

Researching the Changing Profession of Public Relations

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& RALPH TENCH (EDS.)



How should we approach the challenges created by the increasing professionalization of public relations across Europe? Historical and cultural interpretations are not always sufficient to explain the fast and diverse developments of the public relations profession in our cosmopolitan and digitalized world.

This book aims to pinpoint and address the questions faced by researchers and professionals in their efforts to understand and support the changing profession of public relations. The chapters are all contributed by recognized academics and are structured around three topics. Firstly, the book explores current developments in public relations practice in Germany, Portugal, Slovenia, Croatia, Turkey, Serbia and the Czech Republic. The second section discusses the professionalization of public relations together with the new dilemmas, notions, concepts and perspectives that this has generated. The final chapters focus on the usage, effect and institutionalization of new media and new digital public relations tools.

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Researching the Changing Profession of Public Relations



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Aydemir OKAY, Valérie CARAYOL & Ralph TENCH (eds.)

Researching the Changing Profession of Public Relations

This book offers a selection of the best papers presented during the EUPRERA 2012 Congress held in September 2012 in Istanbul, Turkey.

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Introduction

This book is a collection of double blind peer reviewed papers which were presented at the Annual Congress of EUPRERA held on the 20th-22nd September of 2012 in Istanbul, Turkey. The Congress focused on the subject of “Researching the Changing Profession of Public Relations”. We are pleased to present the enclosed papers as a diverse and quality representation of the topics, themes and discussion areas that were addressed during the three days of academic dialogue.

The selected papers are particularly *challenging* for two reasons: Firstly, they build on foundations built before this Congress and represent a further step forward in the ongoing journey of studying public relations in Europe. Secondly, the changing profession of public relations is in the heart of the current debate at both the scientific and professional levels.

The papers were selected for the book through a rigorous process of double blind reviewing by members of the Euprera Scientific Committee.

Preparatory efforts for the Congress started two years before the event when Istanbul was selected as the 2012 host. The Congress cycle is intense with all submitted papers being double blind reviewed by the Euprera Scientific Committee. From the papers presented during the Congress a selection was put forward to be considered for publication in the associated Congress journal, the *Journal of Communication Management*, and others through a critical process for this Congress Book.

Through this book the editorial team, which comprises Prof. Aydemir Okay, Prof. Valérie Carayol and Prof. Ralph Tench, aim to provide a platform for an academic discussion across different countries, to value interdisciplinary approaches as well as quantitative and qualitative research, and most importantly to advance understanding of the public relations profession in order to foster organizational and individual goals.

Even though the first rudimentary practice of public relations may have begun thousands of years ago, public relations has only been an acknowledged occupation only for about 100 years. It is only recently, however, that public relations has developed from an occupation to a profession in many countries. It is another fact that departments teaching in this area at higher education institutions have started to be established across Europe in more recent years, one after another.

Public relations has also been an occupation defined more by its techniques than by its theory. Most public relations practitioners have been the masters of a number of techniques. Today, however, the most sophisticated practitioners have begun to understand that people exercise control over how they use the media to a much greater extent than the media control the behaviour of people who use them. This is especially the case today as people use the internet, social media, and blogs to search for and share information as much as or more than they use the mass media. Thus, neither public relations practitioners nor the media create powerful impressions that are often called “images”. Images are nothing more than what people think, and most people think for themselves. They construct their own thoughts – their own images – about organizations.

Public relations practitioners are most likely to help members of the public to construct positive images about the organization when they counsel the organization to behave in ways that people outside the organizational infrastructure view as legitimate and desirable. For this reason, the organizations that employ individual public relations practitioners or use the services of public relations agencies have begun to regard public relations as an important management function. They recognize that public relations has value to an organization because it helps to balance the self-interest of the organization with the interests of people who are affected by it, or those who have the power to affect its operation.

For any public relations effort to be realized, both qualified human resources and advanced technology should be used in a planned manner that provide society with value.

