



PUBLIC RELATIONS AND INTERNATIONAL POLITICS

Lecturer: Jozef. B. Ftorek, M. A.

Course Philosophy:

- The course is to discover techniques and practice used by power elite through the nominated politicians (service elite) and political public relations to manufacture the consent among citizens. The politicians, who in liberal democracies represent the government of the people for the people, are governing the states upon the major consent of the citizens. Manufacturing the consent is thus the crucial condition for effective rule and power dominance in modern society.
- The course is designed for those, who think over the basic framework of the official debate on social affairs, corporate governance, politics and economics.
- By discovering the practice of public relations used by power elite to control the modern society, the course answers: „Who is running our lives with our consent and how?” At the same moment it tries to inspire, how to reach the maximal control of the individual life in the era of mass manipulation and democracy.

Course Content:

- Politics of public relations and information control
- Public relations and the formation of public opinion - manufacturing of the consent
- Case studies on contemporary global politics and war conflicts

Learning outcomes:

After accomplishing the course, the student should be able to:

- understand the basic approach of public relations strategy and tactics
- analyze the techniques used by elites to manufacture the consent among citizens
- describe and detect how is the practice of PR reflected in media and politics
- understand the dangers of mass manipulation

Assessment:

- The course includes written examinations and a case study presentation

Sources and literature:

- Ftorek, Jozef: Public Relations and Politics, VŠMVV Praha, Praha 2011
- Herman, E. – Chomsky, N.: Manufacturing Consent: The Political Economy of the Mass Media. Pantheon, New York 1998
- Mills, Charles W.: The Power Elite, Oxford University Press, 2000
- Cole, Robert: Propaganda in Twentieth Century War and Politics. Scarecrow Press, Lanham 1996
- Lewis Justin, Constructing Public Opinion, Columbia University Press, New York 2001
- Curtis Adam, The Century of The Self, BBC IL., 2002 (part IV.)