

Chapter 5

QUALIFICATIONS OF ACADEMICIANS IN UNDERGRADUATE EDUCATION OF PUBLIC RELATIONS IN TURKEY

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1. INTRODUCTION

The first public relations course in the world was given by Edward L. Bernays in New York University in 1923 (Cutlip, 1994:220). Public relations education in Turkey began after 1960's and Establishment of State Planning Organization played an important role in the development of public relations (Solmaz et al. 2012:255). The Faculty of Political Science at Ankara University was the first to introduce a four-year program on public relations. The program started at the School of Press and Broadcasting in 1965 (Hızal, Özdemir and Yamanoglu, 2014:636). The establishment of the Public Relations Association in 1972 gave another impetus to public relations education (Solmaz et al. 2012:255). Communication faculties in Turkey, was opened in 1992 by change in the law. In 1993, departments at the faculties of Communication were placed. (Yengin, 2004:175). Communication education has an ever-changing nature that forces special skills to be gathered all over the world. Therefore, it requires highly competent staff and a solid infrastructure. The faculty of communication includes academics from both the discipline of communication and other disciplines as it is a highly disciplinary field (Arık and Bayram, 2011:85).

Academicians who can give public relations courses have to have a wide knowledge and to keep up with the age to practice professional studies and professional experiences are required to develop every day (Black, 1998:18). Public relations education changes in parallel with the changes in public relations practices and is repositioned to respond to changes in the field (Turk, 2006: 41). Therefore, the qualifications of academicians who train public relations experts of the future are

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important. Increasing technological developments in the world, sensing the cultural and economic effects of globalization, increasing consumer expectations, gaining importance of abstract values such as social responsibility and ethics and so on. factors change the structure of the concept of public relations and constitute the driving force of the development of this concept (Ural, 2012:162).

Public relations academics should use and follow the developing technology. Because public relations academics guide their students in understanding and evaluating both the use of developing technology and the social effects of using (The Professional Bond, 2006:6). This study are made with the idea that missing studies on education public relations in Turkey. The studies mostly focus on communication academics, public relations education and course contents. As a result of the literature research, the following studies on the subject have been reached.

Akgül and Akdağ (2018), 'Communication Education and Interdisciplinarity: An Evaluation on the Profile of Academicians in the Faculties of Communication', as a sample, based on public universities, whether the faculties in the faculties are made to fulfill the requirements of an interdisciplinary branch or a hybrid structure and whether they existed. As a result of the study, it was determined that the faculties of communication have the composition of a faculty member with interdisciplinary academic formation.

Atabek and Atabek (2014) measured the attitudes of academics, students and professionals in communication education comparatively. Adequacy of the training in communication and communication faculties in Turkey, the adequacy of Turkish communication textbooks, technological possibilities, foreign language education, communication education curriculum, students, academicians and members of the profession to get opinions, differences between the departments and the type of points should be considered students. Toker (2011) examined the levels of burnout among university academicians in Turkey and to investigated the effects of demographics on levels of burnout among university academicians. In this study, the subjects such as gender distribution, educational status, titles and fields of interest of the academicians providing public relations education were analyzed.

2.OBJECTIVE AND METHOD

This study aims to examine that the general qualification of academics in undergraduate education of public relations in Turkey in 2019. For this purpose, the websites of all the universities that graduate-level public relations education faculties in Turkey were examined. Resumes of public relations academics were reached. The sample of the study consists of state and foundation universities. Academicians working part-time at foundation universities were excluded from the sample. . Screening method was used in the research. The data obtained were

analyzed in SPSS 21. Gender, title, bachelor's degree, master's degree and doctorate degree of the academic staff, their fields of interest, foreign languages and administrative duties were listed and tabulated.