Papers selected for publication in this volume have been subject to a thorough and rigorous process and are divided into 3 parts in this Congress Book:

Part I illustrates the status of public relations in some European countries. It is vital to have specific knowledge on the recent developments of public relations in other countries in order to follow the developments and trends together with their applications and results. In this first part of the book are various studies on public relations from perspectives of diverse European countries, such as the history of the profession in Turkey, developments and trends in Germany, comparative research on public relations between Slovenia, Croatia and Serbia, and so on.

The paper titled “History of Public Relations in Turkey Narrated by the Founders: The First Years” includes the history of public relations in Turkey from founders’ point of view.

The paper “Professional Moral and Ethics as a Crucial Aspect of Professionalization : Main Developments and Trends in the Professional Field in Germany during the Last Decade” describes ethics of public relations in Germany, while the paper “Professional Standards in Public Relations Discipline: A Research on Workers of Corporate Communication Department” is about the professionalization of public relations and its dimensions in Turkey. The paper “International Comparative Research in Public Relations: A Report on Three Countries – Slovenia, Croatia and Serbia” talks about the place of comparative research in public relations using Slovenia, Croatia and Serbia as examples.

The paper “Public Relations in Portugal: A Lack of Understanding of the Concept or an Unrecognized Profession?” presents research on the perception of public relations in Portugal using content analysis and survey. The paper “The Role and Function of Public Relations in the Czech Republic” includes quantitative research on the role and function of public relations in the Czech Republic. The paper “Public Relations in Portugal: Mapping the Status of Higher Education” is about public relations education in Portugal.

The Part II of the book, titled “Professionalization of Public Relations, New Dilemmas, Concepts and Changing Perspectives”, discusses new notions and approaches in public relations. Continuous improvement is of utmost importance in public relations, especially regarding how fast changes can be. Hence, it is crucial to add the recent perspectives to the book. This chapter covers papers on the new perspectives on public relations such as an application of Bourdieu’s “field” concept to the profession, the influence of employer branding on both high and low reputable firms, the roles of public relations professionals and trust-building through the issue of multicultural competence.

The paper titled “Frontline Public Relations Practitioners – Trust-building through Multicultural Competence and Dialogue” includes description and analysis of public relations strategies and practices for creating trust in public organizations for multicultural areas. The paper titled “PR and Global Interculturation: Methodological Challenges for (Cross)Cultural PR Research” depicts how public relations is intertwined with culture and it focuses on the usage of PR methods with a cultural approach. The paper “Branding in International Governmental Communications – Innovative Approach or Passing Fashion?” discusses the use of branding by governments with the aim of supporting international communication. And the paper “PR Practitioner Roles Revisited” is about the findings of the research on roles of European communication professionals using quantitative methods.

The paper “Mapping the Future of the Public Relations Profession: Contrasting Perceptions of Next Generation Professionals and Experi-

enced PR Practitioners across Europe” is about the professionalization processes of public relations including role theory, sense making and structuration theories with using quantitative research methods. The paper titled “The Application of Bourdieu’s Concept of “Field” to Public Relations Professional Field” includes research on the views of young potential professionals of public relations and the definition of public relations by using Bourdieu’s concept, while the paper “Does it Pay to Work for an Employer with a Poor Reputation? The Influence of Employer Branding and Reputation on Attractiveness to Employees” is about a comparative study between organizations with low reputations that use Employer Branding, and reputable organizations that use Employer Branding with discussions on the consequence for organizational attractiveness.

Part III focuses on the usage of new media. Recently, new media has become an effective area for public relations. Digital & mobile technologies and social media have a significant influence on public relations. In order to keep up with the new media, public relations have welcomed these innovative tools. In this chapter papers are presented that talk about the integration of new media into public relations, the effect of social media on the public and its reflections to the profession, the institutionalization of social media, and political communication via social media and its effects.

