

# Public Relations in Greece

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## Part 1: Background information



### Official Names:

Long Form: Hellenic Republic

Short Form: Greece

Local Long Form: Elliniki Dhimokratia

Local Short Form: Ellas or Ellada

Former: Kingdom of Greece

**Capital City:** Athens

**Major Cities:** Thessaloniki (North/Macedonia), Patras, Volos, Larissa, Heraklion (Crete)

**Official Language:** Greek (official), other (includes English and French)

**Type of Government:** Parliamentary republic

**Location:** Southern Europe, bordering the Aegean Sea, Ionian Sea, and the Mediterranean Sea, between Albania and Turkey

**Currency:** Euro (EUR)

### Culture:

Geert Hofstede, who ranks countries based on their Uncertainty Avoidance (UAI), Masculinity (MAS), Individualism (IDV), Power Distance Index (PDI) and Long Term Orientation (LTO), determined Greece's highest rank is in UAI at 112.

Greece's second highest ranking is its PDI at 60, followed by its MAS at 57 and its IDV at 35. (Hofstede, 2008).

Greeks are an extrovert and friendly people, known for their hospitality and relaxed approach to the demands and pressures of daily life. Their culture revolves around the art and architecture that surrounds them from the Classical and Byzantine periods. They are also strong in their religion, Greek Orthodoxy.

The birthplace of philosophy, Greece is now home to its own culture of modern music, dance and delicious cuisine. Politics play as much of a part in Greece's society as soccer does, and the Greeks have an immense amount of pride in all they do.

## Part 2: Overview of the public relations industry

Public relations emerged in Greece in the early 1950s. At that time, Greece was recovering from World War II and its civil war and was ready to embark on a capitalist/liberal-democratic form of development. From its inception, public relations practice in Greece was constrained by the relative small size of the national market and the structural characteristics of the economy, which was made up of mainly family-owned-and-operated small- and medium-size enterprises. In the 1950s and 1960s, small enterprises concentrated on production and did not pay too much attention to promotion, marketing or public relations techniques. The first practitioners of public relations in Greece worked either as independent consultants or as employees of large private or state enterprises.

Currently, more than thirteen public relations agencies have grouped together to form the Hellenic Public relations Consultancies Association. It is estimated that approximately 1,500 professionals make up the human capital of the public relations industry. Most of the industry is concentrated in Athens.

The Hellenic Society of Public Relations was founded in 1960 and numbers over 250 members. Public Relations practitioners who operate out of Thessaloniki are likely to be members of the Society of Public Relations of Northern Greece, founded in 1972. Greece also has a Union of Public Relations and Advertising Companies of Greece (EDEE) organization.

Public relations consultancies in Greece distinguish job titles in public relations in the following rank order:

- Managing Director or General Manager
- Group Account Director
- Account Director
- Senior Account Manager
- Senior Account Executive
- Account Executive
- Junior Account Executive
- Trainee

While Greece is on the upward trend toward professionalism, the role of ethics in public relations has yet to be firmly established.

### **Part 3: Overview of public relations as it relates to students**

In 1999, the first academic department in Greece that exclusively focused on public relations was established at the Technical Educational Institution (TEI) of Western Macedonia. Before 1999, public universities and TEIs, comprising the higher education sector in Greece, were offering introductory courses or more specialized courses in public relations, however, without granting degrees.

At the level of training, public relations education is provided in the form of courses, seminars and lectures by a number of institutes, associations and companies.

In the mid-1980s, the Athens University of Economics and Business introduced the Department of Marketing and Communications.

Essential courses for a specialization in communications include:

- Business Law and Mass Communication Media
- Intercultural Communication
- Designing Interactive Applications
- Negotiation and Conflict Resolution
- Internal Communication Strategy

Elective courses for a specialization in Communications include:

- Internet and Training
- Political Economy and Communication
- Electronic Journalism
- Web Site Design
- Special Themes of Multimedia Communication
- History of Art
- Applied Project

Two other universities offer communications courses or degrees: Panteion University and the Aristotle University of Thessaloniki.

TEI of Western Macedonia, Kastoria Campus  
Fourka Area, PO Box 30, 521 00 Kastoria  
Fax (+30) 246-70.87.063  
[http://kastoria.teikoz.gr/pr/html\\_eng/index.php](http://kastoria.teikoz.gr/pr/html_eng/index.php)

University of Athens – Communication and Media Studies  
5 Stadiou St., 105 62 Athens  
Tel.: (+30) 210-36.89.384-5, Fax: (+30) 210-32.20.820  
<http://www.media.uoa.gr>

Panteion University – Department of Communication, Media and Culture  
136 Syngrou Ave, 176 71 Athens  
Tel.: (+30) 210-92.01.064, Fax: (+30) 210-92.01.431  
[http://panteion.criticalpublics.com/cmcc/index\\_html](http://panteion.criticalpublics.com/cmcc/index_html)

Aristotle University of Thessaloniki – School of Journalism & Mass Communication  
541 24 Thessaloniki  
Tel.: (+30) 2310-992.062, 992.055, Fax: (+30) 2310-992.098  
[http://www.jour.auth.gr/english/index\\_eng.htm](http://www.jour.auth.gr/english/index_eng.htm)

As of now, a postgraduate degree in public relations does not exist in the Greek higher education system. A public relations or communications student organization also does not currently exist in Greece.

### **Resources Used:**

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