PUR 6005, Theories of Public Relations

Academic Term: Fall 2021
3 Credit Hours

Instructor
Name: Dr. Linda Hon
Email Address: lhon@ufl.edu
Office Hours: 11:30—1:00 p.m. Thursday; Other times by appointment.

Course Description

In this course, the students will learn public relations theories and their strategic applications to practice. In addition, the students will be introduced to professional resources in public relations related to theory and strategic application. By the end of this course, the students will understand major areas of public relations theory and how those areas have been developed through empirical research as well as how to develop a theory-based research proposal for original empirical scholarship.

Course Objectives and Expectations

Course Objectives
By the end of this course, students will be able to:

- Evaluate the major areas of public relations theory and understand how those areas have been developed through empirical research.

- Apply abstract theoretical models and concepts from public relations scholarship to public relations practice.

- Develop a research proposal suitable for a master's thesis or a manuscript for an academic research conference.

Teaching Philosophy, Expectations, and Instructional Methods

Teaching Philosophy
I see myself as a facilitator. My experience and background provide me with expertise in public relations theory and practice. However, there are no facts in public relations theory that I will communicate to you. The course materials I have selected and the assignments I have developed are designed to introduce you to main areas of public relations theory so you can make the connection from academic research to public relations practice.

Expectations
Students are expected to complete work on time and participate in class discussions in a professional manner while respecting the instructor and fellow students. These discussions are not limited to the Canvas shell, but all platforms that involve coursework.

Instructional Methods

Because theory is based on empirical (data-based) scholarship, much of the class involves reading research literature. All the literature comes from peer-reviewed journals and scholarly books. I have selected foundational articles that trace the development of a major theoretical program of research and research articles that are current and have to do with important trends in industry. And for each week, I have developed an in-class assignment that is designed to elaborate on the reading material by linking it to professional practice. I hope much of the learning in this class is peer-to-peer. Each student brings his, her, or their life history and work experience to the class. Therefore, you will be sharing your discussion posts and class assignments with one another and providing constructive feedback to one another.

Course Format and Assignments

The course uses a hybrid format that combines the use of Canvas to host materials and discussion posts and in-class discussion and assignments.

Discussion Posts and Responses to Another Student's Post
- You are expected to read all the course materials each week.
- Since there are no traditional examinations, you will be graded according to how well you incorporate specifics from all the readings that demonstrate mastery of the material. Students will post an answer to the instructor prompts about the readings by **11:59 p.m. Monday** of each week.
- Students are required to respond to another student's post by **11:59 p.m. Tuesday** of each week.
- The instructions and grading rubric for discussion posts and responses are in Canvas for each week's topic under "Discussions."

Class Discussion and Assignments
- Students must be prepared to engage in class discussion about the week's assigned readings, discussion posts, and class assignment for the week.
- Please remember it is your responsibility to review the class assignment for the week in Canvas prior to coming to class so you will be prepared for discussion.

Research Proposal
- The capstone assignment for the course will be a 15-page (double-spaced, not including title page and references) research proposal appropriate for your thesis (or an academic conference paper for doctoral students).
- The proposal will be divided into two steps—preliminary idea and the final proposal. You also will have the option of turning in a revision based on my feedback.
- The instructions and grading rubric for the preliminary idea and final proposal are available in Canvas under "Assignments."

Course Grading and Policies

Assignments	Weight (%)
Course Orientation: • Introduce Yourself on Canvas • Course Evaluation	0%
Discussion Posts and Responses (submitted on Canvas)	40%
Class Discussion and Assignments	40%
Research Proposal (submitted on Canvas) • Preliminary Idea **(due Oct. 20, 11:59 p.m.)** • Final Proposal **(due Dec. 9, 11:59 p.m.)** • Optional Revision **(due Dec. 16, 11:59 p.m.)**	5% 15 %
TOTAL	**100%**

Expectations for Writing Assignments: Writing Style

To meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses. The APA 7th Edition Manual has guidelines that include scholarly writing, publishing principles, elements of and format for your papers, writing style and grammar, bias-free language, mechanics of style, in-text citing, and references.

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).
- ISBN-13: 978-1433832161
- ISBN-10: 143383216X

Changes in the APA 7th Edition
APA 7th Edition Concise Directions
APA 7th Edition Student Paper Formatting Checklist
APA 7th Edition Student Paper Setup Guide

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

LATE ASSIGNMENT POLICY

Late assignments will not be accepted unless it is a University excused absence as stated in the attendance policies. ***No late work will be accepted for the final proposal due to university grading deadlines.*** If potential issues arise concerning submitting final work, please contact me to discuss options.

