



**THE EDUCATION OF PUBLIC RELATIONS STUDENTS ON PUBLIC RELATIONS
THEORIES:
AN INVESTIGATION ON THE CURRICULUM OF PUBLIC RELATIONS
DEPARTMENTS OF COMMUNICATION FACULTIES IN TURKEY**

***Halkla İlişkiler Bölümü Öğrencilerinin Halkla İlişkiler Teorileri Konusundaki Eğitimi:
Türkiye'deki İletişim Fakültelerinin Halkla İlişkiler Bölümlerinin Ders Programlarına Yönelik
Bir Araştırma***

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Abstract: Since public relations is based on communication management, it is a field of social science which must vastly utilize theoretical work and practice. Theories provide with placing public relations on a scientific ground; they also supply the vocabulary that academics and public relations practitioners need in order to work in the field, to develop the field and to make predictions. Utilizing theories in the public relations field helps to determine right targets within the framework of rational paradigms, and to bring about the successful realization of actions by presenting effective strategies and tactics.

This study examines the relationship between public relations and the contingency approach. In the era of digital revolution, where technological advances gained momentum, contingency approach emphasizes the understanding that with better analysis and perception of the environment in which the organization located, the senior management make better decisions, and different strategies and tactics should be used in order to be successful under different conditions and that this approach also reveals that there is no organizational structure and form of administration valid everywhere and in all conditions. This study also reveals to what extent the curriculum of Public Relations Departments of Communication Faculties in Turkey includes courses on Public Relations theories. The population of the study is all the universities in Turkey that incorporates Communication Faculties, and the sample is Communication Faculties that incorporates Public Relations Departments. The undergraduate curriculum in the websites of Faculties is analyzed through content analysis method, one of the approaches of qualitative data analyses. As a result, it is found out that there are 200 actively operating universities in Turkey, 60 of these universities at stake have Communication Faculties, 1 of them have Communication Sciences Faculty, 4 out of these 61 faculties (30,5%) continue to build up the necessary academic staff and substructure to start education. It is exposed that there are about 46 (80,7%) active "Public Relations" Departments out of 57 active Communication Faculties. It is revealed that 9 (19,5%) out of 46 Public Relations Departments have courses about the public relations theories in their curriculum.

Keywords: *Public relations, education, theory, contingency approach, curriculum.*

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Özet: Halkla ilişkiler, iletişim yönetimini temel aldığı için teorik çalışmalardan ve araştırmaya dayalı uygulamalardan geniş ölçüde yararlanması gereken bir sosyal bilim alanıdır. Teoriler, halkla ilişkilerin bilimsel bir zemine yerleştirilmesine; bu alanda çalışmak, alanı geliştirebilmek ve öngöründe bulunabilmek için akademisyenlerin ve halkla ilişkiler uygulayıcılarının ihtiyaç duyduğu söz dağarcığının sağlanmasına olanak sağlar. Halkla ilişkiler alanında teorilerden yararlanmak, rasyonel paradigmlar çerçevesinde doğru hedeflerin saptanmasına, etkili stratejilerin ve taktiklerin ortaya konarak faaliyetlerin başarılı bir biçimde gerçekleştirilmesine imkân tanır.

