

Faculty of Economic, Social and Political Sciences



COMU2227 Public relations: theories and analyses of practices

[30h] 3 credits

Teacher(s): Axel Gryspeerdt
Language: French
Level: Second cycle

Aims

By the end of the course, students will have acquired the skills to:

- understand and interpret the key developments in theories and practices of public relations, and the various current models of public relations;
- interpret public relations situations in terms of transaction rites, and to analyse the systems of interactions that characterise social exchange put in place by participants in various situations or manifestations of public relations;
- ask themselves ethical questions about public relations behaviour;
- analyse the components of the identity of organisations communicated by them to a range of populations;
- differentiate between the main kinds of approach to the notion of population (in public relations).

Main themes

The course aims to study the forms of communication (relation and formation) that make up the Specific features of public relations and of organisations' communications policies.

Content and teaching methods

- " An examination of various (e.g. technical, strategic and communicationa1) approaches to public relations.
- " A review of various (e.g. general and particular) theories of public relations e.g. notion of the population).
- " An analysis of existing interactions between the various social actors involved in public relations situations (e.g. anniversaries, factory visits, previews, press relations, the publication of annual reports and workplace magazines, and presentation folders).
- " An analysis of the identity communication of organisations; the various expressions of these organisations and the nature of the phenomenon.
- " The development and geographical comparison of public relations practices

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Pre requirement: To have completed courses in sociology.

Assessment: Regular tests on the subject, and an oral examination.

Support: A portfolio of texts.

Additionally: A range of public relations and organisational situations will be analysed during the course: there will be audio-visual support.

Other credits in programs

COMU21/MS	Première licence en information et communication (Médiation des savoirs)	(3 credits)	
COMU21/RP	Première licence en information et communication (Relations publiques et communication d'organisation)	(3 credits)	
COMU22/AM	Deuxième licence en information et communication (Analyse des médias)	(3 credits)	
COMU22/J	Deuxième licence en information et communication (Journalisme)	(3 credits)	
COMU22/MS	Deuxième licence en information et communication (Médiation des savoirs)	(3 credits)	
COMU22/RP	Deuxième licence en information et communication (Relations publiques et communication d'organisation)	(3 credits)	
COMU2M1/MS	Master en information et communication (option médiation des savoirs)	(3 credits)	
COMU2M1/RP	Master en information et communication (option relations publiques et communication d'organisation)	(3 credits)	Mandatory
MULT21MS	Première année de master en communication multilingue, à finalité spécialisée en langues des affaires	(3 credits)	
MULT22MS	Deuxième année de master en communication multilingue, à finalité spécialisée en langues des affaires	(3 credits)	