

## 米国広報教科書事情

高度に制度化された米国の広報教育の現場で、どのような教科書が使われているだろうか。大々的な調査を行ったわけではないが、いくつかの資料からその一端を知ることが出来たので、紹介しよう。

AEJMC (Association for Education in Journalism and Mass Communication)の Public Relations Division は会員向けサービスの一環として、division メンバー有志から提供されたシラバスの公開と共有化を進めている。ここから、どのような教科書が使われているかをまとめてみたのが、添付の表である。ここに掲載されているものはごく一部の大学の限られた科目であることに留意する必要があるが、米国の大学レベルの広報教育の一端を知ることが出来る。

併せて教科書に関する二つの文献を紹介しておく。一つは 1996 年に Public Relations Review 誌が Donald K. Wright (現 Boston 大学教授)に委嘱したレビュー論文、いま一つは Margaret E. Duffy (執筆当時 Associate Professor in the Department of Speech, Communication and Theatre at Austin Peay State University, Clarksville, TN)の 2000 年の論文である。

Wright (1996)によると、米国の大学で最初に使われた広報の教科書は、Edward L. Bernays の Crystallizing Public Opinion (Boni & Liveright, 1923)で、20 年代末に New York 大学での授業で使用された。その後 70 年代から 80 年代にかけて多くの大学で本格的な広報教育が開始されると、多くの大学で採用される基礎的入門的教科書が出現し始めた。

Wright (1996)は 90 年代末に比較的良好に使われている次の 6 種類の基礎的入門的教科書を取り上げてそれぞれの特徴を比較し、採用している教員の声を紹介している。

- (1) Baskin, O. W. and Aronoff, C. E. *Public Relations: The Profession and the Practice* (3rd ed.). Boulder: West. 1992. 501 pages. (First edition published in 1983.)
- (2) Cutlip, S. M., Center, A. H. and Broom, G. M. *Effective Public Relations* (7th ed.). Englewood Cliffs, NJ: Prentice-Hall. 1994. 560 pages. (First edition, authored by Cutlip & Center, published in 1952.)
- (3) Grunig, J. E., and Hunt, T. *Managing Public Relations*. New York: Holt, Rinehart and Winston. 1984. 550 pages.
- (4) Newsom, D., VanSlyke Turk, J., and Kruckeberg, D. *This is PR: The Realities of Public Relations* (6th ed.). Belmont, CA: Wadsworth. 1996. 596 pages. (First edition, authored by Newsom & Alan Scott, published in 1976.)

(5) Seitel, F. P. *The Practice of Public Relations* (6th ed.). Englewood Cliffs, NJ: Prentice-Hall. 1995. 552 pages. (First edition published in 1980 by Merrill.)

(6) Wilcox, D. L., Ault, P. H. and Agee, W. K., *Public Relations Strategies and Tactics* (4th ed.). New York: Harper Collins. 1995. 696 pages. (First edition published in 1986.)

Duffy (2000)は、既存の広報教育が一面的であるとする批判の論調だが、この論文の立論の根拠として代表的な教科書5冊の記述が用いられている。

(1) Baskin, O., Aronoff, C. E., and Lattimore, D. *Public Relations*. (1997).

(2) Grunig, J. E., and Hunt, T. *Managing Public Relations*. (1984).

(3) Hiebert, R. E. *Precision Public Relations*. (1988).

(4) Newsom, D., VanSlyke Turk, J., and Kruckeberg, D. *This is PR*. (1996).

(5) Seitel, F. P. *The Practice of Public Relations*. (1998).

これらの資料から、概ねここに取り上げた教科書が標準的な教科書として認められているようだ。AEJMCの資料は最近年のシラバスを収集しているので、現状を知ることが出来ると思われる。どなたか最新の事情をご存知の方は補足、修正をお願いしたい。

#### 参考文献・サイト

Wright, D. K. (1996). Review of public relations literature: Basic textbooks. *Public Relations Review*, 22(4), 379–385.

Duffy, M. E. (2000). There's no two-way symmetric about it: A postmodern examination of public relations textbooks. *Critical Studies in Media Communication*, 17(3), 294–315.

