

Public Relations Theory (PUR 6005: 22006)

Time: TH (9:35AM to 12:35PM), Rm. WEIM 1090

Instructor:	Moon J. Lee, Ph.D.	Phone:	352-273-1699
E-mail:	mlee@jou.ufl.edu	Office Hours:	Th: 8:45AM to 9:30AM & Th: 12:40 to 1:40 PM
Office:	3050 WEIM		And by appointment
Course Schedule:	See Project Calendar		

Course Description

The purpose of this course is to learn conceptual, empirical frameworks for understanding Public Relations Theory in varying contexts. This course will seek to integrate academic theories with professional public relations management practice. You will read about public relations and relevant theories and we will discuss how to apply those theories to real world public relations practice. This course provides a keen knowledge of public relations/other relevant theories in the various contexts of public relations practices.

Course Objectives**

This course will help you:

1. To acquire an overall understanding of the nature of organizational communication management/public relations and its diverse role in the organization and organizational stakeholder publics.
2. To obtain a keen knowledge of public relations theory and to demonstrate the application of those theories in public relations contexts.
3. Learn key theories and the conceptual framework that underlies the theoretical body of knowledge in organizational communication management
4. To have an opportunity to learn the relationships among theory, research, and decision-making.
5. To understand the current state of research and knowledge in regard to theory building and how theory informs the professional practice; and
6. To recognize professional standards, ethics, and values in organizational communication management.

****These objectives will be achieved by writing reaction papers on required readings, completing your own explication paper on a theory, and in-depth discussion throughout the semester.**

Course Requirements

Requirements include reading assigned materials, participating in class discussions, weekly reaction papers, a final theory explication paper and a final presentation.

- Students are responsible for all assigned readings and material covered in class. You should read appropriate materials **BEFORE** the assigned class session so you can contribute to our discourse

- in a manner that can benefit everyone in class. Required Readings are listed on the course calendar.
- Class Participation (10%): You will be expected to participate in class discussions. Your input in class will be greatly valued.
- Weekly reaction papers (20%): You will be asked to critique the reading assignments each week.

The reaction papers should be brief, not exceeding one typed page. The topics might include (1) presenting the most critical issues from the readings; (2) addressing a question relevant to the topic but not answered in the readings; (3) commenting on an article or area of research; (4) proposing a new study to test a hypotheses; (5) criticizing a theoretical position – what has it clarified and/or ignored, etc. Reaction papers should be submitted by noon on Wednesday by email. You should also bring a hard copy of your paper to class.

- Introduce a theory and moderate class discussion (20%): You will be asked to find a PR relevant theory, present it to the class, and moderate class discussion. A specific date for your presentation will be arranged during the first or second week of the class. Please email me your chosen theory and date.
- Final Theory Explication Paper (40%): Your final theory explication paper counts for 40 percent of your grade.
- Final Presentation (10%): During the final week of the course, you will make a formal presentation of your final paper to the class.

Deadlines: Failure to meet deadlines will result in one letter grade lower per day.

Theory Explication Paper (40 percent)

The guidelines for writing a final theory explication paper will be posted on our E-learning site. Please review them carefully. It is very crucial to seek extra help **BEFORE** the final paper is due!

Please note that there are minimum requirements for your final paper.

1. It must be theoretically sound.
2. It must contain at least 15 references.
3. Writing should be clear and compliant with APA style. You are responsible for learning APA style.
4. The paper should not exceed 15 pages, double spaced, excluding references.

You are responsible to conduct your own independent research:

- You are responsible for gathering background information for the theory given or chosen.
- Writing should be clear.

Final Theory Explication Paper will be written in sections:

- a. Introduction (20%): You will need to find a public relations/relevant theory that is appropriate for this class and can be researched within a semester. The Introduction is to introduce your chosen theory, include a brief summary of background literature or theoretical frameworks, and to justify why this is an important theory to explicate in the context of public relations. Recommended Length: 2 – 3 pages.

- b. Literature Review (50%): You should search for existing/most updated literature of the chosen theory and discuss in detail. Also, you should make it clear how the theory relates to the field of public relations: 8 –12 pages.
- c. Discussion (20%): You need to write a brief summary of the theory and practical implications of the recent findings related to the theory, limitations of the approach taken, and conclusive statements. Recommended Length: 2 to 4 pages.
- d. References (10%): You must include at least 15 references to explicate the theory and the most relevant findings.

