

JMC 6173-900: Advanced Topics in Strategic Communication: Public Relations

Aug. 22–Dec. 9 (Final Dec. 16, 1:30-3:30) | T/Th 12–1:15 p.m. | Gaylord II, 3150

Office Location: 3510B Gaylord Hall**E-mail:** MKent@OU.edu**Office Hours:** T, Th 1:30–3, W, by appointment**Telephone:** (405) 325-7346**URL:** faculty-staff.ou.edu/K/Michael.L.Kent-1 | **Blog:** MichaelLKent.Blogspot.com | **Facebook:** [EventineShегоth](https://www.facebook.com/EventineShегоth)**Description****Objectives**

Advanced Topics in Strategic Communication focuses on theories and research in public relations. The course surveys a broad range of theories from historic, seminal/ovular areas of research and scholarship, to modern, cutting edge, trends. Students will explore research topics and ideas via a range of written assignments, including completing one conference/journal level article. Students will also go out in search of new theories and principles and be encouraged to integrate new ideas and trends into their own research, and the research in the field.

- To expose students to the historical trends and theoretical debates in public relations.
- To expose students to current issues in public relations theory and research.
- To build students strengths in public relations theory and other areas.
- To develop student writing and research skills.
- To reinforce appropriate APA style
- To encourage students to develop their own voice and research agenda.

Note Carefully: I strongly encourage you to take advantage of office hours and to come by and see me as often as you can. Even if all we do is talk about current events (I hate sports, we will not talk sports), I can get to know you and get a better feel for your strengths and weaknesses and how to make you a better writer.

Miscellaneous

- *Spell-check your work! Having even one spelling error will result in a zero on the assignment.*
- All readings should be completed for class on the date indicated.
- Late assignments will be discounted 10% per *calendar day*. After five days, they will not be accepted.
- Assignments are due at the start of class. Bring assignments to class printed and ready to go; do not attempt to print your work off before class begins unless you arrive very early. If you do not have an assignment ready, do not skip class! Come to class anyway and turn the assignment in later that day or the next day. The grade reduction will be the same. No need to miss any class.
- No assignment will be accepted via e-mail. In an emergency, or in the case of a late assignment, an e-mail version may be submitted to prove that your assignment was completed and in on time, however, a printed copy must be provided the next class day or the assignment will not be graded.
- Come see me in office hours with questions or for feedback *before* assignments are due. Office hours are there for you; you pay for them so use them.
- Familiarize yourself with APA style and follow it for all assignments.
- **NB:** Having any spelling errors will result in a ZERO. Yes, I said this twice, it's important.

Required Texts (Plus readings distributed via CD, etc.)

APA (2009) *Publication Manual of the American Psychological Association [Sixth Edition]*. ISBN-10: 1433805618. Note: Be sure you have the second or later printing. The first printing of the book had many errors and was replaced.

Class Policies

Never use Times or Times New Roman, for any assignment. Times is difficult to read. I will not accept it, and your assignment may be late after I send you it back to be fixed.

Attendance Policy

In the business world, attendance is an important aspect of professionalism. Indeed, “just showing up” is sometimes the most important aspect of job performance and can mean the difference between a promotion or a layoff. You should make an effort to come to every class.

Oklahoma University’s attendance policy reads as follows: “A student is responsible for the content of any course in which he or she is officially enrolled. The establishment of a specific policy concerning class attendance requirements, as well as announced and unannounced examinations, is the responsibility of the individual instructor.” *In other words, having an attendance policy is the instructor’s prerogative.* The Strategic Communication faculty endorse a strict attendance policy in order to provide continuity in classes and maximize the learning opportunities for all students.

There are no excused absences. Being sick, getting in an automobile accident, having your car break down, going on a job interview, attending an extracurricular event or conference, going to a funeral, getting arrested, etc., will not be excused. *Coming late or leaving early 2 times equals an absence.*

You do not have to ask permission to miss class, nor do you need an excuse—although providing one is a professional courtesy. You can miss one week of classes without penalty and one more week with grade penalties (-5% & -10% respectively). Use them wisely. After four classes, you fail (on the fifth class).

