

WORLD EXPERIENCE AND UKRAINIAN “INNOVATIONS” IN TRAINING OF SPECIALISTS ON PUBLIC RELATIONS

V. Korolko

*Department of Public Relations
National University of “Kyiv-Mohyla
Academy”*

PR-education Development Milestones

USA

- 1923 – first training course on the PR practice and ethics (New York University) - E. Bernayz
- 1975 – first national standard of PR-education.
- 1987 – approval of standard of PR-education as a second higher education.
- 2012 – approval of new Standards for Master’s Degree in Public Relations
More than 200 universities have full training programs for bachelors and masters in PR
In 300 universities and colleges a basic course of Public Relations is given.
20 universities have Ph.D program in PR and specialized scientific councils on defense of Ph.D in PR.

International Association of PR

- 1990 – approval of “Education Wheel” in PR as “Golden Charter” IPRA (by Sam Black).
- 1997 – approval of “Minimum standards of quality” in PR World Congress in Helsinki

Ukraine

- 1993 - Department of International Communication and Public Relations at the Institute of International Relations of Kyiv National Taras Shevchenko University was created.
- 1993 - Company Romyr & Associates established PR course at the Institute of Public Administration.
- 1997 - first textbook “Fundamentals of public relations” was published.
- 1998 - course “Public Relations” in National University of “Kyiv-Mohyla Academy” (NaUKMA) was established.

- 1988 - licensed commercial Kyiv School of Public Relations (Institute of Sociology) began its work.
- 2000 - full textbook for university students "Fundamentals of public relations", recommended by Ministry of Education and Science of Ukraine was published.
- 2001 - second, expanded edition of a textbook for students "Public relations. Scientific Principles, methodology, practice" was published.
- 2001 - department of theory and methodology of public relations was created; specialization "Public Relations" at the National University "Kyiv-Mohyla Academy" was established.
- 2003 - new specialization "Advertising and public relations" in the department of mass information activities of the Institute of Journalism at Kyiv National Taras Shevchenko University was established.
- 2006 – Provision of Cabinet of Ministries of Ukraine of 13 December (№1719) introduced training "Journalism and information" for the Bachelor qualification in specialty 6.6030302 - "Advertising and public relations".
- 2009 - third revised and expanded edition of the textbook for students "Public relations. Scientific principles, methodology, practice" was published.
- 2010 - Ministry of Education and Science of Ukraine approved the standard of training masters in the field of studies "Journalism and information", specialty "Public Relations"
- 2010 – by the decision of Ministry of Education and Science of Ukraine from 16.02.2010 NaUKMA was authorized to train masters in the specialty "Management of public relations".
- 2015 – licensed master's program in the field of studies 0303 "Journalism and information", specialty 8.03030202 "Public relations" was created in NaUKMA.
- 2016 - nowadays 29 highest educational institutions have undergraduate programs in the field of advertising and public relations.

Complex of knowledge and skills that should have PR-specialists (IPRA recommendations)

- Thorough knowledge in the field of social sciences, which allows to understand how people communicate, adapt to change, behave

- in small groups, organizations and social groups;
- Understanding of human needs, motives and methods of persuasion, process of adaptation to changing conditions and circumstances, in which person feels most confident;
- Ability to understand the political systems, theories of public management and social management in general;
- High journalist, editor, speaker, designer skills, ability to use a wide range of communication methods using modern technologies;
- Knowledge of the business and terminology, especially in certain specialized areas.

Basic models of PR-education and their features

I. “Academic model” of PR-education.

Aimed at training PR-analysts. It is about mastering the scientific principles of PR profession and methods of scientific analysis as a public relations professions and social institution that is constantly evolving.

Academic PR-education model provides:

- thorough humanitarian preparation;
- studying general scientific, methodological and teaching issues of the role and development of social PR institution;
- mastering theoretical and methodological foundations of social communication, human motivation and behavior;
- mastering various methods of qualitative and quantitative analysis of social phenomena and processes;
- development of the ability to collect, store and organize information;
- mastering the methods of efficiency evaluation of phased implementation and overall results of PR-programs implementation;
- Research component, encouraging students to writing theses on theoretical and practical problems of the PR Institute.