Final Presentation (10 Percent)

During the final week of the course, each group/individual will make a formal presentation of research findings and recommendations to the class.

- Appropriate visual aids such as tables and graphics are required for presenting your final report.
- The explanation and justification of the research procedure should be comprehensive.
- The explanation of main findings should be clear and precise.
- The limitations of the study and the suggestion for further studies should be included in the final paper and the presentation.
- You must include some suggestions for future studies based on your current findings.

Group Members/self Evaluation

The forms for self/class evaluation will be distributed to you at the end of your final presentation and will otherwise be available on the Internet.

Class Participation (10 percent)

Attendance and class participation counts for 10% of your grade. Students will be assigned to discuss assigned readings in class. You may also be asked to be prepared to speak about additional readings assigned. Therefore, participation serves as another important component to the course.

Unexcused absences will be considered in class participation scores. **Four unexcused absences will be considered 0 out of 10 possible class participation points.**

Grading:

Grading Items	Date	Points
Class participation & Attendance		10
Weekly reaction papers		20
Introduce a Theory	TBA	20
Final Theory Explication Paper	December 5	40
Final Presentation	Nov. 21	10
Total Points		100

Academic Honesty

Students should maintain academic honesty in fulfilling all course requirements. **Plagiarism is not tolerated. If you use information from a publication, you must attribute a source to it.** If you're not sure you understand what's acceptable and what isn't, check out these websites:

- <http://www.indiana.edu/~wts/wts/plagiarism.html>
- <http://www.sja.ucdavis.edu/sja/plagiarism.html>

Final Grade Range

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
93%	90	87	83	80	77	73	70	67	63	60	59-0

- A – Achievement that is outstanding relative to the level necessary to meet course requirements.
- B – Achievement that is significantly above the level necessary to meet course requirements.
- C – Achievement that meets course requirements in every respect.
- D – Achievement that is worthy of credit even though it fails to meet fully the course requirements.
- F – Represents failure and signifies that the work was either completed but at a level of achievement that is not worthy of credit or was not completed.
- I (Incomplete) – assigned at the discretion of the instructor. An incomplete grade will be considered only when documented, extraordinary circumstances beyond control, or ability to anticipate, prohibit timely completion of the course requirements. Incomplete grades are rare. Requires a written agreement between instructor and student.

Class Etiquette

- Reading a newspaper or other unrelated materials during class is not permitted.
- Sleeping during class is considered an unexcused absence.
- Do not use cell phones in class.
- Food, drinks and tobacco products are not allowed in the classroom.

Seeking Help

If you need individual assistance beyond the help you receive in class, you can see me during office hours or set up an appointment for another time. If you have any special concerns for your instructor to know in order to ensure your academic success in class, please inform me as soon as possible, so I can assist you accordingly. Please, see me if you have any problems! I consider my student's failure to learn as my own failure to teach effectively. We are going to work together to provide a high quality academic environment for your learning.

Special Assistance: Reasonable accommodations are available for students who have a documented disability. Please notify me during the first week of class of any accommodations needed for the course. Late notification may cause the requested accommodations to be unavailable. All accommodations must be approved through the Disability Resource Center (DRC) in Peabody Hall 202 (Tel.352-392-1261).

This is a tentative schedule and is subject to change.