3. RESEARCH FINDINGS

Before the findings about the qualifications of the academicians who give undergraduate education in the public relations department are given, the administrative duties and the knowledge of foreign languages are briefly as follows: 5.7% of academicians are dean, 18% were associate dean, 42.6% were head of department, 13.9% was co-head of department, 8.9% was head of the department of public relations, interpersonal communication, research methods and so on, and 0.8% was director of institute. 14.6% of the academicians speak English, 1.8% German, 0.3% French and 0.2% Spanish and Russian. Foreign language data of 82.9% of academicians could not be reached. The findings of the research are as follows:

Table 1: The Distribution of Academic Titles According To Gender

Gender	Professors	Associate Professors	Doctoral Lecturer	Lecturer	Research Assistants	Experts	Total
Female	55	72	100	22	97	1	347
Male	45	39	55	15	86	0	240
Total	100	111	155	37	183	1	587

In this study, the knowledge of 587 academicians was reached. Females made up 59,1% of the sample, and males were 40,9%. The number of female academicians is higher than male. The distribution of academicians by title is as follows. 17% are professors, 18,9% are associate professors, 26.4% are doctoral lecturers, 6, 3% are lecturers, 31.2% are research assistants and 0,2% are experts. The proportion of research assistants and doctoral faculty members in the distribution of academic staff is higher than other staff.

Table 2: Distribution of Universities by Type

	Frequency	Percent
State University	420	71,6
Foundation University	167	28,4
Total	587	100,0

420 of the public relations and publicity departments are located in state universities and 147 of them are located at foundation universities. 71,6% of academicians work in state universities and 28.4% work in foundation universities.

Table 3: Distribution of Faculties Where Academicians Work

	Frequency	Percent
Communication faculty	511	87,1
Faculty of Economics and Administrative Sciences	25	4,3
Faculty of Social Sciences	3	,5
Faculty of Communication Sciences	23	3,9
Faculty of Applied Sciences	4	,7
Faculty of Management	13	2,2
Faculty of Arts and Social Sciences	5	,9
Faculty of Humanities and Social Sciences	3	,5
Total	587	100,0

87, 1% of academicians are in the Faculty of Communication, 4,3% are in Faculty of Economics and Administrative Sciences, 3,9% are in the Faculty of Communication Sciences, 2, 2% are in the Faculty of Business Administration, 0,7% are in Faculty of Applied Sciences, 0,9% are working in the Faculty of Arts and Social Sciences, 0,5% are working in the Faculty of Humanities and Social Sciences.

Table 4: Distribution of Departments Where Academicians Work

	Frequency	Percent
Public Relations And Publicity	400	68,1
Public Relations And Advertising	176	30,0
Advertising And Public Relations	5	,9
Public Relations	6	1,0
Total	587	100,0

The distribution of academicians according to their departments is as follows. Academicians work 68,1% in The Public Relations And Publicity Department, 30% in The Public Relations And Advertising Department, 1% in the Public Relations Department and 0,9% in the Advertising And Public Relations Department.

Table 5: Distributions of the main sciences of the academicians

	Frequency	Percent
Could not be accessed	298	50,8
Public Relations	140	23,9
Research Methods	32	5,5
Interpersonal Communication	44	7,5
Corporate Communications	6	1,0
Advertising and promotion	33	5,6
Public relations and advertising	21	3,6
Advertising	11	1,9
Department Of Communication Sciences	2	,3

50% of the academicians were not able to reach information about the main branch of study. 23, 9% of academicians work in the department of public relations. It is possible to say that approximately one fourth of the academicians are in the department of public relations.

Table 6: In which area academicians completed their undergraduate education

	Frequency	Percent		Frequency	Percent
Could not be accessed	124	25,5	Chemical Engineering	1	,2
Public Relations and Publicity	147	30,2	Graphic Department	3	,6
Journalism	28	5,8	International Relations	2	,4
Radio, Cinema and Television	15	3,1	Health	1	,2
Operating	28	5,8	English Language and Literature	6	1,2
Sociology	8	1,6	French Language and Literature	4	,8
Public Relations and Advertising	33	6,8	Psychology	2	,4
Italian Language and Literature	1	,2	Office Management	1	,2
Political Science and Public Administration	13	2,7	Communication Design and Management	3	,6
International Trade	1	,2			
American Culture and Literature	1	,2	Political Science and International Relations	4	,8
Military Academy	1	,2	Press and Publication	4	,8
Journalism and Public Relations	7	1,4	Western Languages and Literature	2	,4
Arts Of Communication	1	,2	English Teacher	3	,6
German Language and Literature	3	,6	Statistics	1	,2
Communication and Design	2	,4	Foreign Trade and Tourism	2	,4
British Philology and Classical Philology	2	,4	Translation and Interpreting	1	,2
International Relations	1	,2	Management and Organization	1	,2

