



FREDERICK UNIVERSITY

SCHOOL OF ARTS, COMMUNICATION AND CULTURAL STUDIES
DEPARTMENT OF JOURNALISM, COMMUNICATION AND MASS MEDIA

(CIP file – Classification of instructional programmes)

Course unit title:	Communication and Public Relations
Course unit code:	AJER245
Type of course unit:	Obligatory
Level of course unit:	Basic
Year of study:	2 nd
Semester when the unit is delivered:	Fall
Number of ECTS credits allocated :	5
Name of lecturer(s):	Irene Photiou
Learning outcomes of the course unit:	<ol style="list-style-type: none">1. Describe the basic principles of Public Relations and to explain its importance and function in contemporary times.2. Use mass media as a means of practicing Public Relations and to employ techniques of publicity in order to contribute to the organisation, application and appraisal of Public Relations programs.3. Distinguish Public Relations from other functions of communication and to define factors which supplement the meaning of Public Relations.4. Evaluate case studies based on the functions of Public Relations, mass media and techniques of publicity.5. Propose techniques of communication and publicity in the planning and development of Public Relations programs.
Mode of delivery:	Face to face
Prerequisites:	None
Recommended optional program components:	
Course contents:	<ul style="list-style-type: none">• Introduction to the principles of Public Relations: Types of communication and basic principles of Public Relations, their applications and their action.• Differences between Public Relations and other functions of communication: Comparison and contrast of Public Relations with the fields of information, publicity, propaganda, advertising, and marketing.• The public and public opinion: Types and groups of the public. Factors of formulating public opinion. Research methods in studying public opinion. The role of public opinion in Public Relations.• Planning for effective Public Relations: Organisation, application and appraisal of Public Relations programs.• Public Relations and mass media: Use of traditional and new media in Public

	<p>Relations programs.</p> <ul style="list-style-type: none"> • Relationship and cooperation between journalists and Public Relations practitioners. • Practice of Public Relations: Techniques of communication and publicity (Press release, press conference, organisation of forums, lectures, seminars and conferences). Proposition of new techniques in the planning and development of innovative Public Relations programs. • Semiotics in Public Relations: Signs, signifier and signified. Semiology in daily activity • Social spectacles: The meaning and culture of imaging. • Public speaking and techniques of persuasion: The principles and techniques of persuasion.
Recommended and/or required reading:	Instructor's notes
Textbooks:	Πρωτοπαπαδάκης, Ι. (2014). <i>Δημόσιες Σχέσεις</i> . Αθήνα: Σταμούλη.
References:	<p>Αρναούτογλου, Ε. & Ντουρουτάκη, Μ. (1999) <i>Δημόσιες Σχέσεις</i>. (Public Relations) Αθήνα: Interbooks. (In Greek)</p> <p>Μαγκλιβέρας, Δ. Κ. (1997) <i>Δημόσιες σχέσεις</i>. (Public Relations) Αθήνα: Παπαζήσης. (In Greek)</p> <p>Μαγνήσαλης, Κ. Γ. (2002) <i>Δημόσιες σχέσεις: θεωρία και τεχνική των σχέσεων με το κοινό</i>. (Public Relations: Theory and Techniques of the Relations with the Audience. Αθήνα: Interbooks. (In Greek).</p> <p>Dyer, G. (1993). <i>Η διαφήμιση ως επικοινωνία</i>. (Advertisement as Communication) Αθήνα: Πατάκη. (In Greek)</p> <p>Eco, U. (1997). <i>Η σημειολογία στην καθημερινή ζωή</i>. (Semiology in Daily Life) Αθήνα: Μαλλιάρης – Παιδεία. (In Greek)</p> <p>Jefkins, F. (2004) <i>Δημόσιες σχέσεις</i>. (Public Relations) Αθήνα: Κλειδάριθμος. (In Greek)</p>
Planned learning activities and teaching methods:	This course is delivered to the students by means of lectures conducted with the help of computer presentations. Lectures are supplemented with group discussions in order for the students to familiarize with public relations and publicity.
Assessment methods and criteria:	<ul style="list-style-type: none"> • Midterm 30% • Assignment: 20% • Final Exam 50%
Language of instruction:	Greek
Work placement(s):	