Course Calendar	
INTRODUCTION -- COURSE OVERVIEW	Project Calendar
Week 1: August 19 - 23 1. Course Objectives and Requirements	Course Introduction: 1) Review Syllabus 2) Introduce each other
Public Relations Theories as Relationship Building	
Week 2: August 26-30 What is a Theory? What is Public Relations? (R1) Article 1: Mary Ann Ferguson (2018). Building theory in public relations: Inter-organizational relationships as a public relations paradigm, <i>Journal of Public Relations Research</i> 30:4, 164-178. 10.1080/1062726X.2018.1514810 Article 2: Lynne M. Sallot , Lisa J. Lyon , Carolina Acosta-Alzuru & Karyn Ogata Jones (2003) From Aardvark to Zebra: A New Millennium Analysis of Theory Development in Public Relations Academic Journals, <i>Journal of Public Relations Research</i> , 15:1, 27-90, DOI: 10.1207/S1532754XJPRR1501_2	3) Topic Selection and Background Research You should choose a theory and start conducting background research on that theory.
Week 3: Sept. 2 - 6 Normative Theory of Public Relations: Excellent Theory and System Theory (R2) Article 1: Grunig, J. E., & Grunig, L. A. (2008). Excellence Theory in Public Relations: Past, Present, and Future. In A. Zerfass, B. van Ruler & K. Sriramesh (Eds.), <i>Public Relations Research: European and International Perspectives and Innovations</i> (pp. 327-347). Article 2: Broom, G. M. (2006). An open-system approach to building theory in public relations. <i>Journal of Public Relations Research</i> , 18(2), 141-150. doi: 10.1207/s1532754xjprr1802_4.	4) Topic Selection 5) Write an Introduction
Week 4: Sept. 9-13 Conceptualizing Public Relations as Strategic Communication Management Article 1: Grunig, J. E. (2006). Furnishing the edifice: Ongoing research on public relations as a strategic management function. <i>Journal of Public Relations Research</i> , 18(2), 151-176. (R3) Article 2: Yang, S.U. (2007). An integrated model for organization-public relational outcomes, organizational reputation, and their antecedents. <i>Journal of Public Relations Research</i> , 19(2), 91-121.	6) Seeking Feedback on Introduction Recommended

Week 5: Sept. 16 – 20**Situational Theory of Strategic Constituencies**

Article 1: Grunig, J. E. (1997). A situational theory of publics: Conceptual history, recent challenges and new research. In D. Moss, T. MacManus & D. Vercic (Eds.), *Public relations research: An international perspective* (pp. 3-48). London: International Thomson Business Press.

(R4) Article 2: Kim, J. N., & Grunig, J. E. (2011). Problem solving and communicative action: A situational theory of problem solving. *Journal of Communication*, 61(1), 120-149.

7) Write Literature Review

Week 6: Sept. 23 – 27**Corporate Governance, Public Diplomacy, and Nation Building**

Article 1: Kim, S., & Kim, J. N. (2015). Bridge or buffer: Two ideas of effective corporate governance and public engagement. *Journal of Public Affairs*, 16(2), 118-127.

Article 2: Yun, S. H. (2006). Toward public relations theory-based study of public diplomacy: Testing the applicability of the excellence study. *Journal of Public Relations Research*, 18(4), 287-312.

(R5) Article 3: Taylor, M., & Kent, M. L. (2006). Public relations theory and practice in nation building. In C. H. Botan & V. Hazleton (Eds.), *Public relations theory II* (pp. 341-359). New York:

8) Seeking Feedback on Literature Review Recommended

Week 7: Sept 30 – Oct. 4**Dialogic Theory vs. Evolutionary Theory**

(R6) Article 1: Nur Uysal (2018). On the relationship between dialogic communication and corporate social performance: Advancing dialogic theory and research, *Journal of Public Relations Research*, 30:3, 100-114. Doi:[10.1080/1062726X.2018.1498344](https://doi.org/10.1080/1062726X.2018.1498344)

Article 2: Taylor, M. & Kent. M.L. (2014). Dialogic engagement: Clarifying foundational concepts. *Journal of Public Relations Research*, 26(5), 384-398. doi:[10.1080/1062726X.2014.956106](https://doi.org/10.1080/1062726X.2014.956106).

9) **Oct 3: Theory Explication Paper Rough Draft** (Introduction and Literature Review)

Article 3: Cary A. Greenwood (2010) Evolutionary Theory: The Missing Link for Conceptualizing Public Relations, *Journal of Public Relations Research*, 22:4, 456-476

Week 8: Oct. 7 – 11**Contingency Theory & Situational Crisis Communication Theory**

Article 1: Amanda E. Cancel , Glen T. Cameron , Lynne M. Sallot & Michael A. Mitrook (1997) It Depends: A Contingency Theory of Accommodation in Public Relations, *Journal of Public Relations Research*, 9:1, 31-63

10) Theoretical Implications

(R7) Article 2: Liang Ma & Mengqi (Monica) Zhan (2016) Effects of attributed responsibility and response strategies on organizational reputation: A meta-analysis of situational crisis communication theory research, *Journal of Public Relations Research*, 28:2, 102-119, DOI: [10.1080/1062726X.2016.1166367](https://doi.org/10.1080/1062726X.2016.1166367)

Week 9: Oct. 14 – 18**Persuasion as PR function**

Article 1: Pfau, M., & Wan, H-H. (2006). Persuasion: An intrinsic function of public relations. In C. H. Botan & V. Hazleton (Eds.), *Public relations theory II* (pp. 101-136). New York: Routledge.