Bu çalışmada, teknolojik gelişmelerin hız kazandığı dijital devrim çağında, üst yönetimin daha iyi karar verebilmesi için kuruluşun içinde bulunduğu ortamın iyi analiz edilmesi, algılanması; farklı koşullar altında başarılı olmak için farklı strateji ve taktiklerden yararlanılması yönünde bir anlayışı vurgulayan bu açıdan her yerde ve durumda geçerli tek bir organizasyon yapısı ve yönetim şekli olmadığını ortaya koyan durumsallık yaklaşımının halkla ilişkiler alanıyla ilişkisi irdelenmektedir. Çalışmada ayrıca, Türkiye'deki iletişim fakültelerinin halkla ilişkiler bölümlerinin örgün öğretim lisans ders programlarında halkla ilişkiler teorilerini konu alan derslere ne ölçüde yer verildiği ortaya konulmaktadır. Araştırmanın evrenini, Türkiye'de, bünyesinde iletişim fakültesi yer alan tüm üniversitelerin oluşturduğu bu çalışmada, halkla ilişkiler ve tanıtım bölümüne sahip olan iletişim fakülteleri örneklem olarak belirlenmiştir. Nitel veri analiz türlerinden içerik analizi yöntemiyle fakültelerin web sitelerinde yer alan lisans ders programlarının analizi yapılmıştır. Araştırma sonucunda, Türkiye'de aktif olarak faaliyet gösteren toplam 200 üniversite olduğu; söz konusu üniversitelerin 60'ında İletişim Fakültesi, 1'inde İletişim Bilimleri Fakültesi bulunduğu, İletişim Fakültesi bulunan 61 (%30,5) üniversitenin 4'ünün iletişim fakültelerinde eğitim öğretim faaliyetine başlamak için gerekli akademik kadro ve altyapı oluşturma çalışmalarının devam ettiği saptanmıştır. Aktif olan 57 iletişim fakültesi içinde aktif olarak faaliyet gösteren 46 (%80,7) "halkla ilişkiler" bölümünün mevcut olduğu tespit edilmiştir. Bağlı oldukları fakülte bazında aktif bir şekilde faaliyet gösteren 46 halkla ilişkiler bölümünün 9'unun (%19,5) halkla ilişkiler bölümlerinin ders programlarında halkla ilişkiler teorilerini konu alan derslerin mevcut olduğu ortaya konmuştur.

Anahtar Kelimeler: Halkla ilişkiler, eğitim, teori, durumsallık yaklaşımı, ders programları.

Introduction

Public relations is a management function for establishing and maintaining mutual understanding, reconciliation, cooperation between an organization and its target groups. Having based on research, planning, implementation, assessment, and evaluation steps public relations is a discipline which helps to identify the interests, needs, and expectations of the target audience. It also contributes the location of probable risks and problems beforehand, and which identifies the organization's responsibility towards its target audience by corporate citizenship mission and encourages fulfilling its responsibility. Theories, by developing perspectives for the solution of problems and offer new solutions, scientifically put forth the strategic importance, mission and value of public relations in the presence of institutions and contribute its comprehension.

According to Botan, "theory is the legitimate concern of public relations practitioners", and he asserts that there is a mutual relation between public relations practitioners and theory, "practitioners can contribute to theory development and the theories developed can then contribute to the work of practitioners". He points out that "theory development is based on research", and that "theories about how things work or should work are tested, and the results are used to modify the formulations with which the process started" (Botan, 1989, p. 102, 103). PR theory is crucial, because it aspires to help practitioners to excel in PR practice (Butterick, 2011, p. 3).

The vision and mission of institutions depends on financial performance, understanding of product service, the form of communication with internal and external stakeholders, the methods of persuasion, quality of labor force and work environment, the adoption of leadership style, the role of the CEO, the internal role and importance of public relations practitioners, the perspective of institutional social responsibility practices,

the perception of the strategy and management of sustainability, the meaning attributed to the corporate reputation, emotional perceptions and associations created on the public opinion, the adoption and practice of the theory/theories of the senior management. Public relations practitioners' knowledge of basic social theories that affect public relations discipline laid the ground for being able to relate theory and practice, and execute this relationship.

At the present time, the persuasion of people requires a deep accumulation of knowledge in the field of social sciences. And this also indicates the requirement for the social sciences in the public relations education. Sociology and behavioral sciences in general and attitudes, persuasion, propaganda, theories of learning, group dynamics, public opinion polls, consumer behavior, analysis of target audience, reception/effect studies in private should be offered in public relations curriculum (Van Het Hof & Tuncer, 2011, p. 139). With the its practices and strategies developed public relations need to participate in the decision-making processes at the highest level in terms of corporate communication. (Güllüpunar, 2015, p. 33). Therefore public relations practitioners should be given a training that will provide with them both theoretical and practical knowledge and skill. Public relations practitioners, who as a result of their training need to have a strategic perspective and global vision, and must be competent in public relations and communication theories, corporate communication, communication management, research methods and analysis, consumer behavior, effective communication skills, project management, international and intercultural communication, crisis management, new communication technologies, media and new media literacy, copywriting, conversation and writing skills in a foreign language.