II. “Journalist model” of PR-education.

Aimed at training of communication technical expert, expert on information and communication technologies, who is keen on all methods of working with the media.

“Journalist model” of PR-education provides specialist training in the following areas of work:

- Systematic practical commissioning and support of two-way communication with the target public groups.
- Informing the public about the work of the organization using a variety of tactics and techniques of media communication.
- Collection and dissemination of information through new communication tools and technologies.
- Implementation of the specific elements of PR-programs, including organizing and conduction of PR-actions, taking into account specific situation.

III. “Business model” of PR-education.

Aimed at training PR-senior professionals, who would work at managerial level, act as managers, directors of strategic communications, perform the functions of experts or advisers.

Formation of such specialist is a lengthy process that requires constant growth of the overall humanitarian culture, deepening of socio-economic and political knowledge, expertise management, enriched with practice of management and work experience.

“Business model” of PR-education involves special attention to the fundamental professional oriented disciplines:

- basics of marketing, information management, human resources management, culture of behavior and business communication;
- history and culture of communication in diverse societies, comparison of models of business communications in different regions of the world;
- basics of law, morality and professional ethics;
- strategic thinking skills, ability to connect narrow professional issues with common social problems.

Current state and conditions of PR-education in Ukraine

- “Public Relations” as an academic discipline (unlike in other countries) was included in the list of specialties within the field of studies “Journalism and Information” (“Advertising and public relations. By areas of activity”), Bachelor degree, only in 2006.
- In 2010 was started the training of specialists within the same area of expertise: specialty 7.03030202 - “Public Relations” and Master’s degree - (8.03030202).
- Most universities offer PR-education or training on the basis of licenses (temporary licenses).

- specialist training programmes in Public relations (communications) in various Universities do not correlate with each other.

These circumstances significantly affect the quality of Ukrainian PR-education system.

Conceptual issues, with which recently faced Ukrainian universities that have programs in Public Relations:

- Obviously unprofessional, voluntaristic choice of field of studies, namely “Journalism”, to which the specialty “Public Relations” and “Advertising”, “Publishing and Editing” were assigned.
- Such approach to harmonization of the list of specialties caused reasoned criticism from both educators at universities in Ukraine, experts in journalism and information, and practitioners in public relations.
- Remain unclear an attempt not only to reformat generally recognized fields of studies (sciences), but leave without proper attention the international experience of widespread practice of using models of education in the specialty “Public Relations”, “Communication” and others.

Example:

- In the US, following training programs are offered: “Public Relations and Information Science”, “Communication and Public Relations”, “Public Communication and Information Science”, “Public Relations and Strategic Communications”, “ Integrated marketing communications”.
- In Canada, the most commonly used name of this program is “Communication Studies” with different variations.
- In France, as equivalent to Public Relations, the notion of “communication” is used (“Information and communication”, “Organization and management of information and communication”, “Marketing and Communication” (Sorbonne); “Science of information and communication”).
- In Poland specialties “Social Communications,” “Social Communications and Public Relations”, “Public Relations and Social Communication”, “Journalism and Social Communication” are offered.

British approach should be also mentioned.

According to the information of CRG (Communication Reform Group):

- This institution was given primacy in developing communication programs for public servants in Ukraine
- Only those with CIPR education (Diploma and Certificate) provided with a right to teach civil servants communications during next 3 years
- To control the quality of teaching “Supervisory Committee” will be established

In this regard, there are several caveats to conceptual plan:

- Chartered Institute focuses mainly on “Journalistic model” of PR-education, namely the training in information and communication technologies (“media communicators”). Therefore, civil servants working in communications will be taught the techniques of media communication.
- As for exclusive right of CIPR graduates to teach civil servants communications. (There is one analogy: the efforts of the leadership of the National University of Culture and Arts to force stylists (hairdressers) to obtain a certificate to have a right to work as a hairdresser).