The paper titled “The Power of Publics in Strategic Public Relations: The Effect of Social Media on Formation of Publics” analyzes strategic public relations and the impact of publics on that through the medium of social media. The paper titled “The Institutionalization of Social Media: A Comparative Study of Profit and Nonprofit Organizations” includes the study of how social media is institutionalized both in profit-oriented and nonprofit organizations, while the paper titled “Digital Public Affairs: A New Way of Strategic Framing, Dialogical Communication and Transparent Lobbying?” describes the digital public affairs and its methodology.

The paper “‘I’ll Tweet My Representative!’ Antecedents of Social Media Use Among German Parliamentarians” includes research focusing on political communication through social media. The paper titled “Recruiting for PR 2.0” includes the effects of social media on public relations and its comparison with the old methods of PR with the opinions of public relations practitioners. And the paper “The Use of Corporate Video as a Communication Tool in the Digital Age” is a research on the usage of corporate video as a communication tool with using content analysis.

Having had the pleasure to spend many hours working with all the papers from the Congress, as well as reading and re-reading those

selected for inclusion in this volume, what, we can say with confidence is that the research papers and cases presented in this book represent a significant contribution to the understanding of public relations both within Europe and the wider cultural contexts. To conclude our contribution we simply invite all readers to analyze the content of this book and make a concerted effort to continue our collective efforts to remove the various question marks raised during the Congress and in the papers as we move the discipline forward.

We thank to all scholars and participants for their contribution to academic discussions and the related application in the relevant areas of public relations.

Prof. Dr. Aydemir Okay
Prof. Dr. Valérie Carayol
Prof. Dr. Ralph Tench
Editors

PART I

PUBLIC RELATIONS PRACTICE: INTERNATIONAL CONTEXTS AND REFLECTIONS

History of Public Relations in Turkey Narrated by the Founders: The Early Years

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This study constructs the early years of public relations both as an academic discipline and a profession over the narratives of the pioneers who have important impacts on the field.¹ This paper puts forward the birth of public relations in Turkey during 1960s as a corporate practice and an academic field of study from the first generation's narratives by focusing on mainly how it emerged, who are involved in the process, the first development of the academic body of work, institutionalization initiatives in the academic field and last but not least the process of entitling and framing the concept in this phase. Therefore, this study aims to manifest the history of public relations by discussing how and under what conditions it is developed in Turkey through not only public relations practices but also regarding the mutual nature of relationships of ideas and actions in the field.

The Literature Review on the Historiography of Public Relations

There are limited numbers of studies focusing on the historical development of public relations in Turkey. Public relations in Turkey is a relatively young interdisciplinary field that there is still a chance to

¹ This paper is based on the first outcomes of "History of Public Relations in Turkey Narrated by the Pioneers" project numbered 12B54500001 which is carried out within the scope of Ankara University Scientific Researches Projects.

gather information from first hand by interviewing the founders or pioneers. Benefiting from pioneers' narrations is quite common in international studies focusing on history of public relations in certain contexts. This approach especially developed with the impact of US-centred researches. Although this approach's being so prevalent in global context, the fact that experiences of pioneers of the field in Turkey have not been thoroughly investigated from this lens diminishes the potential contribution to the international public relations history researches. This lack in the literature on history of public relations in Turkey, leads to USA centered historical approach to be valid and standard history of public relations and studies, which take this approach for granted, contribute to its generalization.

Even though public relations have developed as a managerial concept within the scope of mainstream studies, it should be also noted that has an ideological dimension. The multi-dimensionality of the concept is vital to understand its role in different organizational relations. For this reason, studying history of public relations in Turkey is not only important to put forward the historical development of a field but also to evaluate the political, economic and social transformations experienced in Turkey.