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AEJMS PR Division サイト <http://aejmc.us/prd/sample-syllabi/>

AEJMC PR Division サンプルシラバスに見る指定教科書

科目領域	科目名	大学	指定教科書
Risk and Crisis Communication	Crisis Communication	Virginia Commonwealth University	Zaremba, A. J. (2010). Crisis communication: Theory and practice. New York: M. E. Sharpe.
	RIsK Communication	University of Oregon	Zaremba, A. J. (2010). Crisis communication: Theory and practice. New York: M. E. Sharpe. Rampton, S. & Stauber, S. (2002). Trust Us, We're Experts! How Industry Manipulates Science and Gambles With Your Future. New York: Tarcher/Putnam
	Crisis Communication	University of Memphis	Ulmer, R. R., Sellnow, T. L., & Seeger, M. W. (2011). Effective crisis communication: Moving from crisis to opportunity (2nd ed.). Washington, D.C.: Sage. Zaremba, A. J. (2010). Crisis communication: Theory and practice. New York: M. E. Sharpe.
Graduate Courses	Global Public Relations	Virginia Commonwealth University	
	Public Relations Theory	California State University - Fullerton	Hoover, K., & Donovan, T. (2011). The elements of social scientific thinking (10th ed.). Boston: Wadsworth.
	Public Relations Principles	University of Memphis	
	Social Media and Community Engagement	University of Memphis	
Public Relations History and Theory	Writing for Strategic Media	University of Memphis	Handley, A., & Chapman, C. C. (2012). Content rules: How to create killer blogs, podcasts, videos, ebooks, webinars (and more) that engage customers and ignite your business. Hoboken, NJ: John Wiley & Sons. Handley, A. (2014). Everybody writes: Your guide to creating ridiculously good content. Hoboken, NJ: Wiley.
	From Plato to Twitter. History of influence, media and public opinion	Museum of Public Relations	Cutlip, S.M. (1995). Public Relations History. Routledge Poe, M.T. (2010). A History of Communications Cambridge University Press Crowley, D. & Heyer, P. (2006). Communications in History. Allyn & Bacon; Century of the Self, documentary by Adam Curtis, BBC — Episodes 1 and 2 <a href="http://vimeo.com/85948693">http://vimeo.com/85948693</a>
Public Relations Principles and Management	Principles of Public Relations	California State University - Fullerton	Wilcox, D. L., Cameron, G.T., & Reber, B. H. (2015). Public Relations: Strategies and Tactics (11th ed.). Boston: Pearson.
	Public Relations Management & Problems	Temple University	Bobbit, R. & Sullivan, R. (2013). Developing the Public Relations Campaign: A Team-Based Approach (3rd ed.), Pearson Education Inc.
	Intro to Public Relations	University of Memphis	Lattimore, D., Baskin, O., Heiman, S. T., & Toth, E. L. (2012). Public relations: The profession and the practice (4th ed.). New York: McGraw Hill.
	Principles of Public Relations	University of Oregon	The Associated Press stylebook 2013 (or 2014). New York: Basic Books. Guth, D.W. and Marsh, C. (2011). Public Relations: A Values-Driven Approach. Pearson
	Public Relations Management & Cases	Grand Valley State University	Ragas, M. & Culp, R. (2016). Business Essentials for Strategic Communicators. Palgrave Macmillan
	Fundamentals of Public Relations	Hofstra University	Hayes, D., Hendrix, J., & Kumar, P. (2012). Public Relations Cases. Wadsworth Publishing Seitel, F.P. (2017). The Practice of Public Relations (13th ed.), Pearson
Public Relations Research	Public Relations Research	Virginia Commonwealth University	Stacks, D. (2010) Primer of Public Relations Research (2nd ed.), New York, Guilford Press
	Research & Evaluation	Texas Christian University	Jugenheimer, D.W., Bradley, S., Kelley, L.D., & Hudson, J.C. (2014). Advertising and Public Relations Research (2nd ed.), Routledge Morrison, M.A., Haley, E., Sheehan, K.B., & Taylor, R.T. (2012). Using Qualitative Research in Advertising. SAGE Publications
Public Relations Writing	Fundamentals of Public Relations Writing	Temple University	Wilcox, D.L. & Reber, B.H. (2015)., Public Relations Writing and Media Techniques (8th ed.), Pearson Publishing Associated Press Stylebook
	Advanced Public Relations Writing	Temple University	Wilcox, D.L. & Reber, B.H. (2015)., Public Relations Writing and Media Techniques (8th ed.), Pearson Publishing Associated Press Stylebook
	Public Relations Writing	Virginia Commonwealth University	Newsom & Haynes. (2014). Public Relations Writing: Form and Style, 10th ed. Wadsworth Publishing Associated Press Stylebook.
	Writing Across Platforms	Shepherd University	Handley, A. & Chapman, C.C. (2012) Content Rules: How to create killer blogs, podcasts, videos, ebooks, webinars and more that engage customers and ignite your business. Wiley;
	Public Relations Writing	California State University - Fullerton	March, C., Guth, D. W., & Short, B. P. (2012). Strategic writing: Multimedia writing for public relations, advertising and more (3rd Ed.) Boston: Pearson. Christian, D., Jacobsen, S., & Minthorn, D (Eds.) (2012). The Associated Press stylebook. New York: The Associated Press.
	Media Relations and Writing	University of Oregon	Henderson, D. (2006). Making News, iUniverse Star The 2010 Associated Press Stylebook
	Public Relations Writing	University of Memphis	Newsom, D., & Haynes, J. (2014). Public relations writing: Form and style (10th ed.). Boston: Wadsworth Cengage Learning. The Associated Press stylebook 2015 (or 2014). New York: Basic Books.
	Corporate Communication Writing	Grand Valley State University	Wilcox, D. & Reber, B. (2012). Public Relations Writing and Media Techniques, (7th ed.) Pearson Wilcox, D. & Reber, B. (2015). Persuasion Theory and Research, (3rd ed.) SAGE Publications
Strategic Writing	Hofstra University	Wilcox, D.L. & Reber, B.H. (2015)., Public Relations Writing and Media Techniques (8th ed.), Pearson Publishing	

