

Instructions: For this exam, no electronic submissions can be accepted. Please plan your schedule accordingly. Exam responses should be typed, double-spaced. Please use APA style.

The purpose of this exam is to show that you have worked through the readings and used the papers and class discussions to enhance your understanding of public relations and public relations theories and theoretical approaches. The exam provides a special, opportunity for those who have been less involved in the class discussion process. I have broken these general goals down in the following bullet points so they will be clear. I have placed all these criteria before the questions themselves to encourage you as far as possible not to simply answer the questions, but to do so in such a way that you demonstrate the extent to which you have integrated course information and you are ready to discuss and apply it.

The goals of this exam are:

- To demonstrate your absorption and integration of the course readings and class discussions, which also includes:
- To critically review some of the public relations theories and theoretical perspectives;
- To apply content and ideas learned in this course to other graduate courses you are taking and to other disciplines;
- To demonstrate that your knowledge of the readings is sound enough that you know which readings to use in answering a particular question;
- To demonstrate that your thinking about the discipline is more mature than when you entered the course;
- To demonstrate that you are able to comprehend an issue in its wholeness rather than bouncing off the text;
- "anticipating the other": anticipating what a critical reader would say about your arguments; hence critical thinking about your own argument
- To demonstrate that you can construct an essay with an argument that is coherent, and with smooth transition.

Sources and Citations: You are expected to use any and all materials assigned for the course, including the book and the reports presented in class. And for the purposes of this assignment you are asked *not* to use other sources from the Internet. You must provide citations for ideas which are not your own, even if they are not directly quoted. You must provide citations for information, which is not common knowledge.

Questions:

1. What is meant by the following statements? Support your answer with appropriate citations from the material you have read for this class and any other appropriate material. (20)

Public relations is a management function. *1/2 page*

Public relations is an emerging profession. *1/2 page*

Public relations is grounded in ethics. *1/2 page*

Public relations is a strategic function. *1/2 page*

one and half page ← 2. Public relations will never achieve professional status. Agree or disagree? Why or why not? In your answer, define professional status by listing characteristics necessary for a field to achieve professional status. (10) ~~no more than 1/2 page~~

one and half page ← 3. What theory, theoretical approach or article that we have covered thus far do you feel has had the most impact on the scholarly development of public relations? Briefly describe the theory, theoretical approach or article and then provide support for your argument. (10)

no more than 3 pages ← 4. What is the relationship between theory and research? When answering this question, start by thoroughly defining each term. After discussing the question, provide a short critique/assessment of the status of theory and research in public relations today. (20)

one page ← 5. Public relations has value to an organization. Yes or no. Defend and support.

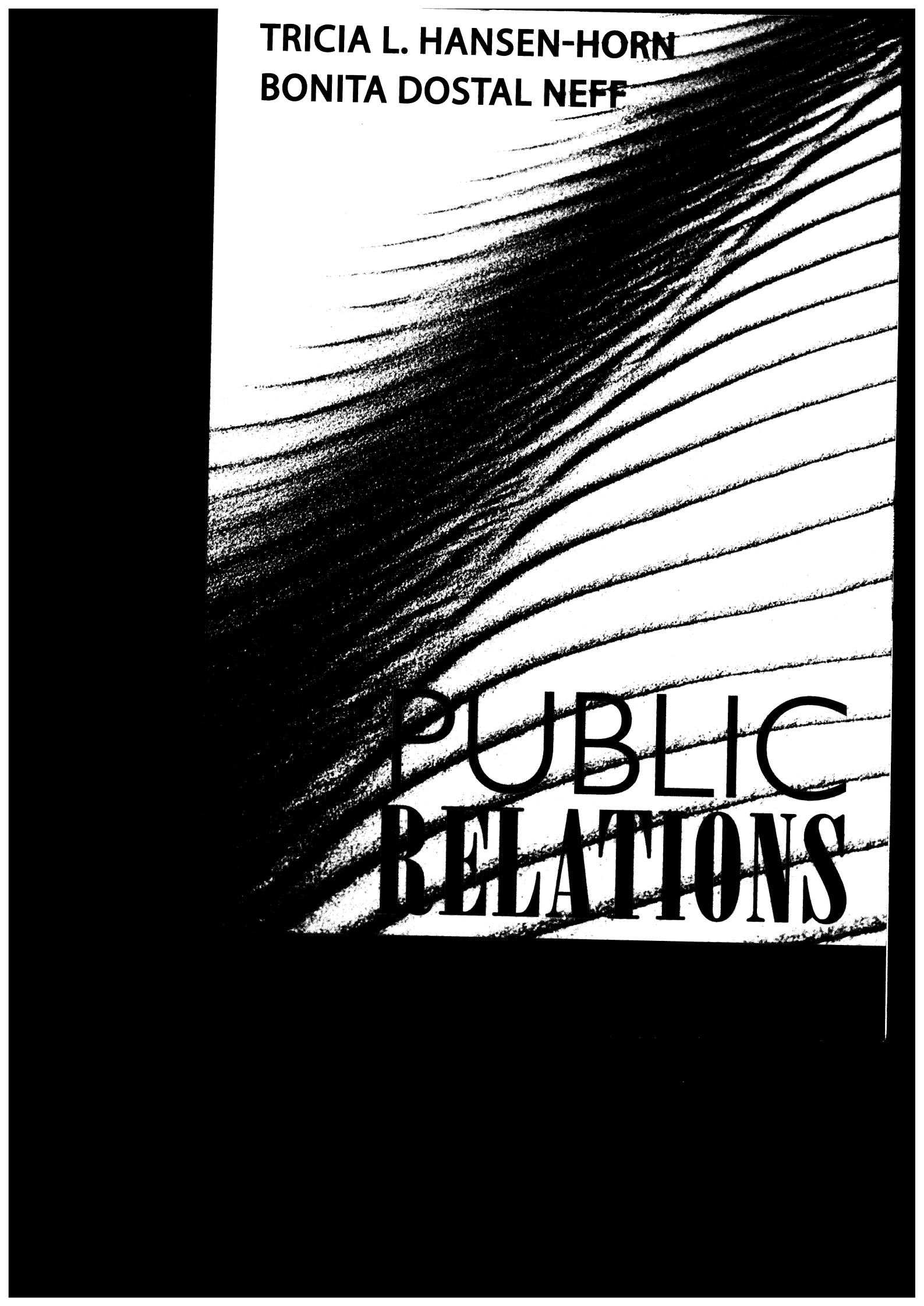
one page ← 6. How would you justify the need for public relations research to a practitioner.

One page ← 7. Summarize what you feel are the most important things Habermas says about the public sphere. Limit one paragraph.

Public Relations Theory II

Edited by
Carl H. Botan • Vincent Hazleton

TRICIA L. HANSEN-HORN
BONITA DOSTAL NEFF

The background of the cover features a series of thick, black, wavy lines that sweep across the frame from the top left towards the bottom right. These lines are set against a white background, creating a dynamic, textured effect. The lines vary in thickness and curvature, giving the impression of a stylized, abstract landscape or perhaps a close-up of a fabric with a specific weave.

PUBLIC RELATIONS