

OUTCOMES-BASED GUIDELINES
FOR THE CURRICULATION OF
TECHNIKON LEVEL
PUBLIC RELATIONS EDUCATION
IN SOUTH AFRICA

by

GENEVIEVE I. LOWE

submitted in partial fulfilment of the
requirements for the degree

DOCTOR LITTERARUM ET PHILOSOPHIAE

UNIVERSITY
OF
JOHANNESBURG

in Communication Science

in the Faculty of Arts

at the

RAND AFRIKAANS UNIVERSITY

PROMOTER: PROFESSOR SONJA VERWEY

JUNE 2002