科目領域	科目名	大学	指定教科書
Social Media/Student Run Firms	Social Media in Public Relations	Virginia Commonwealth University	Li, C. & Bernoff, J. (2011). Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies. Harvard Business Review Press
	Social Media	Shepherd University	Brito, M.(2013).Your Brand: The Next Media Company. Que Publishing Kerpen, D.(2015).Likeable Social Media. McGraw-Hill Education
	New Media	West Texas A&M University	Qualman, E. (2015). What Happens on Campus Stays on YouTube.
	Public Relations Tools	Hofstra University	Articles, blogs, and web sites will be assigned for analysis and review throughout the semester.
Special Topics	Strategic Communication of Health	Virginia Commonwealth University	Du Pre, A. (2013). Communicating about Health: Current Issues and Perspectives (4th ed.). Oxford University Press, New York.
	Strategic Public Relations Communication	University of Oregon	Heath, C. (2007). Made to Stick: Why Some Ideas Survive and Others Die. Random House
	Nonprofit Public Relations Theory	University of Oregon	
	Public Relations and Advertising Ethics	University of Oregon	
	PR Planning	University of Oregon	Smith, R.D.(2012).Strategic Planning for Public Relations (4th ed.) Routledge
	Media Design	West Texas A&M University	Golombisky, K. & Hagen, R. (2013). White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design. (2nd ed.). Focal Press. Associated Press (AP) Stylebook
	Media Relations Writing	Grand Valley State University	Wilcox, D.L. & Reber, B.H.(2015)., Public Relations Writing and Media Techniques (8th ed.), Pearson Publishing
	Public Relations in Higher Education	California State University - Fullerton	Lombardi, J. V. (2013). How universities work. Baltimore, MD: Johns Hopkins University Press. Smith, R. D. (2013). Strategic planning for public relations. New York: Routledge.
	Media, Messengers and Messages	Hofstra University	Strabhaar, J., LaRose, R., Cenage, L.D. (2015).Media Now: Understanding Media, Culture and Technology, (9th ed.), Wadsworth Publishing Walter, E. (2014), The Power of Visual Storytelling, McGraw-Hill Education Associated Press Stylebook and Libel Manual; a good dictionary and thesaurus