

Subject overview

This subject aims to provide an introduction to how the public and the media inter-connect in international public relations and foreign policy decision making. It will also focus on the cross-cultural aspects of these questions and of international advertising. It aims to help prepare students to work in public or private international public relations and advertising or, the reverse side of the coin, to understand what and how others are doing. It will also provide an insight into how the media works internationally which, again, can be used by practitioners or by those analyzing the activity of practitioners.

Learning Outcomes

By the completion of this subject, students will be able to:

- Describe how the media, public and government interact in the public sphere
- Prepare a basic public relations or advertising campaign on an international level
- Analyse propaganda and public relations campaigns
- Demonstrate how one would counter these campaigns
- Explain how terrorists use the media and why

Assessment overview

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| • Essay | 60% of total assessment |
| • Outline PR campaign | 10% of total assessment |
| • Presentation of PR campaign | 20% of total assessment |
| • Class Participation | 10% of total assessment |

Subject modules

- What is a nation?
- Political Culture
- Public Opinion
- Images of Nations
- The Media & Foreign Policy
- War
- International Organisations & Human Rights
- International Public Relations
- Public Diplomacy
- International Advertising
- Preparation of a campaign
- Terrorism
- Mega events, sport and culture as public diplomacy

Required readings

- Kunczik, M. (1997). *Images of nations and international public relations*. New Jersey: Mahwah.

Questions?

If you have questions about any of the subject summaries, please contact us.