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Title: Theory of Public Relations

Location: University of Zadar

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Goals:

- Critical reflection of the interest of enlightenment when conceptualizing public relations
- Understand the function of a theory of PR for a competent practice
- Integrate the PR Concept in a framework of organizational communication
- Differentiate the theoretical understanding of communication as a background of PR

POSITIONS OF INTEREST OF KNOWLEDGE

(Paradigms: basic principles of conceptualization)

- Pragmatic – Technical Paradigm
(techniques of handling, system of procedures)
»» perfection, practical skills, avoiding failures
- Empiric Analytic Paradigm
(functions, structures, impacts, problems)
»» problem solving, development of a system
structural analysis: power of rules / rationalization
qualitative analysis: power phenotypes / compensation
- Normative Paradigm
(Realizing ethical codes, ideological, framework)
»» ideal-typical practice, crucial points, quality standards, dogma
- Hermeneutic - Interpretative Paradigm
(difference of interpretation, Heuristics of Phenomena)
»» exemplary models , contextual framework
- Emancipatoric Paradigm
(enlightenment beyond practice, experience, ideology, phenomenology, principle of intrinsic teleology)
»» reflection on criteria, challenge of change

FUNCTIONS OF THEORY:

- To Order: (System, Network, Framework, Context)
- To Explain (perspective of thematization and problematization: what, how, why)
- To Classify (giving orientation on under which conditions objects are right / wrong, useful/not useful, successful / unsuccessful meaningful/senseless, sensible/absurd a.s.o.)
- To Provide Prognostics (Foreseeing developments, problems, risks)

POWER OF EXPLANATION / GRADE OF COMPLEXITY

High complexity
(KNOW WHY)

universal / contextual theory
(MEANING/CONNECTIVITY)

CONSTRUCTIVISTIC PERSPECTIVE OF PR
CULTURAL THEORY OF COMMUNICATION
ORGANIZATION. COMMUNICATION OF PR
NETWORKTHEORIES

Middle complexity
(KNOW WHAT)

model-theory
(MATTER / SUBSTANCE)

SYSTEMTHEORY OF PUBLIC RELATIONS
INTENTIONAL COMMUNICATION CONCEPT
UNDERSTANDING-ORIENTED APPROACH

Low complexity
(KNOW HOW)

object-theory
(OBJECT/SUBJECT/THING)

THEORY OF PROFESSIONAL PROFILE FOR PR
SECTIONAL CONSTRUCTION ARCHITECTURE

THEORY OF PROFESSIONAL PROFILE

Function:

To bring the competence of organization/institution/company

To the awareness of partial audience and target groups by building structures of publicity

Goals:

Sustainability of publicity, establish trade marks, images, characters, operationalization of awareness for the organizational (competence) background of products/ issues among public sphere

Workprofile:

Care of customer relation, media-work; take care of relations to media and media actors (disseminations, press conference, internet performance)

Competence: market observation, communication behaviour, media competence, observation of stakeholders

Difference to:

Journalists (objectivity)

Advertisement (sell products/sales))

SECTIONAL CONSTRUCTION ARCHITECTURE

Working fields profile:

- Press work (media work)
- Editing communication materials
- Internet performance
- Public diplomacy
- Customer Relation Management
- Corporate Design
- Corporate Communications
- Integrated communication management (internal/external)
- Communication Governance
- Customer Relation management
- Sponsoring
- Event-management

UNDERSTANDING ORIENTED APPROACH

Theory background:

Communication theory of democratically organized public sphere (J. Habermas)

Idea:

In order to establish a discourse, both partners need to provide an ideal speech-situation and the utopia of a communication free of domination. This includes

- equality of chances of declaration of standpoints and
- balance of dialogue-roles
- rationally motivated discourse

Criteria:

There are universe pragmatics of mutual understanding. As long as they are realized, communication will succeed: Truth, Truthfulness, Symmetry and Accessibility

Goals:

- critical publicity instead of manipulative publicity
- building bridges of credibility
- operationalization of trust

SYSTEMS THEORY OF PUBLIC RELATIONS

Starting point:

An organisation / institution/company is to be seen as a system – a context of elements staying in mutual relation by social acting, which generates structures in order to realize functions.

System needs:

Each social system, which wants to remain, has to solve problems (system needs).

Complexity:

A system differs from it's environment, which is the reservoir of problems to the system. Complexity means. There are always more possibilities of experience and of acting than to be actualized.

Selectivity:

In order to solve problems of t complexity, the system needs to decide (selectivity) and excludes possibilities. By that systems constitute contexts of sense (structures, symbols, behaviour).

Communication:

Is the common actualization of sense.

Public Relations:

is a communication system (carried by actors inside the organization in relation to actors outside the organization

and also carried by actors outside the organization in relation to actors inside the organization. The PR system crosses the organizational borders. Inside is outside - outside is inside.

The communication system (creating common sense) develops by cooperating and coordinating structures.

CONSTRUCTIVISTIC THEORY OF PR-COMMUNICATION

1. OVERCOME OF THE DUALISTIC MODEL OF THINKING (WRONG AND RIGHT SOCIETIES / IDEAL AND REAL CIRCUMSTANCES / VIRTUAL AND REAL
2. OVERCOME OF COGNITIVISTIC THINKING OF WHAT WE REALIZE AS REALITY (CAUSAL RELATIONS / RATIONAL LOGIC OF REALITY
3. DOES NOT ANALYZE, WHAT IS TRUE, BUT TRIES TO FIND OUT, HOW WE THINK ABOUT TRUTH
4. REALITY IS THE CONNECTIONS (SYSTEMS AND CONSTRUCTIONS), WE DEVELOPE BY AWARENESS (OBSERVATION)
5. COMMUNICATION IS THE HYPOTHETIC PLACE OF CONSTRUCTION OF SENSE / REALITY MEANING (CONNECTING SYSTEMS, SYMBOLS - IN ORDER TO ALLOW REPRODUCTION, RE-EXPERIENCE, RE-REPRESENTATION, RE-DESIGNATION)
6. THE RESULTS OF PHYSIOLOGY RESEARCH OF BRAIN, OF SOCIOLOGY OF KNOWLEDGE, OF ETHNOMETHODOLOGY AND OF CULTURAL ANTHROPOLOGY GIVES A LEGITIMATING BASIS OF THE THEORY OF CONSTRUCTION OF SENSE.