There is hardly any study that discusses the history of public relations with a holistic point of view through individual narrations in Turkey. Notable exception is Alâeddin Asna's (1997) work titled *Halkla İlişkiler, Dünden Bugüne Bir Sanat-Meslek Öyküsü* (Public Relations, A Story of Art-Job from Past to Present) which presents the course of public relations in Turkey after 1960s. However in this study, Asna (1997: 75-197) discusses the development of public relations in Turkey depending on his personal academic and professional experiences. Asna's study is particularly important since he initiated the first corporate public relations practices in public sector in Turkey, he was the first manager of public relations agency *A ve B Tanıtım* and the president of *Türkiye Halkla İlişkiler Derneği* (Public Relations Association of Turkey) hence the study which he blended with his experiences comprise an important reference to the past and development of public relations in Turkey. History of public relations in Turkey typically covered as a subtitle in the introduction parts of the public relations books which it is started around 1960s with a reference of public administration function and the first undergraduate education have been institutionalized. Besides in most of these texts, historical frame that surrounds public relations as a vocational practice is not discussed in detail.

Studies about the history of public relations especially begin to emerge in international academic journals since 2000s (Gower, 2001). The majority of the previous studies consist of the oral history books

covering the biography of “founding fathers” of the field or books about various practices and textbooks. According to the results of the study of Aktaş Yamanoğlu (2009: 277), where the author analysed total of 409 articles published in leading international journals from 2004 to 2008, the international studies that cover the history of public relations was twenty.

In international literature, studies about history of public relations mainly focus on the development of public relations in the USA (e.g. Ewen, 1996; Miller, 2000). It is believed that modern public relations practices emerging at the end of nineteenth century in USA is the primary reason of this dominancy in international literature. Although there are several international studies which argue that first public relations examples are much more earlier (e.g. Byerly, 1993; Cutlip, 1997), the consensus in many studies indicate that modern public relations discipline emerged in USA with the practices of the pioneers including Phineas Taylor Barnum; Ivy Lee; Edward L. Bernays; George Creel (Chase, 1994). Two classical studies about history of public relations belong to Bernays (1956) and Cutlip (1995). Some national level studies about the history of public relations in Europe can be listed as Britain (L’Etang, 1998; 1999); Austria and Germany (Nessman, 2003); Australia (Zawawi, 2004), Italy (Bini, Fasce & Falconi, 2011), Holland (van Ruler, Verčič, Bütschi & Flodin, 2004).

The international literature on public relations history is structured mainly around the “four models of public relations” (Grunig, 1990; Grunig & Hunt, 1984) which summarizes the history of public relations in the USA in the context of “progress” and “improvement”. In fact, this historical approach that is specific to USA has turned into a major paradigm of public relations which is used for describing different country experiences. Four models of public relations (Press agency/publicity; public information; one way asymmetrical; two way symmetrical models), assume that initially the public relations practices were one-way and manipulative and within years have evolved into a dialogue based on mutual understanding. In their article which they analysed the international public relations textbooks, Hoy, Raaz and Wehmeier (2007) discussed that historical approach based on the four models of public relations is dominant which is continuously repeated and no original information has been produced. According to the authors (2007: 192) in majority of the text books, history of public relations have been constructed in the frame of “progress” and this development is represented through different “periodization” trials (e.g. Bernays, 1998; Cutlip, Center & Broom, 2006), based on historical events or people and public relations campaigns (e.g. Cutlip, 1994; Hiebert, 1966; Hudson, 1986). On the other hand, alternative approaches on the history

of public relations have been escalating in the international literature. For instance, Olasky (1987, 1984) opposes to the progress and improvement based historical explanation and understanding of public relations; Miller (2000) criticizes the dominant historical understanding of corporate public relations in the international literature for not being detailed enough and ignoring the socio-cultural background; Brown (2003) suggests that the first examples of dialogue based public relations approach which is assumed to be started in the second half of the twentieth century are also found in the Ancient history; Gower (2001) argues that the contributions of women have been ignored in the history of public relations. Critical approaches evolving in international literature, contribute to the development of an alternative history understanding especially by problematizing the concept of “power” in public relations.