Note: if you experience a death in the family or have a long-term or chronic illness (Mononucleosis, Pneumonia, Lyme disease, etc.) which prevents your from coming to class for more than seven to ten days, you are advised to drop the course. The registrar’s office has a procedure for compensating students who experience serious illnesses, deaths in the family, etc. There is no reason to sacrifice your education and fail my class if you are ill, etc.

The only activity that I will excuse, besides religious holidays, are *academic* conferences (PRSSA, IABC, NCA, ICA, etc.) in our area, if you have a paper.

If you plan to miss a day because of a religious holiday, you should tell me early in the semester what day(s) you will miss. Prepare a one-page memo indicating the religious holidays and dates that you will miss. Notifying me the day *before*, or the day of, a religious holiday is unacceptable. All religions know the dates of religious holidays several days, weeks, or months in advance.

Plagiarism Policy

Plagiarism is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else’s ideas, speech, presentation, essay, book review, or news release as original. Plagiarism also includes failing to document or cite the source of word-for-word or paraphrased material in oral presentations or written assignments. *It is my policy to pursue plagiarism vigorously, to fail students who plagiarize (for the entire class), and to report cases of plagiarism to the university administration.*

The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own *original work* and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged. Similarly, work that was conducted for another class should not be passed off as original.

Additionally, anytime a student or professional attempts to deceive another by pretending to do work, or take credit for work that s/he did not actually complete, including changing the font size or style, triple spacing, claiming to have submitted an assignment on time that the professor must have “lost” etc., s/he is engaging in academic dishonesty or “cheating.” What you are attempting to do is no different than copying from someone else’s test. The consequences of this will be just as serious as plagiarism.

NB: Many students are caught each semester and failed for plagiarism. If even one student in one hundred cheats, the number is too high. As you all know, the number is much higher than that. For students planning to graduate, plagiarizing an assignment is quite possibly the stupidest thing they could do. Do not engage in plagiarism in any form. If you are ever unsure of what constitutes plagia-

rism, ask me or someone else in the department. At the very least, send an e-mail out to me at two in the morning with your question to CYA and explain what you will do to try to be accurate with your citations. When you enter the business world, plagiarism will not only get you fired, but also may ruin your career and get you sued, depending upon what ideas/content you steal.

There is a very simple rule to follow in order to avoid plagiarism and never get in trouble. **Cite everything that is not your own words or idea.** If you know that someone else said it, wrote it, or thought it, anywhere, even someone at a party, cite the source. Do this and you will never get in trouble for plagiarism.

OU's ACADEMIC DISHONESTY STATEMENT

All work submitted for this course must be your work. All sources used for information must be properly cited. Students should adhere to the *A Student's Guide to Academic Integrity* as defined by the office of the Senior Vice President and Provost at www.ou.edu/provost/pronew/content/integritymenu.html:

“Academic misconduct includes, but is not limited to, cheating, plagiarism, fabrication and fraud. *Cheating* is “the use of unauthorized materials, methods, or information in any academic exercise, including improper collaboration.” *Plagiarism* is “the representation of the words and ideas of another as one's own.” Examples include: excluding others or claiming the work of others as one's own; presentation of the same material as original in more than one publication; inclusion of individuals as authors who have not made a definite contribution to the work published, and submission of multi-authored publications without the concurrence of all authors.” *Fabrication* includes “the falsification or invention of any information or citation in an academic exercise.” *Fraud* includes “the falsification, forgery, or misrepresentation of academic work, including the resubmission of work performed in one class for credit in another class” (OU Faculty Handbook, 2005).

School Closings, Swine Flu, School Crises, etc.