1. Late Assignment Grade Reductions
   a. 0-24 Hours Late: 10% reduction in grade.
   b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
   c. After the 7th Calendar Day: Work will not be accepted.

Course Readings and Schedule

Part 1: Perspectives on Public Relations Theory

Week 2 (September 2) History

Russell, K. M. & Lamme, M. O. (2016). Theorizing public relations history: The roles of strategic intent and human agency. *Public Relations Review, 42*, 741-747. http://dx.doi.org/10.1016/j.pubrev.2016.04.002

Lamme, M. O. & Russell, K. M. (2010). Removing the spin. Toward a new theory of public relations history. *Journalism and Communication Monographs, 11*(4), 281-362.

Week 3 (September 9) Open-Systems and Excellence

Broom, G. M. (2006). An open-system approach to building theory in public relations. *Journal of Public Relations Research*, *18*(2), 141-150. https://doi.org/10.1207/s1532754xjprr1802_4

Grunig, J. E. (2006). Furnishing the edifice: Ongoing research on public relations as a strategic management function. *Journal of Public Relations Research, 18*(2), 151-176. https://doi.org/10.1207/s1532754xjprr1802_5

Week 4 (September 16) Persuasion and Rhetoric

Porter, L. (2010). Communicating for the good of the state: A post-symmetrical polemic on persuasion in ethical public relations. *Public Relations Review, 36*, 127-133. https://doi.org/10.1016/j.pubrev.2009.08.014

Heath, R. L. (2000). A rhetorical perspective on the values of public relations: Crossroads and pathways toward concurrence. *Journal of Public Relations Research, 12*(1), 69-91. https://doi.org/10.1207/S1532754XJPRR1201_5

Week 5 (September 23) Critical Theory, Modernism

Brown, R. E. (2011). Epistemological modesty: Critical reflections on public relations thought. *Public Relations Inquiry 1*(1), 89-105. https://doi.org/10.1177/2046147X11422641

Pal, M., & Dutta, M. J. (2008). Public relations in a global context: The relevance of critical modernism as a theoretical lens. *Journal of Public Relations Research 20*(2), 159-179. https://doi.org/10.1080/10627260801894280

Week 6 (September 30) Postmodernism, Activism

Holtzhausen, D. R., & Voto, R. (2002). Resistance from the margins: The postmodern public relations practitioner as organizational activist. *Journal of Public Relations Research 14*(1), 57-84. https://doi.org/10.1207/S1532754XJPRR1401_3

Cisek, E.L. (2015). Bridging the gap. Mapping the relationship between activism and public relations. *Public Relations Review, 41,* 447-455. http://dx.doi.org/10.1016/j.pubrev.2015.05.016

Contemporary Issues in Public Relations Theory

Week 7 (October 7) Digital Media and Dialogue

Messner, M., Garrison, B., DiStaso, M. W. (2019). Internet communication (and social media). In D. W. Stacks, M. B. Salwen, & K. C. Eichhorn (Eds.), *An integrated approach to communication theory and practice* (pp. 387-398). file:///C:/Users/lhon/Downloads/An_Integrated_Approach_to_Communication_Theory_and..._----_(CHAPTER_29_%E2%80%94_Internet_Communication_(and_Social_Media))%20(1).pdf

Kent, M. L., & Taylor, M. (2021). Fostering dialogic engagement: Toward an architecture of social media for social change. *Social Media + Society (January/March)*, 1-10. https://doi.org/10.1177/2056305120984462

Week 8 (October 14) Crisis and Corporate Social Responsibility/Advocacy

Macnamara, J. (2021). New insights into crisis communication from and "inside" emic perspective during COVID-19. *Public Relations Inquiry 10*(2), 237-262. https://doi.org/10.1177/2046147X21999972

Lee, S. Y, Kim, Y & Kim, Y (2020). The co-creation of social value: What matters for public participation in corporate social responsibility campaigns, *Journal of Public Relations Research, 32*(5-6), 198-221. https://doi.org/10.1080/1062726X.2021.1888734

Gaither, B. M., Austin, L., & Collins, M. (2018). Examining the case of DICK's Sporting Goods: Realignment of stakeholders through Corporate Social Advocacy. *Journal of Public Interest Communications, 2*(2), 176-201. https://doi.org/10.32473/jpic.v2.i2

Week 9 (October 21) Ethics

Bowen, W. T. (2010). The nature of good in public relations: What should be its normative ethic? In R. L. Heath (Ed.), *The SAGE handbook of public relations* (pp. 569-583). SAGE.

