Computing A Practitioner s Perspective addresses such challenges by providing a solid resource for both new and experienced computing faculty The book serves as a practical easy to use resource covering a wide range of topics in a collection of focused down to earth chapters Based on the authors

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Discovering Public Relations introduces students to the field of PR in a practical applied and hands on way that prepares them for the modern workplace Author Karen Freberg highlights modern and contemporary PR practices emphasizing social media digital communication and creative innovation Understanding that creativity alone can t create success Freberg shows students how to choose and implement evidence based practices to guide their strategic campaigns The Second Edition transforms students into successful PR professionals by giving them the tools to think creatively innovate effectively and deploy research backed tactics for successful campaigns Forthcoming Books Rose Arny,1991 Publishers Directory ,1994 *Resources in Education* ,1996 **Subject Guide to Books in Print** ,1997

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web jul 24 2021 d all of the above a should be initiated in low doses b upward titration at 2 week intervals c maximum dose as reported effective in clinical trials d