Since school closing because of illness or weather are essentially unpredictable, my grading policy is as follows: *If school is cancelled or delayed beyond the end of the normal semester for whatever reason, weather, crisis, disease outbreak, terrorism, etc., your final grade will be based on whatever work you had submitted up to the time of the closure announcement. Any late work that is not in by the closure date will not be factored into your grade. However, work due on the day of the closure may be submitted electronically until midnight. In other words, be sure to do your best on every assignment.*

Diversity and Ethics Policy

The University of Oklahoma and the Gaylord College respect diversity in all of its forms: race, sex, gender, age, religion, political orientation, country of origin, economic status, etc. Everyone in the U.S. (citizen or visitor) has a right to their opinion and should feel comfortable expressing their opinion. As citizens, we are under no obligation to agree with what others believe, however, we must, as a civil society, support people's right to worship, act, look, and think, as they want. In this classroom, we will not tolerate any mistreatment of others because of how they look, what they believe, where they come from, or because of a lack of knowledge or skills. The only thing that we will not be tolerant of is a lack of ethical and moral fiber. As Donald M. Erb wrote:

“Do not be tolerant of misrepresentation, of superficiality, of the parading of false issues as though they were real issues. Tolerance does not extend to intellectual dishonesty or ineptitude.”
Plaque in the Erb Memorial Union, Univ. of Oregon, 1990

Technology Policy

I taught a professional Master's course in Prague a few years ago in which I had the Iranian “Charge D’Affaires,” Hossein Rezvani, essentially the Ambassador to the Czech Republic, in my class. At the beginning of class, Rezvani would turn off his cell phone, as would every student. More recently, while lecturing in Virginia to the U.S. Defense Information School (DINFOS), every officer in the class (Captains, Majors, Colonials, etc.) turned off his/her cellular telephone before class started. When I attend professional meetings and conferences with leaders in business and communication, professionals also turn off their telephones. Ambassadors, military officers, and professional communicators are more

more important than you and I are, and yet, they respectfully turn off their cell phones during classes and professional meetings. Since you all want to be professionals some day, you should behave as one now. If you want to know the time, buy a watch, but do not use your cellular telephone as a clock, do not check your messages during class, and be sure that your telephone is turned *off* before class.

E-mail and Communication Policy

I check e-mail regularly each weekday and once each weekend day (sometimes more frequently). You should treat any e-mail to me as a professional correspondence. **All communication should include your name, your class, complete contact information, and a clear, professionally worded, message.** Add a signature file to your e-mail (with your name, title, address, telephone, cell, fax, email, URL, etc.) if you do not have one. It's long past due for this.

Grade Questions Policy

If you have concerns about a grade, I expect you to explain your question in writing (memo form). Please outline your concern and provide evidence to support your claim (e.g., "On p. 65 of the textbook it says..." or "On the assignment sheet you said we should..."). **You need to wait 24-hours before inquiring about any exam grade.**

Assignments & Descriptions: JMC 6173-900: Advanced Topics in Strategic Communication

Assignment	Points
Professionalism (inquisitiveness, contributions, preparation, claims, adding value)	10%
Book Review (5-7 pages, read something new relevant to public relations)	10%
Theory Paper & Presentation (3 theories/principles; 15 pp.; 9 articles; 10-15 min. pres.; 3 p. hndt.)	20%
Questions, Responses, Claims (3 @ 5%), Prepare weekly questions for weeks signed up for.	15%
Reaction/position papers (2 @ 10%), 5-7 pp. (make an argument relevant to the readings)	20%
Research Paper & Presentation (article/conf. quality) (20-30 pp., APA style, for specific journal, submit to HQ conf.)	25%
Total	100%

Professionalism takes the form of preparation, confidence and participation. As a member of the class, you are expected to bring your own unique insights and observations to our conversations. Come to class having done your readings, taken notes, and thought about the week's topics.

Book Review: I will provide you with a list of recent/important public relations texts or important books and you will select from that list (or propose another book). Books must be public relations oriented texts. Your book review must be 5-7 pages and ideally, is written for a journal so that you can get a publication out of the assignment. Getting the review published will result in an automatic A for the assignment.