Economy	3	,6	American Culture And Literature	2	,4
Linguistics	1	,2	Turkish Language And Literature	1	,2
Contact	2	,4	Librarianship	3	,6
Law	1	,2	Family and Consumer Sciences,	1	,2
Psychological Counseling and Guidance	1	,2	Economy	1	,2
Department of Painting	1	,2	Computer Engineering	1	,2
Advertising	3	,6	City and Region Planning	1	,2
Information and Document Management	1	,2	Seafood	1	,2
Tourism and Hotel Management	1	,2	Comparative Literature Department	2	,4
Cultural Studies	1	,2	Graphic	1	,2
Total			486		

No data regarding the undergraduate education of 124 academicians could be reached 30.2% of the academicians providing public relations education were graduates of public relations and publicity department. 6.8% public relations and advertising, 5.8% journalism and business, 3.1% radio cinema and Television. Academicians who provide public relations education had received undergraduate education from different departments. Even though academics who provide public relations education have received different undergraduate education, they are generally graduated from the field of social sciences. 165 of research assistants had completed their undergraduate studies in public relations and Publicity. The research assistants are followed by the physician faculty members. Academicians who started to work in recent years come from the field of public relations.

Table 7: In which area academicians completed their master's education

	Frequency	Percent		Frequency	Percent
Could not be accessed	113	24,0	Press and publication	1	,2
Public Relations and Publicity	170	36,1	Industrial products design	1	,2
Journalism	14	3,0	English language	3	,6
Radio, Cinema and Television	15	3,2	European Studies	1	,2
Operating	19	4,0	Product Management and Marketing	1	,2
Communication Sciences	15	3,2	Communication Arts	2	,4
Press Companies	170	36,1	Political Science and International Relations	3	,6
Economic Theory	1	,2	Intercultural Communication	1	,2
Marketing Communication	3	,6	cultural studies	2	,4
Advertising and Promotion	6	1,3	Contact	2	,4
Forensic Medicine	1	,2	Management	1	,2
Media and Communication Management	1	,2	International marketing	2	,4
Public administration	7	1,5	business management and organization	1	,2
Philosophy	1	,2	Marketing Communication and Public Relations	3	,6
Department Of Educational Communication And Planning	1	,2	Communication and Information Technologies,	1	,2
Accounting and Finance	2	,4	Social and Cultural Anthropology	1	,2
Advertising	5	1,1	Museology	1	,2
Sociology	4	,8	Media and Communication Systems	1	,2
Communication Research	2	,4	Family and Consumer Sciences,	1	,2
Public Relations and Advertising	4	,8	Working Economy	1	,2

Corporate Communications	1	,2	Advertising and Brand Communication Management	1	,2
Journalism and Public Relations	7	1,5	Communication, Culture and Technology	1	,2
French Language and Literature	3	,6	Anthropology	3	,6
Turkish literature	1	,2	Department of Painting	1	,2
Media	1	,2	Strategic Marketing and Brand Management	1	,2
Media and Communication Studies	2	,4	Plastic arts	1	,2
Marketing Communication Management	2	,4	Management Economics Program	1	,2
Business Production and Quality Management,	1	,2	European Union Studies	1	,2
Tourism and Hotel Management	4	,8	Interpersonal Communication	3	,6
Information Systems Project Management	1	,2	Information and Document Management	1	,2
German language and literature	1	,2	Total	471	100,0

Graduate's knowledge of 24% of academicians could not be reached. 36.1% of academicians were graduated from public relations and publicity department. The rate of academicians who have a master's degree in business and press businesses is 4%. The rate of academicians who have a master's degree in radio, cinema and television and communication sciences is 3.2%. The rate of academicians who have a master's degree in journalism is 3%. The doctoral lecturers who have a master's degree in public relations is more than the other academicians. In general, it is possible to say that most of the academics do their master's degree in public relations.