Method

The historiographical approach of this study adopts “date and fact oriented” narrative approach (Hoy, Raaz & Wehmeier, 2007). Within the frame of this approach, historical events and practices that are significant in the public relations history are presented through the narrations of the practitioners.

In Turkey, the beginning of public relations has not been determined yet. The well-accepted view is determining the establishment of *Basın Yayın ve Temsil Şubesi* (Press Agency Bureau) within *Devlet Planlama Teşkilatı* (State Planning Organization) in 1960s as a turning point. The main reason behind the different periodization depends on different conceptualizing of public relations. For instance, Kazancı’s study (2006) titled *Osmanlı’da Halkla İlişkiler* (Public Relations in the Ottomans) puts forward a unique approach of public relations. Besides, it is possible to track the history of public relations in various studies composed in different fields of social sciences. For example, Deringil’s study (2007) titled *İktidarın Sembolleri ve İdeoloji: II. Abdülhamit Dönemi (1876-1909)* (Symbols of Power and Ideology: The Era of Abdulhamid II (1876-1909)) provides us with a new reading about the history of public relations with its emphasis on “regeneration the image of Empire”, “political control of socio-cultural events” during the modernization journey of Ottomans. Likewise, during the first period of the Republic, various practices done for “publicity” of the new modern Turkish country both nationally and internationally can be considered in the history of public relations. For instance, products of *İnhisarlar İdaresi*, Kütahya pottery, carpets, Turkish delights, ornaments, products of Beykoz Leather factory, Bursa and Hereke cloths and its personnel consisting of various artists, journalists, musicians, teachers, starting from Istanbul, have stopped by at various harbours of Europe and publicized modern

Turkey to Europe during eighty six days by *Karadeniz Gemisi* and acted as public relations tools as a mobile fair (Gençtürk Hızal, 2008: 65).² Georgeon (1990) evaluates the magazine *La Turquie Kemaliste* published in three different languages French, English and German during 1934 and 1948 as a “pictured propaganda tool” by which the practices of the new Turkey and its principals, culture of Turkey and Turkish people, touristic opportunities and economic studies are narrated. Therefore, past particularly through studies on history of public relations in Turkey need to be re-evaluated from different perspectives.

This study evaluates the 1960s as the early years of public relations when the field is institutionalized and structured academically. In this study, semi-structured in-depth interviews conducted with academics and practitioners of public relations. The names are identified from the public relations literature in Turkey. Authors of first educational materials, academics actively contributing the development of first curriculums, founders of the professional organizations, pioneers putting the first implementations into practice were the selective criteria during this process. Interviewees are evaluated in a common ground about their contributions to the institutionalization process of the field. Based on the social network of the pioneers of the field, new names have been identified with the references of the interviewees. Prof. Dr. Metin Kazancı, Prof. Dr. Yücel Ertekin, Prof. Dr. Nuri Tortop, Prof. Dr. Alaeddin Asna, Betül Mardin, Ayşegül Dora, Sancar Maarufllu, Ergüder Tırnova were among the names that we reached during the first part of the study.

We have tried to overcome the restrictions of individual narrations depending on memory and objective point of view by inter-textual relations we have tried to build with different texts belong to the analysed time period. As the meanings the participants assign to their experiences, reminders, attentive looking and accompanying comments enable “biographic illusions”, we have tried to pile up the narrations of the participants as the members of a community with similar experiences, therefore tried to establish and make sense of the past context again.