Theory paper & Presentation: The theory paper/presentation is a major assignment in which you will, on your own, identify three theories from outside of the mainstream of public relations thought and bring the ideas to your fellow students. Examples include previous theories that have been introduced: the strength of weak ties, groupthink, communitarianism, decision theory, stakeholder theory, cognitive misers, etc. The assignment should be not more than 5-6 pages per theory, for a total of 15-18 pp. You need to review 3-5 articles per theory, and give a 10-15 minute presentation that includes separate (3 pages) handouts. In your papers and presentations, include a review of major assumptions, but also, go farther and talk about how the theory might be useful for public relations theory or practice.

Questions, Responses, Claims: You will each sign up for three class dates where you will be responsible for leading and developing the concepts and readings from that week. You will also prepare a handout of weekly questions for the weeks you sign up for, and know the readings well enough to answer questions from your fellow students.

Reaction/Position Papers: For details on writing reaction/position papers, see my handouts: <faculty-staff.ou.edu/K/Michael.L.Kent-1/PDFs/Reaction&Position.pdf>. The reaction/position papers that you write must be linked or stem from the readings from the class. The idea of these assignments is to take the readings farther and make theoretical, philosophical, ethical, and metal connections.

Research Paper: You will write a conference paper/article length, and quality, paper for this course. Typically articles and conference papers are 18-25 pp. (of text) in length, written in APA style, and tailored to

specific journals. Any public relations topic is appropriate, provided that your paper is supported by theory and research. Getting the paper published will result in an automatic A for the assignment.

Tentative Course Calendar

All reading due for the date indicated

DATE	DAY	ACTIVITY/READING	ASSIGNMENT DUE
Aug. 23	1	Read:	
Aug. 25	2	Read:.....	
Aug. 30	3	Read: Kuhn, pp. x-y	Book List available
Sep. 1	4	Activities	
Sep. 6	5	Read: Rogers, pp. x-y.....	
Sep. 8	6	Activities	
Sep. 3	7	Read: Rhetoric.....	
Sep. 15	8	Activities	
Sep. 20	9	Read: Persuasion.....	
Sep. 22	10	Activities	Book Review Due
Sep. 27	11	Read: Apologia Benoit, pp. x-y	
Sep. 29	12	Activities	
Oct. 4	13	Read: Grunig.....	
Oct. 6	14	Activities	
Oct. 11	15	Read: Post Grunig.....	
Oct. 13	16	Activities	Theory Paper & Presentations Due
Oct. 18	17	Read: Contingency.....	
Oct. 20	18	Activities	
Oct. 25	19	Read: Relationship Management.....	
Oct. 27	20	Activities	Reaction/position Paper Due
Nov. 1	21	Read: Chaos	
Nov. 3	22	Activities	
Nov. 8	23	Read: Dialogue (another article selected individually).....	
Nov. 10	24	Activities	
Nov. 15	25	NCA: I and some of you will be away. Use the time wisely if you are not at NCA (go next time).	
Nov. 17	26	NCA: I and some of you will be away. Use the time wisely if you are not at NCA (go next time).	
Nov. 22	27 Attend my other class starting at 10:30 a.m. in Gaylord 1130	
Nov. 24	28	Thanksgiving 23-27	
Nov. 29	29	Read: European Perspective (ck. 33(3)?).....	Research Paper Draft 90% done
Dec. 1	30	Activities	Reaction/position Paper Due
Dec. 6	31	Read: Areas to be Explored	
Dec. 8	32	Activities	
Dec. 12:		Final Exam Day	Final Research Paper Due Electronically

Bibliography (books to buy)

- American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.
- Kuhn, T. (1970). *The structure of scientific revolutions*. Chicago: University of Chicago Press. **Available used from \$13 on Amazon.com.**
- Rogers, E. (1994). *History of communication study: A biographical approach*. New York: Free Press. **Available used from \$25 to \$55 on BigWords.com and Amazon.com.**
- Anderson, R., Cissna, K. N., & Arnett, R. C. (Eds.) (1994). The reach of dialogue: Confirmation, voice, and community. Cresskill, NJ: Hampton Press Inc. Read pages: 53-156, 275-283, 300-311. **BUY BOOK (or library) Used \$15 at BigWords.com, & \$999.99 at Amazon.** I'd pay the 15.

