

# Public Relations and the Public Sphere

## (New) Theoretical Approaches and Empirical Studies

September 23-26, Leipzig (Germany)

The *European Public Relations Education and Research Association* [EUPRERA] and the *Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft* [DGPuK] organize a joint conference in *Leipzig (Germany), September 23–26, 2004*. Therefore the *EUPRERA Annual Congress 2004* and the *Annual Conference 2004* of the *DGPuK-Division “Public Relations and Organizational Communication”* are held together. Both organizations invite all interested colleagues and welcome the *submission of papers* for the upcoming Annual Congress 2004.

The conference focuses on the *public sphere* as a concept vital to an understanding of the roles and functions of Public Relations within society. Papers should address one or more of the following key issues:

### *Models and Metaphors*

- ✂ (New) Theories of the public sphere
- ✂ Mechanisms, dynamics and effects in the public sphere: attention, trust and reputation
- ✂ Communicating in the public sphere

### *Public Relations and the Public Sphere*

- ✂ PR's role in creating / shaping the public sphere: theoretical underpinnings & empirical data
- ✂ *The court of public opinion*: the power of the public to limit and to legitimize
- ✂ *Ethical questions*: PR's responsibility for the public sphere and moral regulations
- ✂ *Topology and anatomy*: instruments and methods of mapping and segmenting

### *The Public Sphere in a Changing World*

- ✂ Beyond Habermas: The political, the commercial and the public sphere
- ✂ Global, local and glocal spheres: heterogeneity & homogeneity
- ✂ Third-party (i.e. governments and other regulating bodies) regulations of PR activities: Lobbying, Media Relations, Financial PR, Consumer PR, Health PR, Political Consultancy, etc.
- ✂ The self-reflecting public sphere

Anyone interested in presenting a paper on the above-related topics is invited to submit a 450-word abstract (in English language only) for consideration to EUPRERA and DGPuK. Contributions will be reviewed by four representatives of EUPRERA and DGPuK.

**Deadline for abstracts: March 31, 2004 (extended)**

**Contact:** Prof. Dr. Günter Bentele

Universität Leipzig, Institut für Kommunikations- & Medienwissenschaft

Lehrstuhl Public Relations / Öffentlichkeitsarbeit

Ritterstr. 24; D-04109 Leipzig (Germany)

Tel.: +049 / (0)341 / 9 73 57 30

Fax: +049 / (0)341 / 9 73 57 48

E-Mail: bentele@uni-leipzig.de

for further information: [www.euprera.org](http://www.euprera.org) -- [www.dgpuk.de](http://www.dgpuk.de) -- [www.uni-leipzig.de/~prkmw](http://www.uni-leipzig.de/~prkmw)