

The Perception of the Public Relations Profession from the Perspective of Experts: The Case of Konya/Türkiye

Mikail Batu¹ and Mustafa Aydın^{2*}

¹ Necmettin Erbakan University, Faculty of Social Sciences and Humanities, Department of Public Relations and Advertising, Turkey

² Selcuk University, Akören Ali Rıza Ercan Vocational School, Department of Marketing and Advertising, Turkey

Abstract

For nearly a century, the field of Public Relations has been frequently observed in Türkiye, and in the last quarter of a century, quite professional works have been conducted. However, nowadays, evaluations detached from reality can be found regarding this field. It is thought-provoking that an area with significant responsibilities such as creating an image, reputation, or positive perception of an institution, product, or service through various communication tools between institutions and their target audiences has a debatable identity in today's Türkiye. Understanding the factors that affect the professional perception is of great importance to elevate the profession's reputation and positive image and to correct false expectations. Identifying the perception of public relations in a major city outside of Türkiye's three largest cities holds additional importance. The aim of this study is to determine the perception of the public relations profession in Konya/Türkiye. In this context, the phenomenology design was used within the framework of qualitative analysis methods. To obtain the data, in-depth interviews were conducted with 28 public relations experts living in Konya. The interviews revealed that the public relations profession is not sufficiently known in Konya, it is difficult to practice this profession in Konya, and its respectability and ethical practices are subjects of debate.

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