Table 8: In which area academicians completed their doctorate education

	Frequency	Percent		Frequency	Percent
Could not be accessed	96	22,4	Health Institutions Management	1	,2
Public Relations and Publicity	182	42,5	Journalism and Public Relations	5	1,2
Journalism	10	2,3	Psychology and Clinical Services in Education	1	,2
Radio, Cinema and Television	7	1,6	Interpersonal communication	2	,5
operating	25	5,8	Management	1	,2
management and organization	3	,7	Turkish literature	1	,2
operating	20	4,7	Sociology	5	1,2
Production Management and Marketing	1	,2	Adult Education	1	,2
Public relations and advertising	10	2,3	Anthropology	2	,5
philosophy	1	,2	Media studies	3	,7
General Advertising	7	1,6	Communication Design and Management	2	,5
Advertising and Promotion	14	3,3	Politics and International Relations	3	,7
Public administration	6	1,4	Corporate communications	1	,2
history of art	1	,2	Media and Communication	1	,2
Family and Consumer Sciences,	1	,2	Marketing	1	,2
Working economy	1	,2	Communication Arts	1	,2
Media and Cultural Studies	1	,2	Social and Cultural Anthropology	1	,2
Communication & Culture, Anthropology	1	,2	Social and Organizational Psychology	1	,2
Department of Painting	1	,2	Human Resources Management	1	,2
Art and Design	1	,2	Statistics	1	,2
Media and Communication Studies	2	,5	Information and document management	1	,2
Press and publication	1	,2	Total	428	100.0

42,5% of academicians had completed their PhD program in public relations and publicity department. 22,4% of academicians could not reach the doctoral program. 10,5% of academics had completed their doctorate program in business administration department. The number of research assistants who do PhD program of public relations is higher than other academicians. 44 doctoral faculty members completed their doctoral program in the field of public relations. In general, it is possible to say that most of the academicians do their doctoral education in the field of public relations.

Table 9: Distribution of academics where they have completed their undergraduate education

	Frequency	Percent
Could not be accessed	102	21
Domestic	379	78,1
Abroad	4	0,8

78,1% of academicians had completed their undergraduate education in Turkey. It had not been reached where 21% of academicians have completed their undergraduate education. 0.8% of academicians had completed abroad their undergraduate education. Many academics have completed the training in Turkey.

Table 10: Distribution of academics where they have completed their master's education

	Frequency	Percent
Could not be accessed	86	18,2
Domestic	370	78,4
Abroad	16	3,4

78,4% of academicians have completed their master education in Turkey. Where 18,2% of academicians have completed their graduate studies could not be reached. 3,4% of academicians have completed their graduate studies abroad.

Table 11: Distribution of academics where they have completed their doctoral education

	Frequency	Percent
Could not be accessed	69	16
Domestic	355	82,4
Abroad	7	1,6

82,4% of academicians completed their doctorate education in Turkey. 16% of academics could not reach where they completed their doctoral studies. 1,6% of academicians completed their doctorate education abroad. More than half of the academics have master's and doctoral education in Turkey.

4. CONCLUSION

According to the data obtained as a result of the study, a certain number of academicians do not update their academic knowledge. Academic knowledge of some academicians could not be reached. The difference arising from the academic data systems of universities also limits the obtained information. It may be better for all universities use the same academic data system for future studies. The majority of academics who teach in public relations and publicity department work in the faculty of communication. The proportion of academicians studying abroad is limited. The proportion of academicians who have completed their graduate education abroad is higher. Most of the academics have done doctoral education in public relations.

The fact that public relations is a management function, the fact that advertising constitutes a pillar of industrial production relations and marketing chain makes it possible to understand that there is a flat correlation between business discipline and business discipline (Akgül and Akdağ, 2018:18). When an evaluation is made according to the titles in terms of undergraduate, graduate and doctoral education, it is observed that the population of research assistants receiving public relations education increases. As a result of the overall quality of academics in public relations in Turkey it has been identified as having a lot of variety and hybrid structures.

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