British PR practice, with all its achievements and experience, is not a leading one in the global community of PR-specialists. It is inferior to the recommendations of the International PR Association («Wheel of Education in PR field». See.: “A Model for Public Relations Education for Professional Practice”. - International Public Relations Association. Gold Papers: 1982. 1990) and “American school” of education in the field of public relations, focused on “academic” and “business” models of PR-education. (See .: Standards for a Master’s Degree in Public Relations: Educating for Complexity (The Commission on Public Relations Education), 2012-2015 www.commpred.org).

NaUKMA proposals to amend the Table of disciplines and specialties in the field of studies “Social Communication”
(instead of the proposed by Ministry of Education and Science of Ukraine field of studies “Journalism”)

Table of disciplines and specialties in higher education institutions (Bachelor degree (List 1), Master’s degree (List 2) and List of disciplines and specialties of training future professionals (List 2015))

List 1			List 2			List 2015	
Course Code	Field of Studies	Specialty	Specialty Code	Specialty (Specialist)	Specialty Code (Master’s)	Field of Studies	Specialty
0303 Scientific Field 27.00.00	Social Communication	Journalism	6.030301	Journalism	7.03030101	06 Соціальні комуніка- ції	061 Journalism
		Advertising and public relations	6.030302	Advertising	7.03030201		062 Advertising
				Public Relations	7.03030202		063 Public Relations
		Publishing and Editing	6.030303	Publishing and Editing	7.03030301		064 Publishing and Editing
							065 Information, Library and Information Science
							066 Book Science, Library Science, Bibliography Science

One more thing:

- inadequate staffing of the educational process in the PR-education has quite strong effect.
- Most PR lecturers are the specialists, who has retrained in quite a short time.
- There are mostly journalists, philologists, psychologists, sociologists and others, who are often very knowledgeable in their field of expertise, but they are narrow specialists with insufficient awareness on the modern philosophy and practical content of PR.

What hinders the development of professional PR-education in Ukraine?

Problems of corporate nature (1):

1. Wrong understanding of Ukrainian PR-practicians of philosophy and mission of the PR Institute as a factor in the development of civil society.
2. PR specialty seems to be easily accessible. Social communication is often confused with the journalism or a variety of manipulative techniques.
3. Lack of clear vision of distinction between the stimulating role of competition in the Ukrainian PR market and demand for joint and corporate work on a full-fledged PR Institute as a science.

Problems of corporate nature (2)

4. Unwillingness and often a conscious reluctance to establish the PR profession according to unified standards and requirements of science, education, ethics and professionalism.
5. The lack of unity in the understanding of the main components of the PR-speciality content, including divergence issues:
 - What should be considered as the subject of PR (what differs it from the areas of journalism and communications)?
 - What kinds of professional activity should be believed to be PR-activity (opposed to journalism)?
 - Which set of the qualifying characteristics should be considered mandatory for graduate civil servant, working in strategic and tactical communications

Problems of corporate nature (3)

6. Lack of a clear understanding of qualification model in Ukraine causes controversy among PR analysts and practitioners, which are based on the differences in the issues:
 - Who are considered to be PR-specialists?
 - Which specialist has to comply with the PR profession (the level of technician, manager, analytics)?
7. The organizational disunity of PR-sphere representatives (practitioners, researchers and professors, professional associations (UAPR; PR-Liga) etc).

Conclusions

- The historical specificity of world PR development is characterized with phased entry into the communication as a socially, economically and institutionally designed process.
- Ukrainian PR reflects the level of democratic development, which was reached by our transitional society.
- But PR –sphere is dynamic
- Today it is a craft linguistic, textual level with the prevalence of journalism and advertising.
- Tomorrow it will gain technology power at the level of reputation management.
- In the long term perspective it will be shifted by not only “effective”, but “exemplary” PR (Excellent Public Relations) aimed at building long-term high ethical public relations.

For us it is especially important because strategic goal of Ukraine is joining the civilized world community, where the public works fairly.

Hence, the level of our understanding of PR-education standards also should be appropriate, i.e. the one that best synthesizes theoretical and practical achievements of civilized social institution of Public Relations.