This study discusses the relationship between contingency approach and public relations field having a proactive attitude that foresees, predicts and protects probable trends, risks, and threats, and that public relations having a visionary line in learning from new developments in political, economic, social and technological environment and benefiting effectively from the changes. This study also discusses how a management mentality appropriate for the contingency approach, which emphasizes the best and the ideal may change according to the conditions and situations that one is in, is influential and efficient in the strategic decision-making process. This study addresses how public relations practitioners become more active in their roles in the management process if they have a strong background on how to use which theory in the public relations field. This study also puts forth to what extent the curriculum of Public Relations Departments of Communication Faculties in Turkey includes courses on public relations theories.

1. Public Relations Education

Public relations is a scientific branch which is described as a multidisciplinary discipline emerged at the beginning of the 20th Century. When first activities in the field are examined, it is seen that they correspond to the studies of publicity and propaganda. The thinkers, who contributed to the field, conducted studies that would develop public relations in time and authenticate it as a branch of science. Within this context, public relations began to be taught in higher education institutions at first, and later on, public relations departments were established in colleges and in faculties. Bonfiglio (1990) stated that in the United States the public relations activities, comprised in universities, evolved from practical implementation to academic studies. At the beginning of 1900's the implementation of press bureaus heading towards on-the-job-training, then these studies evaluated and transformed into research reports and academic studies. Later on, it is seen that academic studies in the level of MA and Ph.D. were carried out especially after the second half of the past century (Yaşın, Çetin, & Sönmez, 2017, p. 455).

In the emergence of public relations as a required work field, social, technological and economic developments play an important role. The increase in the individual's educational and welfare levels provided with the demand for a more equal, dialogue dependent and democratic management systems. The transfer of competition on a global level, the momentum of new communication technologies increased the need for ethical principles, open and transparent policies and production and implementation of studies for a sustainable development of the society. The healthy construction of the corporate culture and overcoming the probable problems, adoption of the sense of corporate identity, effective communication of the management

with internal and external stakeholders necessitates public relations studies, the indispensable element of democratic societies.

The historical and educational developments of public relations activities are parallel. In the course of industrialization, public relations activities carried on within the public institutions and companies, the need for qualified staff were fulfilled with internal organizational training and master-apprentice relationship at first. Following the increase and diversification of activities, while public relations transformed into independent institutions outside the organization (press agencies, public relations companies, etc.), on the other hand the labor force needed by the sector is cultivated by academic and formal education programs (closed-circuit trainings organized by universities and professional societies or associations). In this new era, public relations professionals both undertook the assignment of coordinating the organization's internal and external communication and were responsible for offering consultancy to the management in strategic decisions. In conditions, when this "double responsibility" style is valid, the sector's professionals need to be well-equipped compared to the past (Tellan, 2011, p. 18).

One of the most important pioneers of public relations, Rex Harlow defined public relations as a unique management function. According to him, this function enables an organization to establish and maintain mutual communication, understanding, acceptance, and cooperation with its public. Yet it comprises the management of problems and concerns and helps to keep management alert to public opinion. Moreover, public relations recall the responsibility of the management to serve the public interest, help them to keep pace with the trends and changes, and further use research and efficient communication techniques as its main tool. (Haberman & Dolphin, 1988, p. 4). Public relations is a crucial medium of regulation, interpretation and consolidation between individuals, groups and society. Public understanding and support help to survive in this competitive system (Bernays, 1952, p. 7). Public relations, which is the cornerstone of democratic societies, is a fast-developing social science discipline (Center & Jackson, 2003, p. 12; Hazleton & Botan, 1989, p. 13). Today in the reign of digital era public relations is a vital management function in organizations in order to sustain their existence and carrying on into the future.

Public relations is recognized as a crucial part of management which supports organizations of all kinds and sizes to attain success and efficiency. It also embraces reputation, credibility, two-way communication, trust, balance, goodwill and mutual understanding based on truth and full information (Black, 1992, p. 2). Public relations, as being a management function, requires responsibility and responsiveness in policy and information to maintain the best interest of the organizations and its public. (Newsom, VanSlyke Turk, & Kruckeberg, 2012, p. 3). Public relations can be considered both as an art and as a science. It is an art because it attaches importance to empathy and understanding and it uses storytelling and creativity. It is a social science because it uses tools from psychology such as persuasion and it is based on research and evaluation techniques. (Roberts-Bowman, 2016, p. 5). Public relations is not just communications, it should be one of the core elements of an organization, especially in the decision making processes. Public relations must guide management before taking action (Haywood, 1991, p. 4). Public relations which should be a part of the strategic management process is a science and art that depend on persuasive communication. It is a discipline which is based on manufacturing consent.