Ihlen, O., & Heath, R. L. (2019). Ethical grounds for public relations as organizational rhetoric. *Public Relations Review, 45*, https://doi.org/10.1016/j.pubrev.2019.101824

Week 10 (October 28) Global/International

Sriramesh, K. & Vercic, D. (2003). A theoretical framework for global public relations research and practice. In K. Sriramesh & D. Vercic (Eds.), *The global public relations handbook. Theory, research, and practice* (pp. 1-19). https://web-a-ebscohost-com.lp.hscl.ufl.edu/ehost/ebookviewer/ebook/bmxlYmtfXzg2Nzc5X19BTg2?sid=c6ae12e4-7364-4b6b-bc2c-7b9d6cd81877@sdc-v-sessmgr02&vid=3&format=EB&rid=1

Molleda, J-C., & Kochhar, S. (2019). Introduction and overview of global and multicultural public relations. In J-C. Molleda & S. Kochhar (Eds.), *Global and multicultural public relations*. https://viewer.books24x7.com/assetviewer.aspx?bookid=149648&chunkid=306677074&resumebookmarkid=94c004

d2-d0f6-eb11-80ba-0050569562bd

Gregory, A., & Fawkes, J. (2019). A global capability framework: Reframing public relations for a changing world. *Public Relations Review, 45*, 101781. https://doi.org/10.1016/j.pubrev.2019.05.002

Week 11 (November 4) Gender, Race, and Identity

Golombisky, K. (2015). Renewing the commitments of feminist public relations theory from Velvet Ghetto to social justice. *Journal of Public Relations Research, 27*(5), 389-415. https://doi.org/10.1080/1062726X.2015.1086653

Logan, N (2021). A theory of corporate responsibility to race (CRR): Communication and racial justice in public relations, *Journal of Public Relations Research.* Advance online publication. https://doi.org/10.1080/1062726X.2021.1881898

Ciszek, E. (2018). Queering PR: Directions in theory and research for public relations scholarship. *Journal of Public Relations Research, 30*(4), 134-145. https://doi.org/10.1080/1062726X.2018.1440354

Week 12 (November 11) Leadership and Engagement

Men, L. R., Qin Y. S., & Mitson, R. (2021). Engaging startup employees via charismatic leadership communication: The importance of communicating "vision, passion, and care." *International Journal of Business Communication*. Advance online publication. https://doi.org/10.1177/23294884211020488

Dhanesh, G. S. (2017). Putting engagement in its proper place: State of the field, definition and model of engagement in public relations. *Public Relations Review, 43*, 925-933. https://doi.org/10.1016/j.pubrev.2017.04.001

Week 13 (November 18) Transparency, Authenticity, and Fake News

Auger, G. (2014). Trust me, trust me not: An experimental analysis of the effect of transparency on organizations. *Journal of Public Relations Research, 26*(4), 325-343. https://doi.org/10.1080/1062726X.2014.908722

Molleda, J-C. & Jain, R. (2013). Testing a perceived authenticity index with triangulation research: The case of Xcaret in Mexico. *International Journal of Strategic Communication, 7*(13), 1-20. https://doi.org/10.1080/1553118X.2012.725233

Brummette, J. DiStaso, M., Vafeiadis, M., & Messner, M. (2018). Read all about it: The politicization of "fake news" on Twitter. *Journalism and Mass Communication Quarterly, 95*(2). 497-517. https://doi.org/10.1177/1077699018769906

Week 14 (Thanksgiving holiday, no class)

Week 15 (December 9, Final Proposal due, no class)

Week 16 (December 16, Optional Revision due, no class)

Communication Policy

Announcements
You are responsible for reading all announcements posted in Canvas.

Email
You are responsible for reading all your course email and responding in a timely manner.

Email Policy
I try to respond to your email within 24 hours. If you have questions of a personal nature, please email me.

Assignment Feedback Policy
I will provide feedback on submitted assignments as soon as possible but no later than one week after the submission date. If assignments require a longer review period, I will communicate to you.

Course-Related Questions Policy
I try to answer questions within 24 hours.

Select CJC and University Policies and Guidelines

Accessibility
Students requiring reasonable access to services and resources required by the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, and other applicable federal and state regulations, please access UF Accessibility for all options available to you. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodations. Please register early.

Contact Information
- For ADA questions: Dr. Russ Froman, rfroman@ufl.edu , Phone: 352 - 273-1094
- Disability Resource Center: Gerry Altamirano, galtamirano@ufl.edu , Phone: 352 - 392-8565
- Electronic Information Technology & Communication Accessibility: Anne Allen, alallen@ufl.edu , Phone: 352-871-2707
- For persons with hearing or speech related accessibility needs: When trying to access an office on campus that does not list a TDD/TTY number, contact the Florida Relay Service at 800-955-8771(TDD) or 711 (V/TDD).