(R7) Article 2: Jim Macnamara (2016) Organizational listening: Addressing a major gap in public relations theory and practice, *Journal of Public Relations Research*, 28:3-4, 146-169, DOI: 10.1080/1062726X.2016.1228064

Week 10: Oct. 21 - 25**Framing, Prospect Theory, & Social Judgment Theory**

Article 1: Kirk Hallahan (1999) Seven Models of Framing: Implications for Public Relations, *Journal of Public Relations Research*, 11:3, 205-242, DOI: 10.1207/s1532754xjprr1103_02

Article 2: Lee, M. J. & Cho, H.* (2017). Uses of social media in government agencies: Content analyses of public relations strategies and message tactics via social media: Comparison between South Korea and the United States of America in 2011 and 2014. *Journal of Public Affairs*. 2017;e1687. https://doi.org/10.1002/pa.1687 at <http://onlinelibrary.wiley.com/doi/10.1002/pa.1687/epdf>

(R8) Article 3: Sung, K. H.* & Lee, M. J. (2015). Do online comments influence the public's attitudes toward an organization? Effects of online comments based on individuals' prior attitudes, *Journal of Psychology: Interdisciplinary and Applied*, 149(3-4), pp. 325-338. doi: 10.1080/00223980.2013.879847

11) Practical Implications**Week 11: Oct. 28 – Nov. 1****Digital Public Relations: Social Media & Public Empowerment**

Article 1: Fletcher, A.* & Lee, M. (2012). Current Social Media Uses and Evaluations in American Museums, *Museum Management and Curatorship*, iFrist, Nov. 26, 2012. pp. 1-17 DOI: 10.1080/09647775.2012.738136

(R9) Article 2: Lee, M. J. & Chun, J. W.* (2016) Reading others' comments and public opinion polls online: Social Judgment and Spiral of Empowerment. *Computers in Human Behavior*. 65:479-487. doi:10.1016/j.chb.2016.09.007

Week 12: Nov. 4 - 8**Crisis Communication: International Perspective****12) Discussion**

(R10) Article 1: Lee, M. J., Lee, S., & Kim, M. J.* When an accident happens, what crisis response strategies should we consider? Paper Presented at 2019 International Communication Association in Washington D.C.

Seeking Feedback on Discussion
Recommended

Article 2: Lee, S & Lee, M. J. Comparative analysis of Crisis Reponses Strategies between South Korea and the United States of America. Paper Presented at 2019 Association for Education in Journalism and Mass Communication in Toronto, Canada.

Article 3: Lee, M. J. (2018). Chapter 10: The Sinking of a Ferry, Sinking of Public Confidence: South Korea's Mismanaged Ferry Sinking Crisis: A comparative analysis of government crisis management cases. In Drzewiecka, Z. & Nakayama T. (Eds), Global Dialectics in Culture and Communication: Case Studies. New York, USA: Peter Lang

Week 13: Nov. 11 – 15

Feminist, Cultural, and Ethical Perspectives

Article 1: Kim Golombisky (2015) Renewing the Commitments of Feminist Public Relations Theory From Velvet Ghetto to Social Justice, *Journal of Public Relations Research*, 27:5, 389-415, DOI: 10.1080/1062726X.2015.1086653

Article 2: Bey-Ling Sha (2006) Cultural Identity in the Segmentation of Publics: An Emerging Theory of Intercultural Public Relations, *Journal of Public Relations Research*, 18:1, 45-65, DOI: 10.1207/s1532754xjprr1801_3

Article 3: Edgett, R. (2002). Toward an ethical framework for advocacy in public relations, *Journal of Public Relations Research*, 14(1), 1-26. doi: 10.1207/S1532754XJPRR1401_1.

13) Writing and Refining Paper

14) Prepare for presentation

Week 14: Nov. 18 – 22

Final Presentations

15) **Nov 21:** Final Presentation (10 Minutes Formal Presentation)

16) Class Evaluation: Please bring a laptop or electronic device for class evaluations.

Week 15: Nov. 25 – 29: Thanksgiving Holidays

No Class

Final Presentation & Reflection

Week 16: Dec. 2 to 6

Final Reflection

17) **December 5th:** Submit Final Paper & Self Evaluation (Due on Dec. 5th before 12:35PM)

Have a wonderful break!