Public relations practice is the structure that provides with "manufacturing consent" in human consciousness, public relations organizations (agencies) are institutions that aim at selling a product or service, publicizing a person, attributing a social value to an action, a relation or a thought. Public relations' sole aim is not achieving profitability of a company or several companies; but beyond that, it is the legitimization of existing economic, political and cultural relation as a whole and persuading the minds of the masses in order to achieve consent manufacturing (Tellan, 2011, p. 18). As a multidisciplinary field that utilizes various disciplines such as psychology, sociology, politics, economy and management, public relations is strategically important as a key element in the context of accession, dissemination and circulation of information with regards to the private and public sector and nongovernmental organizations.

The institutionalization of public relations in this sense entails development of management strategies and standards, the formation of criteria of efficiency and activity, emphasis on written and oral communication (discourse, rhetoric, copywriting, etc.), and concentration on teamwork and group psycho-dynamics on the micro level. And on the macro level, it paved the way for the review and updating of halting points of legitimization processes and making policies on risk, stress, crisis, problem, reputation management by evaluating the probable possibilities of facts with reference to the existing data. As public relations institutionalizes, it tends towards different contents. Furthermore, training started to be given to the professionals (managers and employees) of public relations sector and to the candidates of the public relations professionals who receive an academic education in order to conduct actions on these contents and to make decisions about the content (Tellan, 2011, p. 18).

Public relations practitioners and educators all agree on the following five points should be included in the education of public relations students (Grunig & Hunt, 1984, p. 78-79).

- A broad liberal education: The Accrediting Council demands that three-quarters of the curriculum must be outside the communication department. The first two years should exclude public relations and communications. This requirement shows that liberal arts education plays an important role in public relations.
- Communication skills: The ability of self-expression is a fundamental requirement in all levels of public relations. Students must excel in writing, editing, speech and design.
- Knowledge needed for public relations management: After public relations practitioners move out of entry-level positions, they begin to manage communication programs and counsel-management, so it is vital for them to learn the theories of the behavior of public and techniques of research and evaluation in order to conduct these advanced aspects of public relations.
- Knowledge of the organization for which the public relations person works: Public relations practitioners must comprehend how a business is run. They must understand business and how a firm is managed whether they work for a business firm as a public relations manager or for a consultancy agency as an account executive. The same principles work for the public relations practitioners working for the governmental institutions as well.
- Practical experience: Students who have practical experience before they graduate most likely to get the best jobs. These practical experiences include a supervised internship. Moreover, these students take a "campaign" course, in which they examine case studies and develop public relations programs for actual organizations. It should be noted that public relations is a multidisciplinary field which uses theories and skills from various disciplines.

In public relations departments, students must be given both theoretical and practical knowledge in order to be graduated as a communication professional. Students of public relations departments must be subjected to a curriculum which includes public relations, public relations theories, advertising, marketing, research methods, project management in public relations, corporate social responsibility, corporate communication, copywriting, communication skills, social media, crisis management, media planning, media literacy, brand management, communication history, mass communication law, psychology and sociology. In order to fulfill the needs of the era and sector, students must participate in faculty's workshops and/or agencies and take an active part in the organization of events including interviews, conferences, seminars, etc. Thus, students will become skillful in practice and have the opportunity to meet and work with sector's professionals. Furthermore, students must have the opportunity to undergo external training outside the faculty within the framework of university-private sector cooperation.

2. Theory's Role in Public Relations

Human practice and making sense out of this practice is correlated with relational cognition and the mode of production of material and non-material which this cognition supports and sustains (or strive to change). This correlation is constructed by active people who protect their interests in countless forms. Theory, practice and research in public relations are the integral parts of this construction. The theory is correlated with life, the

world, people, and society. It is constructed in order to explain them systematically and coherently. There is an obligatory and indispensable relationship between theory and practice. In the context of public relations, this bond could be at least in two ways. The first one is to consider and explain the organized structure and practice of public relations as a universal reality and to find solutions to its problems and to contribute to its development. The second one is to handle public relations as the result and part of the developments in the history of society and to examine its nature in the mode and relation of the production (Erdoğan, 2006, p. 181-182).