Theories

Rhetoric

- Bostdorff, D. M. (1992). "The decision is yours" campaign: Planned Parenthood's characteristic argument of moral virtue. In E. L. Toth, & R. L. Heath (Eds.), *Rhetorical and critical approaches to public relations* (pp. 301–313). Hillsdale NJ: Lawrence Erlbaum Associates.
- Heath, R. L. (1992). Critical perspectives on public relations. In E. L. Toth, & R. L. Heath (Eds.), *Rhetorical and critical approaches to public relations* (pp. 37–61). Hillsdale NJ: Lawrence Erlbaum Associates.
- Taylor, M. & Kent, M. L. (2010). Anticipatory Socialization in the Use of Social Media in Public Relations: A Content Analysis of PRSA's Public Relations Tactics. *Public Relations Review*, 36(3), 207–214 (lead article).
- Taylor, M. (2011). Building Social Capital Through Rhetoric and Public Relations. *Management Communication Quarterly*, 25(3), 436–454.
- Ihlen, Ø. (2011). On Barnyard Scrambles: Toward a Rhetoric of Public Relations. *Management Communication Quarterly*, 25(3), 455–473.
- Kent, M. L. (2011). Public Relations Rhetoric: Criticism, Dialogue, and the Long Now. *Management Communication Quarterly*, 25(3), 550–559.
- Meisenbach, R. J., & Feldner, S. B. (2011). Adopting an Attitude of Wisdom in Organizational Rhetorical Theory and Practice: Contemplating the Ideal and the Real. *Management Communication Quarterly*, 25(3), 560–568.

Persuasion

- Burke, K. (1969). *A rhetoric of motives*. Berkeley: University of California Press. Identification, 19–27, Persuasion 49–59.
- Boulding, K. D. (1977). *The image: Knowledge in life and society*. Ann Arbor, MI: The University of Michigan Press.
- Hallahan, K. (1999). Seven models of framing: Implications for public relations. *Journal of Public Relations Research*, 11(3), 205–242.
- Taylor, M., & Kent, M. L. (2007). Issue management and policy justification in Malaysia. In J. L. Courtright & P. M. Smudde (Eds.), *Power and public relations*, (pp. 126–149). Cresskill, NJ: Hampton Press.
- Kent, M. L. (2011). *Public relations writing: A rhetorical approach*. Boston: Allyn & Bacon.

Apologia/Image Repair

- Ware, B. L., & Linkugel, W. A. (1973). They spoke in defense of themselves: On the generic criticism of apologia. *The Quarterly Journal of Speech* 59, 273–283.
- Benoit, W. L. (1995). *Accounts, excuses, and apologies: A theory of image restoration strategies*. Albany NY: State University of New York Press. **[PAGES]**
- Hearit, K. M. (2001). Corporate apologia: When an organization speaks in defense of itself. In R. L. Heath, & G. Vasquez (Eds.), *Handbook of public relations* (pp. 501–511). Thousand Oaks CA: Sage.
- Benoit, W. L. & Henson, J. R. (2009). President Bush's image repair discourse on Hurricane Katrina. *Public Relations Review*, 35(1), 40–46.

- Walsh, J. & McAllister-Spooner, S. M. (2011). Analysis of the image repair discourse in the Michael Phelps controversy. *Public Relations Review* 37(2), 157–162.
- Muralidharan, S., Dillistone, K., & Shin, J. (2011). The Gulf Coast oil spill: Extending the theory of image restoration discourse to the realm of social media and beyond petroleum. *Public Relations Review* 37(3) 226– 232