Findings: Past and Search for a New Beginning

Academics Who Lead the Pioneers

In our interviews with the founders of public relations field, we have found out that there are some leading academics that the founders take them as references and inspired by their studies, whom planted the seeds

² *Karadeniz Gemisi* has been a subject to a documentary; Soner Sevgili (director) and Fatusch Production (production) (21 April 2007) “Karadeniz: Seyr-i Türkiye” (Documentary) Istanbul: NTV.

of public relations in Turkey, named the concept and tried to bring a context to it. Among these names are Prof. Dr. Cemal Mihçioğlu and Prof. Dr. Nermin Abadan Unat. These two academics from *Ankara Üniversitesi Siyasal Bilgiler Fakültesi* (Ankara University Faculty of Political Sciences) were the first to publish texts, give lectures in the field and they approached to public relations particularly from citizen-administration axis.

There were academics who mentioned about public relations before. The main ones are Nermin Abadan Unat and Cemal Mihçioğlu. (from the interview with Prof. Dr. Metin Kazancı, 19 April 2012, Ankara)

Even Cemal (Mihçioğlu) have started to give lectures in *Ankara Üniversitesi Siyasal Bilgiler Fakültesi*, with my books which I brought them from USA [...] Those times Prof. Nermin Abadan Unat – she was my professor – if she hadn't been, we would never be able to learn anything. (from the interview with Alâeddin Asna, 29 June 2012, Istanbul)

Cemal Mihçioğlu was researching public relations in public administration at the beginning... (from the interview with Nuri Tortop, 22 May 2012, Ankara)

Institute of Public Administration for Turkey and Middle East (TODAIE) has an important role in the history of public relations in Turkey. This institution is established with the aim of lecturing contemporary public administration education to public servants and Marshall E. Dimock as a political science and public administration academic authority undertook a significant responsibility during the institution's development. Dimock emphasized the role of public relations on the public administration trends at that period of time in his book entitled *Principles of Public Administration* which is translated to Turkish by Nermin Abadan Unat in 1954 can be accepted as the first academic text in Turkish cited the concept of public relations. Again the article of Dimock about the new perspectives in public administration mentioning public relations is translated by Cemal Mihçioğlu and titled as "Amme İdaresinde Yeni Gelişmeler" in 1954.

Trying to Name the Field

Struggling to name the field constitutes an important place in the historical development. It comes forward from the interviews that during early years, there were discussions among academics about how the concept should be named.

Prof. Nermin Abadan Unat has argued with me a lot... she said public liaisons.³ She translated word by word (*from the original concept*). I said civic⁴

³ In this text the term "public liaisons" refers to "halkla münasebetler" in Turkish.

liaisons, civic communications [...] well, she was the well respected Professor Nermin. It stayed that way. (from the interview with Alâeddin Asna, 29 June 2012, Istanbul)

The academics named the field. Professor Nermin said public liaisons; likewise Cemal Mihçioğlu said public relations. Then it is used. (from the interview with Prof. Dr. Metin Kazancı, 19 April 2012, Ankara)

Mihçioğlu (1988: 16) mentions that one of the most vivid discussions during the initial years of the TODAİE's establishment were about translations of the important terms and he informs that a committee had been set up to tackle with the naming these concepts. Nermin Abadan Unat was a member of this committee and she insisted that the theme attributes to both public and private enterprises practices. Nevertheless, the term aroused during the climate in which public administration was the favoured academic field on the other hand private sector initiatives were rather weak. Thus, based on the distinction between governing and governed parties, public were defined as general citizens that governments need to sustain and maintain relationships with. In other words, when the concept of "public" translated as "halk" lost its attribution to different public categories and gained a singular but holistic content. "When we say 'public' people understand it as general public or all people living in Turkey..." (from the interview with Yücel Ertekin, 6 February 2013, Ankara).

Encountering with the Field

Although there were discussions towards naming the field, units established in public agencies and institutions and lectures were put in curriculums from the interviews it is figured out that the employment of the first practitioners were rather circumstantial.