Theories contribute to the definition of public relations as well as to the emergence, comprehension, positioning, and implementation of the cause of its existence. Theories help to understand the role of public relations better in the strategic management process. They are also a guide in the determination of work definitions of public relations practitioners who are obliged to undertake the mission of building a bridge between the organization and its stakeholders. Theories are also enlightening to show the side where public relations practitioners stand in the manager-technician distinction.

A functional analysis of theory considers at least four goals (Hazleton & Botan, 1989, p. 11-12):

1. The descriptive function of theories: Theories provide with necessary vocabulary for studying and talking about public relations.
2. Promotion of understanding: Theories promote understanding. A theory may tell why public relations exists, in addition to telling what it is. If a theory is coherent in its suppositions, the degree of its explanatory power and satisfaction will be higher.
3. Prediction and control: Two useful criteria for assessing and comparing theories. These two criteria are complimentary. Prediction is forecasting future events or concepts with reference to past or current observations. Control refers to the systematical intervention and influence of theorists to the outcomes predicted by the theory. Prediction is considered to be a necessary, but not a sufficient condition for control.
4. The heuristic function of theory: This function suggests generating research and additional theory from the existing ones. There are two assumptions for the heuristic function. First, theories that deal with central problem domains are likely to receive more attention compared to the theories that deal with peripheral problem domains. Second, the research activity is triggered by the availability or lack of available methods for observing theoretic concepts.

In the digital age where dialogic communication is indispensable, theories shed light on bringing out the missions that leaders and managers must undertake. Furthermore, theories suggest ideas about the general rules on professional discipline and ethical codes that must be followed by employees who are one of the most important stakeholders of organizations. Moreover, theories play an important role in the healthy arrangement of corporate culture and corporate climate. What is more, theories enable organizations to have a projection on how to survive, and how to compete with their rivals in the business world where competition conditions are increasingly difficult. They also point out the need for each organization to carry out the necessary environment and risk analysis within their own terms. Theories provide guidance in identifying the strengths and weaknesses of organizations and analyzing external opportunities and threats. They create commonsense for the making and implementing of decisions and policies in accordance with political, economic and technological developments.

In brief, it is observed that the activities and processes that constitute the public relations is suitably described by "better" theories. They broaden our understanding of the idea and logic beneath public relations practices and their influences. Theories make accurate predictions about the impact of different environmental factors on relevant public and offer ways to manipulate the outcomes within ethical and legal boundaries. Eventually, a "better" theory inspires new researches in the field and supports theory building. (Hazleton & Botan, 1989, p. 12-13).

3. Contingency Approach

Upon the insufficiency of classical and non-classical approaches against the organization problems, in the late 1950's and 1960's, organization issues began to be viewed from a different perspective. Rather than building "the best organization structure" and "organizing principles" which were the main ideas of previous approaches, the new approaches are based on the idea that the best organization structure valid in all times and in all places does not exist, and everything about the organization "depends on the circumstances" (Koçel, 2007, p. 202). Identifying and developing functional liaisons between environmental, management and performance variables is defined as contingency approach. (Luthans & Stewart, 1977, p. 183). According to the contingency approach, the status, activity, and environment of each organization are different from the others. As the internal characteristics and the conditions that affect the organizations are different, the management and organization form and system of each organization will be different and unique (Eren, 2008, p. 73). The contingency approach is based on the idea that organizations should be well acquainted with the environmental conditions in order to identify the right solution and that everything can change and evolve depending on these conditions. As a result, it suggests that each organization must develop different techniques and behaviors according to the environment, situations, and conditions in which they exist, and must work through this subject (Ülgen & Mirze, 2007, p. 43).

Each organization implements its own public relations according to its unique characteristics and to the conditions in which they live in. Each company exploits public relations sometimes for self-advocacy against the society, sometimes for ideological reasons, sometimes for maximizing the long-term profitability and sometimes for minimizing the effects of a counter campaign (Kazancı, 2007, p. 429). When the relationship between contingency approach and the function of public relations are examined, it is seen that research, planning, implementation and evaluation functions inherent in public relations contributes to the operation of the dynamism understanding included in the aforementioned approach. And it is also seen that important data is provided for following the current trends and for the reorganization operations of the institutions. It is important for public relations practitioners to develop unique plans and programs for the organization and to govern it in line with its objectives, because the sectors, structures, operations, objectives, target audiences and etc. of the organizations may be different. In order to achieve this, public relations practitioners should be positioned with the executive status and they must become one of the members of the dominant coalition (Akım, 2010, p. 115).