Grunig—Situational, Symmetrical/Excellence

- Grunig, J. E. (1978). Defining publics in public relations: The case of a suburban hospital. *Journalism Quarterly*, 55, 109-118.
- Grunig, J. E. (1989). Sierra Club Study Shows Who Become Activists. *Public Relations Review* XV(3), 3–24.
- Grunig, J. E. (1989). Symmetrical presuppositions as a framework for public relations theory. In C. H. Botan & V. Hazelton (Eds.), *Public relations theory* (pp. 17-44). Mahwah, NJ: Lawrence Erlbaum Associates.
- Grunig, J. E. (1989). Publics, audiences and market segments: Segmentation principles for campaigns. In C. T. Salmon (Ed.), *Information campaigns: Balancing social values and social change* (pp. 199-228). Newbury Park, CA: Sage.
- Grunig, J. E., & White, J. (1992). The effect of worldviews on public relations theory and practice in public relations and communication management. In J. E. Grunig (Ed.), *Excellence in public relations and communication management* (pp. 31-64). Mahwah, NJ: Lawrence Erlbaum Associates.
- Grunig, J. E. & Huang, Y. (2000). From Organizational Effectiveness to Relationship Indicators: Antecedents of Relationships, Public Relations Strategies, and Relationship Outcomes. In Ledingham, J. A. & Bruning, S. D., *Public Relations as Relationship Management: A Relational Approach to the Study and Practice of Public Relations*.
- Grunig, J. E., Grunig, L. A., & Dozier, D. (2006). The excellence theory. In C. H. Botan & V. Hazelton (Eds.), *Public relations theory II* (pp. 21-62). Mahwah, NJ: Lawrence Erlbaum Associates.
- Aldoory, L., & Sha, B. L. (2008). The situational theory of publics: Practical applications, methodological challenges, and theoretical horizons. In E. L. Toth (Ed.), *The future of excellence in public relations and communication management* (pp. 339- 356). Mahwah, NJ: Lawrence Erlbaum Associates.

Post Grunigs

- Murphy, P. (1991). The limits of symmetry: A game theory approach to symmetric and asymmetric public. *Public Relations Research Annual*, 3, 115-131.
- Kent, M. L., & Taylor, M. (2007). Beyond “excellence” in international public relations research: An examination of generic theory in Bosnian public relations. *Public Relations Review* 33(1), 10–20.
- Porter, L. (2010). Communicating for the good of the state: A post-symmetrical polemic on persuasion in ethical public relations. *Public Relations Review*, 36 (2), 127–133.

Contingency

- Cancel, A. E., Cameron, G. T., Sallot, L. M., & Mitrook, M. A. (1997). It Depends: A Contingency Theory of Accommodation in Public Relations. *Journal Of Public Relations Research*, 9(1), 31–63.
- Cancel, A. E., Mitrook, M. A. & Cameron, G. T. (1999). Testing the contingency theory of accommodation in public relations. *Public Relations Review*, Volume 25(2), 171–197.
- Murphy, P. (2000). Symmetry, contingency, complexity: Accommodating uncertainty in public relations theory. *Public Relations Review*, 26, 447-462.

- Shin, J. Cameron, G. T., & Cropp, F. (2006). Occam's Razor in the contingency theory: A national survey on 86 contingent variables. *Public Relations Review* 32(3), 282–286
- Lumpkins, C. Y., Bae, J., & Cameron, G. T. (2010). Generating conflict for greater good: Utilizing contingency theory to assess Black and mainstream newspapers as public relations vehicles to promote better health among African Americans. *Public Relations Review*, 36(1), 73–77.

Relationship Management

- Ferguson, M. A. (1984). Building theory in public relations: Interorganizational relationships as a public relations paradigm. Paper presented at the annual meeting of AEJMC, Public Relations Division.
- Broom, G. M., Casey, S., & Ritchey, J. (1997). Toward a concept and theory of organization–public relationships. *Journal of Public Relations Research*, 9, 83–98.
- Ledingham, J. A. & Bruning, S. D. (1998). Relationship management in public relations: Dimensions of an organization–public relationship. *Public Relations Review*, 24, 55–65.
- Ledingham, J. & Bruning, S. (2000). (Eds.). *Public relations as relationship management: A relational approach to the study and practice of public relations*. Hillsdale, NJ: Lawrence Erlbaum Associates. (portions)
- Grunig, J. E. & Huang, Y. H. (2000). From organizational effectiveness to relationship indicators: Antecedents of relationships, public relations strategies, and relationship outcomes. In J. A. Ledingham & S. D. Bruning (Eds.), *Public relations as relationship management: A relational approach to the study and practice of public relations* (pp. 23–53). Hillsdale, NJ: Lawrence Erlbaum Associates.

