CMDS 1666: Review and Futures

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The Work You've Done

- Weekly reading of academic articles with notes

- Analysis of PR practices of an organization

- Discussions of concepts in class

Readings

- Carey, James W. 1989. "A Cultural Approach to Communication."

- Cody, Francis. 2011. "Publics and Politics."

- Myers, Cayce. 2021. "Defining Public Relations."

- Neijens, Peter. 2021. "Ethics in Public Relations."

- Salter, Lee. 2005. "The Communicative Structures of Journalism and Public Relations."

- Valentini, Chiara. 2015. "Is Using Social Media 'Good' for the Public Relations Profession? A Critical Reflection."

- Edwards, Lee. 2020. "Organised Lying and Professional Legitimacy: Public Relations' Accountability in the Disinformation Debate."

- Richez, Emmanuelle, et al. 2020. "Unpacking the Political Effects of Social Movements With a Strong Digital Component: The Case of #IdleNoMore in Canada."

- Block, Elena, and Rob Lovegrove. 2021. "Discordant Storytelling, 'Honest Fakery', Identity Peddling: How Uncanny CGI Characters Are Jamming Public Relations and Influencer Practices."

Analysis

- You've analyzed organizational relationships to:
  - Key messages
  - Publics
  - Channels of communication

Key Concepts

- Communication
- Publics
- Public relations
- Social media

Key Concepts

- Communication
- Publics
- Public relations
- Social media: *bounded, masspersonal communication systems that allow users to engage in social activities such as posting, "liking," following/friending, and boosting. In social media,* **most** *of the content is created by the users.*

Key Concepts 2

- Influencers
- Social Movements

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- Influencers: *social media agents who build followers and have the power to spread information and influence through the platform.*

- Social Movements: *have shared ideology, are social, persistence in time, operate outside institutions, seek change*

More Concepts

- Paid, earned, shared, owned media
- "Honest fakery"

PR and Ethics

- Professional PR groups have codes of ethics. Big questions there:
  - Duties to clients versus duties to the public
  - Responsibility and accountability if there are ethical violations

Future Courses

Year Two

- Introduction to Politics, Policy and the Media
- Information and Technology
- Foundational Communication and Media Theory
- Introduction to Research Methods in Communication & Media Studies
- Media, Culture and Society

Year Three

- Applied Media Ethics
- Advocacy and Social Change
- Researching Digital Communities
- Professionalization and Placement Preparation
- Critical Data Analysis and Visualization

- PR, Corporate Spin and Consumer Culture
- Viral Outrage & Public Relations
- Algorithms, Content Feeds & PR
- Visual messaging and communication
- Digital Storytelling for Social Change

Year Four

- Researching Social Media — Networked Perspectives
- Social Media & Public Relations Field Experience Placement Course
- Portfolio Course
- Infrastructures of Social Media
- Digital Games Industries

- Mass Manipulation, PR, and Social Media: Critical Perspectives
- Persuasive Campaigns
- Technologically — Mediated Publics
- Social Media and Activism

After this...

- Graduation!