4. The Purpose and Method of Research

This study aims at revealing to what extent the formal undergraduate curriculum of Public Relations Departments of Communication Faculties in Turkey includes courses on public relations theories. The population of this study is all the universities in Turkey that incorporates communication faculties, and the sample is communication faculties that incorporate public relations departments. In this study universities active in Turkey are accessed through the Higher Education Council's website, and universities that incorporate communication faculties were designated.

The curriculums in the websites of 46 state and foundation universities that have active public relations departments are analyzed between 12th October 2018 and 19th October 2018 through content analysis method which is one of the most commonly used approaches of qualitative data analyses and mainly used in the analysis of written and visual data (Özdemir, 2010, p. 335).

5. Findings

There are 200 actively operating universities in Turkey. There are 60 Communication Faculties and 1 Communication Sciences Faculty among these universities. 4 out of 61 (30.5 %) faculties continue to build up the necessary academic staff and substructure to start education. 30 (52,6 %) of them have Public Relations and Publicity Departments, 17 of them (29,8%) have Public Relations and Advertising Departments, 2 (3,5%) of them have Public Relations Department, 2 (3,5%) of them have Advertising and Public Relations Departments, another 2 (3,5%) have a Public Relations Program and 1 (1,7%) of them has a Public Relations and Advertising

Program (1 of the Communication Faculties is not divided into Departments, and 3 of them do not contain any Departments in relation to Public Relations). 7 out of 57 Public Relations Departments are not active due to reconstruction. There are about 46 (80,7%) active "Public Relations" Departments out of 57 active Communication Faculties. 9 (19,5%) out of 46 Public Relations Departments have courses about the public relations theories in their curriculum.

The public relations theory courses that are in the curriculum of 9 out of 46 Public Relations Departments actively operating in the active 57 Communication Faculties are ranked according to the course names, semesters and course types as follows: "Public Relations Models" (3rd Semester, elective), "Theoretical Approaches to Public Relations and Basic Concepts" (3rd Semester, elective), "Public Relations Theories" (4th Semester, compulsory), "Public Relations Model and Strategies" (4th Semester, compulsory). "Theory and Practices in Public Relations" course which takes part in the curriculum of 3 Public Relations Departments are compulsory in the 3rd, 4th and 5th Semesters, and "Theory and Practice in Public Relations" course which takes part in 2 Public Relations Department is given in the 5th Semester as a compulsory course.

It is a serious deficiency that only 9 out of 46 active Communication Faculties, which incorporate Public Relations Departments, have courses on public relations theories. The curriculum of Public Relations Departments must include courses on public relations theories, because these courses will develop students' understanding of the existence and objective of public relations, and will provide with an infrastructure for the resolution of problems concerning communication and management.

Conclusion

The courses on public relations theories contribute to the development of an understanding of the basic theories of public relations discipline among public relations students, and also help them to examine the relationship between theory and practice and implementation. Knowing public relations theories help students to define and publicize the public relations discipline correctly. Furthermore, knowing the public relations theories help students to develop an understanding of how institutions approach the public relations and to position the role of public relations and public relations practitioners in the strategic and management process.

Public relations practitioners, who have a background in public relations theories, can forecast how their roles and responsibilities will be shaped within the framework of theories and approaches that organizations based on their management processes, and whether they will have a chance to be in the dominant coalition where senior management is involved. Moreover, public relations practitioners will adopt a perspective on how an organization and its social stakeholders create a mutual benefit zone, and on which politics to follow in order to provide and sustain the support and understanding of the target audience. They will also adopt a perspective on how to prevent probable conflicts, risks and crisis situations.

Using public relations theories while making communication plans help public relations practitioners to develop effective strategies, based on scientific background, and to control the operation. Operations based on scientific methods will increase the chance of being successful. Public relations theories guide public relations practitioners who want to work in this field, who want to contribute to the field and to its development. Public relations theories, also, offer public relations practitioners the insight into which socio-psychological elements to consider while making their communication plans. Theories allow public relations practitioners to think about how various theories and approaches affect message's design and content, while they are designing messages for the target audience. Thus, using theories in the public relations field enable determination of targets based on the logical ground, and allow successful realization of operations by revealing effective strategies and tactics. In this sense, public relations departments of communication faculties which cultivate future public relations practitioners must include courses on public relations theories in their curriculum.

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