Chaos, renewal, ethics.

- Ulmer, R. R., Seeger, M. W., & Sellnow, T. L. (2007). Post-crisis communication and renewal: Expanding the parameters of post-crisis discourse. *Public Relations Review*, 33(2), 130–134
- Seeger, M. W. (2002). Chaos and crisis: propositions for a general theory of crisis communication. *Public Relations Review*, 28(4), 329–337.
- Murphy, P. (1996). Chaos theory as a model for managing issues and crises. *Public Relations Review*, 22(2), 95–113.

Dialogue

- Anderson, R., Cissna, K. N., & Arnett, R. C. (Eds.) (1994). The reach of dialogue: Confirmation, voice, and community. Cresskill, NJ: Hampton Press Inc. Read pages: 53–156, 275–283, 300–311.
- Pearson, R. A. (1989). Dissertation: *A Theory of Public Relations Ethics*. Ohio University. David Descutner, chair. Pages 206–218, 333–349.
- Kent, M. L., & Taylor, M. (1998). Building dialogic relationships through the World Wide Web. *Public Relations Review*, 24, 321–334.
- Kent, M. L., & Taylor, M. (2002). Toward a dialogic theory of public relations. *Public Relations Review*, 28, 21–37.
- **Article selected by you individually.**

Areas to be Explored More: Decision Theory, Communitarianism, Group Think, Social Media, etc.

- Leeper, K. A. (1996). Public relations ethics and communitarianism: A preliminary investigation. *Public Relations Review*, 22(2), 163–179
- Murphy, P. (1991). How “bad” PR decisions get made: A roster of faulty judgment heuristics. *Public Relations Review*, 17(2), 117–129.

- Janis, I. L. (1982). *Groupthink: Psychological studies of policy decisions and fiascoes*. Boston: Houghton Mifflin.
- Kent, M. L. (in press, 2010). Chapter 45: Directions in social media for professionals and scholars. In, R. Heath (Ed.) *Handbook of Public Relations (2nd Edition)*, (pp. 643–656). Thousand Oaks, CA: Sage.
- Kent, M. L. (2010). What is a public relations “Crisis?” Refocusing crisis research. In W. T. Coombs, & S. J. Holladay (Eds.), *Handbook of crisis communication*, (pp. 705–712). Oxford, England: Wiley/Blackwell.
- Brams, S. J., & Taylor, A. D. (1996). *Fair Division: From cake-cutting to dispute resolution*. Cambridge England: Cambridge University Press.

European Perspective (social capital, etc.)

- Ihlen, Ø. (2004). Norwegian hydroelectric power: testing a heuristic for analyzing symbolic strategies and resources. *Public Relations Review* 30, 217–223.
- Ihlen, Ø. (2005). The power of social capital: Adapting Bourdieu to the study of public relations. *Public Relations Review*, 31(4), 492–496.
- Ihlen, Ø. (2007). Building on Bourdieu: A sociological grasp of public relations. *Public Relations Review* 33, 269–274.
- Ihlen, Ø., & van Ruler, B. (2007). How public relations works: Theoretical roots and public relations perspectives. *Public Relations Review* 33, 243–248.
- Read two articles from special issue of *Public Relations Review* on “Sociological Approach.”
33(3)?

Ologies

- Ontology
- Epistemology
- Axiology
- Ideology

Topics

- Ethics
- Crisis,
- Issues Management
- Apologia/Image Repair
- Technology, Social Media
- History

Approaches

- Critical,
- Empirical,
- Historical,
- Theoretical,
- Rhetorical