

# **BASICS OF INTERNATIONAL PR**

Number of credits: 3 ECTS

Course period: Spring semester / 1 class per week

Language of Instruction: English

Instructor: Senior lecturer Olga Novoselova

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## **Course description**

The main goal of teaching " Basics of International Public Relations" - preparation of specialists to know the theory and practice of public relations. Also, the acquisition of knowledge about the features of PR services and departments. To acquaint students with the international and domestic experience in the field of public relations. Build students' understanding the importance and necessity of PR activity of a specialist in economic, political and social spheres of society. Tasks of the discipline: - show the importance of the work of specialists on international PR for the effective operation of the international company; - Identification of key mechanisms and methods used in the PR-experts on the world stage; - To reveal features of PR specialist's activity. - To teach the principles and the rules for international strategic company plans. - Show the internal and external factors that adversely affect the activity influenced on international company and its reputation; - The development of skills to manage the problems in order to prevent crises; - Learn how the organization works with the service; - To be able to study the public opinion, the public's expectations.

## **Prerequisites: -**

## **Course outline**

Module 1: Structure of International Public Relations

1. The evolution of international public relations
2. The structure of international public relations.
3. Influence of cultural and environmental factors on international public relations.
4. Areas of international public relations.

Mid-term test

Module 2: Public Relations Practices in the World

1. PR in Asia.

2. PR in Africa.
3. PR in Australia.
4. PR in Europe.
5. PR in North and South America.

Final test

## **Assignments**

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

## **Examination**

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

## **Course evaluation**

The course grade will be determined by four factors: weekly assignments (60%), mid-term test (20%), and final test (30%). All weekly assignments, midterms, and finals will be graded with numbers ranging from 40 to 100.

## **Core reading**

1. Novoselova O. V. International Public Relations: review of researches. Publishing House of Ural University., 2019, p. 96
2. Patricia A. Curtin, T. Kenn Gaither (2007) International Public Relations: Negotiating Culture, Identity, and Power, by SAGE Publications.
3. Tom Watson (2014) Middle Eastern and African Perspectives on the Development of Public Relations: Other Voices, by Palgrave Macmillan.
4. Gruning .A., Gruning J.E., and Dozier D.M., (2002) Excellent PR and effective organizations: A study of communication management in three countries. Manhwah NJ: Lawrence Erlbaum Associates.

## **Recommended reading**

5. Leong, P., & Sriramesh, K. (2006). Romancing Singapore: Analysis of a Communication Campaign. *Public Relations Review*, 32(3), 246-253.
6. Sriramesh, K. (2004). Strategic International Public Relations Management and Research: A Conceptual Framework. *Journal of Communication Studies*, 3(3).
7. Sriramesh, K. (2003). The Mass media and public relations: A conceptual framework for effective media relations in Asia. *Asian Journal of Communication*, 13(2), 1-20.

8. Tom Watson (2014) *Eastern European Perspectives on the Development of Public Relations: Other Voices*, by Palgrave Macmillan.
9. Krishnamurthy Sriramesh, Dejan Vercic (2012) *Culture and Public Relations: Links and Implications*, by Routledge.
10. Tom Watson (2014) *Latin American and Caribbean Perspectives on the Development of Public Relations: Other Voices*, by Palgrave Macmillan.
11. Nilanjana Bardhan, C. Kay Weaver (2011) *Public Relations in Global Cultural Contexts: Multi-paradigmatic Perspectives*, by Routledge.
12. Tom Watson (2014) *Asian Perspectives on the Development of Public Relations: Other Voices*, by Palgrave Macmillan.
13. Howard C.M. & Mathews W.K. (2000) *On deadline: Managing media relations* (3<sup>rd</sup> ed.) Prospect Heights, IL: Waveland Press Inc.
14. Alan R. Freitag, Ashli Quesinberry Stokes ( 2009) *Global Public Relations: Spanning Borders, Spanning Cultures*, by Routledge.
15. Karatnycky A. (2002) *nations in transit 2002: A mixed picture of change*.
16. Michael Morley ( 2002) *How to Manage Your Global Reputation: A Guide to the Dynamics of International Public Relations*, by Palgrave Macmillan.
17. Vercic D., Ruler B. van Buttschi G., and Flodin B. (2010) "On the definition of Public Relations: A European view: *Public Relation Review*, Vol. 27, pp. 373 – 387.
18. Bardhan N., and Patwardhan, p. (2004) *Multinational corporations and public relations in a historically resistant host culture*. *Journal of communication management*, 8 (3) 246-263.
19. **8.** Betteke van Ruler, Dejan Vercic (2004) *Public Relations and Communication Management in Europe: A Nation-by-Nation Introduction to Public Relations Theory and Practice*, by Walter de Gruyter.
20. Eid M. (2007) *Engendering the Arabic Internet: Modern challenges in the information society*. In JSC., Duhe (Ed.) *New media and Public Relations* (pp. 247 – 268). New York: Peter Lang.
21. Krishnamurthy Sriramesh, Dejan Vercic (2009) *The Global Public Relations Handbook, Revised and Expanded Edition: Theory, Research, and Practice*, by Routledge.
22. *PR сегодня: новые подходы, исследования, международная практика / Авт. предисл. и науч. ред. А. П. Ситников, М. П. Бочаров, В. А. Лисов; Пер. с англ. О. В. Дубицкой, В. А. Лисова, Е. Г. Масловой, А. В. Михеева. — М.: ИМИДЖ-Контакт: ИНФРА-М, 2002. — 493 с.*