Accessibility Resource Center
University of Florida
PO Box 114085
Gainesville, FL 32611-4085
Phone: 352-392-8565
Email: accessuf@dso.ufl.edu
Address
Environmental Health and Safety Administrative Offices
916 Newell Dr
Gainesville, FL 32603

For more information, see UF's Electronic Information Technology Accessibility (EITA) Policy.

Grades
The only passing grades for graduate students are A, A-, B+, B, B-, C+, C, and S. Grades of B-, C+ or C count toward a graduate degree if an equal number of credits in courses numbered 5000 or higher have been earned with grades of B+, A- and A, respectively. Grade points are not given for S and U grades; S and U grades are not used to calculate grade point averages. All letter-graded courses eligible to count toward the graduate degree, except 1000- and 2000-level courses, are used to calculate the cumulative grade-point average. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level, although the grade points associated with these letter grades are included in grade point average calculations. See the UF grading policy for more information.

Academic Integrity Policy

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code."
The Student Honor Code, Violation of the Student Honor Code, specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to the appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA's in this class.

Netiquette

Casual style of communication is commonly found in the online environment and students are sometimes tempted to relax their grammar, word choice, syntax (arrangement of words to create well-formed sentences), writing mechanics (capitalization, punctuation, and spelling), and/or professionalism. Keep in mind when communicating with others to be courteous, civil, respectful, and professional. Please remember that you are adult students and professionals—your communication must be appropriate.

Attendance Policy

Students are responsible for meeting all academic objectives as defined by the instructor. In general, acceptable reasons for absences include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays, and participation in official University activities. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation. For additional information, see the attendance policies. If you are experiencing a major illness, absences due to University duties, or other large-scale issues, contact the instructor immediately.

Plagiarism

Plagiarism is unacceptable; especially, in the academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, submission of academic work that has been purchased or obtained (see the UF Policy: Student Conduct Violation). Remember that plagiarism is not acceptable in any of your work including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. Always cite your sources!

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Electronic Communication Policy
- Privacy, confidentiality, and security in all electronic communications. See Information Security.
- All electronic communication resources must be used for the course and in alignment with to the CJC and University mission. See the Acceptable Use Policy.
- Prohibited use of false identity, false identity pseudonyms, or anonymous (sender's name or electronic identification is hidden).
- Prohibited online access without consent.
- Prohibited disruption of services including introducing computer contaminants (viruses).
- Prohibited harassment of any kind.

Notification to Students of FERPA Rights

There are federal laws (FERPA) protecting your privacy with regards to grades earned in courses and on individual assignments.

Academic and Student Resources

Academic Resources

- One UF Student Portal – Course registration, final grades, transcript requests, degree audit.

- GatorEvals – Online faculty evaluations and results.

- UF Bookstore: Phone: 352-392-0194, Email: ufbookstore@bsd.ufl.edu

- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.
  UF Library Services for Distance Students
  Ask a Librarian – chat with librarians online.
  CJC Librarian - April Hines, Phone: 352-273-2728, Email: aprhine@uflib.ufl.edu.
  Course Reserves: Electronic resource reserve items that can be accessed via links or files.

- Copyright Concerns of Graduate Researchers: Information and resource guide on copyright concerns.

- Teaching Center: General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352-392-6420.

- Writing Studio: Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

- Online Student Complaints: This process is designed to make every attempt to resolve student complaints within its academic and administrative departments at the program level.

- Information for Veterans: Veterans Affairs Certification: Phone: 352 - 294-2948

Student Resources

- Graduate Student Resources: Available resources for graduate students. Your advisors are here to support you, answer questions, help with registration, and other sources. Email onlineadvising@jou.ufl.edu.

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or Phone: 352-294-2273 so that a team member can reach out.

- Counseling and Wellness Center: 3190 Radio Road, Gainesville, FL 32611
  Phone: (352) 392-1575, Fax: (352) 273-4738

- Sexual Violence Response: Victim services, Care Area, UF Police Department, and Title IX.

- University Police Department: Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.

- Gator Connect: Online database of student organizations.

- Career Connection Center: Career assistance and counseling. Reitz Union, Phone: 352-392-1601.

- Veteran Services: Office of Student Veteran Services, Phone: 352-294-2948, email: vacounselor@ufl.edu.
  |Collegiate Veterans Success Center, Phone: 352- 294-7215, email: charlotte.kemper@va.gov.

- [Student Financial Affairs:](#) Financial aid counseling including Aid-a-Gator program. Phone: 352-392-1275.

- [Student Success Coach](#): Meet with a graduate student coach that can support you in numerous ways during your time in graduate school, such as time and stress management, motivation, organization, and much more.

The instructor reserves the right to adjust this syllabus, as necessary.