The Postgraduate Education of Public Relations in Turkey

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Abstract

Public relations as an application between governments and publics and among other parts of the society has always existed through the history. However it has continuously been improved in both theoretical and practical levels in time. Today it rises on a great intellectual basis as an independent discipline of social sciences. In the meantime, researches on public relations are going on at full speed all over the world. Therefore, the subjects taught in this respect at universities, particularly in master and doctorate programmes are getting more controversial day by day. Academicians and professional PR pragmatics no doubt try hard to make contributions to the field. They recommend that some settled subjects be removed and some others be included. But what is more important in this context is that the students of public relations at all levels ought to know the methods of research primarily of all because all branches of the science have always developed by the way of production of information through right and efficient research techniques. Secondly, the courses of application should always be much more preferential and intensive. In this study, the subjects taught in the postgraduate programmes at universities were examined and also some suggestions were made in this regard.

Key Words: Public Relations, Education of Public Relations, Postgraduate Education, Curriculum