When Talat Halman was serving in the military, he was assigned to *Devlet Planlama Teşkilatı Basın Yayın ve Temsil Şubesi*. I have learned about public relations from Talat. A coincidence... Talat has learned about it in the United States, he had some books about the subject. After Talat completed his service, he returned to the States. So they appointed me as the branch manager (*in Devlet Planlama Teşkilatı Basın Yayın ve Temsil Şubesi*). I knew about journalism. I knew about public relations only from what I have learned from Talat. So they sent me to the States, Michigan to learn the profession. (from the interview with Alâeddin Asna, 29 June 2012, Istanbul)

After I quit TRT in 1968, I have accidentally begun this profession. Those years, there was nobody but me. They did not know about public relations, if you ask me they did not know advertising either... I came to Istanbul

⁴ In this text the term "civic" refers to "kamu" in Turkish.

from Ankara. I looked for a job; in fact I was a broadcasting specialist. Then I went to *Akbank*, I wanted to do advertising. I knew the CEO before. I told him about my opinion but he had a different offer not knowing its title but his offer was public relations. He asked me to manage his relations with his employees; he said “this is a new occupation”. Finally he called someone and they told me that the French name of this job is *relations publiques*. I wrote down the name to a piece of paper and went to the American Library and made researches and studied about it. Books that I used are now torn apart but I still keep them. Fortunately, when people heard that I was looking for a job, they started to call me and make offers. They asked me if I do this or that and occasionally eighty percent of them were public relations. They did not know about it, but I was getting to learn about it. [...] As I said, they did not know that this was called public relations. (from the interview with Betül Mardin, 30 May 2012)

One day in 1968, Mr. Abdi İpekçi called me and said: “Maruflu, you know I am the vice president of *Türkiye Gazeteciler Cemiyeti* (Turkish Journalists Association). We have an anniversary reunion, and we thought that we want you to organize this. Luciky RCD (*Kalkınma için Bölgesel İşbirliği*) meeting is going to be held in Istanbul at that time. They coincide. Most probably we will invite the participants to this event as well. Asna is the public relations coordinator of *Koç Holding*. Go and ask him. He will tell you what to do”. That was the first time I heard about public relations. One and half month later, at the evening of the event Abdi İpekçi called me to his office and congratulated me and said “Look son, what you did today is called public opinion liaisons”.⁵ I said “What is that sir?” He said “public liaisons, public relations”. He added “now it is burgeoning in USA, England and Europe, and after a while it will be the must-have occupation for Turkey as well”. I said “Well, how can I get educated, study?” He said this occupation present in the body of journalism academies and institutions. It is established in Izmir and in Ankara it is in Political Sciences Faculty. (from the interview with Sancar Maruflu, 29 June 2012, Izmir).

It is remarkable that similar statements are made by the academics as well.

I went to France, with a scholarship of government, Ministry of Education. When I went to France in 1967, of course my intention was not to study public relations. I have met a few professors in my city Rennes working in public relations. As I haven’t decided my field of study yet, they told me that this is a pleasant job, with a bright future and they encouraged me to get interested in it. So I chose public relations with their lead. (from the interview with Metin Kazancı, 19 April 2012, Ankara)

⁵ The term Sancar Maruflu used is “efkar-ı umumiye ile münasebetler” translated as “public opinion liaisons”.

The subject attracted my interest, so I started to prepare a public relations paper for my associate professorship. (from the interview with Nuri Tortop, 22 May 2012, Ankara)

Even though the encountering of the pioneers with the field seems coincidental, it can be argued that the social networks, educational backgrounds and personal capabilities that they had paved the way.

First practitioners were bilingual, town-dwellers, children of decent families. There were not many lower class kids. I was coming from middle class but I had an intellectual background from my family, so it was easy for me. (from the interview with Sencer Maruflu, 29 June 2012, Izmir)

To know a foreign language [...] To speak a foreign language was not a common thing that everyone could have. Foreign companies were seeking foreign language speaking people. But how many people could speak a foreign language at that time? Me, for example, there were only two women who could speak a foreign language in Bab-ı Ali. (from the interview with Ayşegül Dora, 29 June 2012, Istanbul)

Relationship of Journalism and Public Relations

During the early years of public relations, like in the other countries, people with a journalism background used to work in this profession extensively. There was a close relationship in between public relations occupation and journalism in Turkey.

