

Public Lecture

March 19th 2011

# PUBLIC LECTURE

## “THE CONTEMPORARY PUBLIC RELATIONS RESEARCH AND STUDY”



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09.00–12.00 AM

CONFERENCE ROOM, 4TH FLOOR

LIBRARY BUILDING, ATMA JAYA YOGYAKARTA UNIVERSITY

The Public Relations (PR) practices are going to be colorful and very dynamic. It follows the development of communication industry and business in the world, both in private and public sector. PR practices have been more specific, and it leads more specialized, depending on its publics, context and scope.

Unfortunately, the dynamic of PR practices is not followed by PR education. The PR education seems a separate part from the PR empiric. Its discrepancy usually affects on the raising of

unsolved both on empirical and scientific problems. To limit these problems, organization both education institution and corporation, separately or integrated, needs to conduct research and study in PR. Three areas of PR follows are very important to explore deeper by research and studies; (1) crisis communication (2) communication with community/ corporate social responsibility, and (3) communication with investor/ investor relations. However, scholars and

practitioners have paid little attention.

In this lecture, the three topics of PR research will be shared and discussed, by intended to: (1) extend the knowledge of those three PR specialization and theoretical and empirical problems; and (2) explore the PR researches and studies on those three areas, learning from experiences of Germany, Australia, and Japan, and (3) challenge and opportunity to conduct researches and studies based on PR problem in Indonesia.

### For registration

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### Speakers

- Prof Dr Martin Loeffelholz (Lecturer- Ilmenau University of Technology, Germany)
- Gregoria Arum Yudarwati, M.Mktg. Com (Lecturer - Atma Jaya Yogyakarta University)
- FX Danarto Suryo Yudo, MA (Practitioner on Investor Relations, Yogyakarta)

### Conducted by

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