I have journalism background, I was raised in *Cumhuriyet Gazetesi*, and then I have directed many newspapers. In 1978 I became a member of the association (*public relations association*). By becoming a member, my active period in the business started. (from the interview with Ergüder Tırnova, 29 June 2012, Izmir)

When I first started working, I worked as a journalist, I arranged radio programs, I completed the television course in BBC and I had a name in television programming. (from the interview with Betül Mardin, 30 May 2012)

When I was working in *Cumhuriyet Gazetesi*, I went to the London School of Economics to study communication. I have studied advertising, public relations and journalism [...] I worked as a journalist for twenty years. (from the interview with Ayşegül Dora, 29 June 2012, Istanbul)

When I was studying in *Ankara Üniversitesi Siyasal Bilgiler Fakültesi*, I was working as a journalist. I started working as journalist right after I graduated from high school. I was working in *Yeni İstanbul Gazetesi* [...] Our background as a journalist, made it easier for us to make contact with the press. (from the interview with Alâeddin Asna, 29 June 2012, Istanbul)

It is possible to track the relationship of the field with journalism also in the educational basis. It was the press unions and *Gazeteciler*

Cemiyeti who offered to establish a journalism school in Ankara. In 1962 association asked from *Orta Doğu Teknik Üniversitesi* (Middle East Technical University) to establish an academy that will contribute to the occupation and give education about the subject. At the end of this process which UNESCO took part as well, it is finally decided that *Basın Yayın Yüksek Okulu* in the body of *Ankara Üniversitesi Siyasal Bilgiler Fakültesi* would be established and public relations education would be given in this institution. Within the years due to some problems faced up with, journalism and public relations departments are integrated and this department continued until the *Basın Yayın Yüksek Okulu* become Communication Faculty. Prof. Dr. Oya Tokgöz,⁶ former principal of *Ankara Üniversitesi Basın Yayın Yüksek Okulu*, addresses the reason of this integration as “lack of professors in public relations”.

Conclusion

Based on the interviews, it can be argued that Turkey has a unique public relations history. The understanding of public relations is structured by the individual conditions of Turkey and public relations practices have sui generis characteristics owing to these conditions. The unique context in which public relations practices flourished formed the pioneers’ approaches to the field.

It can be suggested that during early years public relations rather than being a result of the necessity of academics and practices, it came to agenda as a continuation of the Turkey’s modernization program based on development. Hence, during 1960s import substitution based rapid industrialization model is adopted to integrate into the planned economy (Ahmad, 1995: 187; Boratav, 2003). During this process, the vast transformation of Turkish economy and society (Ahmad, 1995: 189) has constituted a ground for public relations to prosper.

Well educated and bilingual pioneers had advantage to follow the public relations literature in USA and Europe therefore they could gain public relations notion and so that they had an opportunity to establish public relations in Turkey. From the interviews it can be argued that during early years of public relations, there were two tendencies to categorize the term “public”: While private sector conceptualizes public as media, public administration view point was citizens in general. In other words, both parties had homogeneous and single public category.

This study, which presents the first outcomes of a wider project regarding the history of public relations, has once again pointed out the need to investigate the history of public relations in Turkey. The reason

⁶ From the interview with Prof. Dr. Oya Tokgöz, 18 June 2012, Ankara.

behind there is no complete and detailed study on public relations history in Turkey up to now should not be considered as a negligence of the former researchers. Since public relations is a relatively young field, it required some time to pile the knowledge. Nevertheless, if the former history pieces were not available in the literature, it would not be possible to find an inspiration and bases to compose this study.

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