

# FOUR MODELS OF PUBLIC RELATIONS

01

## PRESS AGENT/PUBLICITY

Categorized as one-way communication. Uses persuasion, half-truths, and manipulation to influence audiences to behave as the organization desires. Does not use formal research to guide communication tactics.

02

## PUBLIC INFORMATION MODEL

Categorized as one-way communication. Uses press releases and other one-way communication techniques to distribute organizational information. The public relations practitioner is referred to as the in-house journalist. Does not use formal research to guide communication tactics.

03

## TWO-WAY ASYMMETRICAL MODEL

Categorized as two-way communication. Referred to as "scientific persuasion." Uses persuasion to influence audiences to behave as the organization desires. Conducts formal research and incorporates audience feedback in communication tactics.

04

## TWO-WAY SYMMETRICAL MODEL

Categorized as two-way communication. Uses communication to negotiate with the public. Seeks to resolve conflict and promote mutual benefits, understanding and respect between the organization and key publics/stakeholders. Conducts formal research and incorporates audience feedback in communication tactics. Open and honest communication is important.

# Public Relations In Action

**Tom Watson, Paul Noble**



## **Public Relations In Action:**

Public Relations in Action Robert T. Reilly, 1981 A chronicle of the Iran hostage crisis America's first battle with militant Islam On November 4 1979 a group of radical Islamist students inspired by the revolutionary Iranian leader Ayatollah Khomeini stormed the U S embassy in Tehran They took 52 Americans hostage and kept nearly all of them hostage for 444 days Journalist Bowden tells the story through the eyes of the hostages the soldiers in a new special forces unit sent to free them their radical naïve captors and the diplomats working to end the crisis Bowden takes us inside the hostages cells and inside the Oval Office for meetings with President Carter and his exhausted team We travel to international capitals where shadowy figures held clandestine negotiations and to the deserts of Iran where a courageous desperate attempt to rescue the hostages exploded into tragic failure From publisher description *Handbook of Public Relations* Robert L. Heath, Gabriel M. Vasquez, 2001 This is a comprehensive and detailed examination of the field which reviews current scholarly literature This contributed volume stresses the role PR plays in building relationships between organizations markets audiences and the public **Public Relations in Action** National Consumer Finance Association. Public Relations Committee, 1946\*

*Evaluating Public Relations* Tom Watson, Paul Noble, 2007 Fully revised and updated the second edition of this book allows practitioners to more closely monitor and evaluate their campaigns and helps them develop more robust campaign strategies *The SAGE Handbook of Public Relations* Robert L. Heath, 2010-07-29 An unparalleled guide to the theory and practice of public relations Reflecting advances in theory research and application in the discipline since the publication of the Handbook of Public Relations in 2001 this new volume is global in scope and unmatched in its coverage of both academic research and professional best practice Key Features Presents major theories in the words of the leading advocates for each theory Covers the full range of theory research and practice in the discipline Positions public relations as a positive force to help make society more fully functional Challenges academics and practitioners to identify best practices that can inform the work of those in the profession Today's Public Relations Robert L. Heath, W. Timothy Coombs, 2005-10-19 Today's Public Relations An Introduction is a comprehensive text that features all aspects of public relations with specific sensitivity to the message strategies that challenge practitioners to be successful yet ethical In this book authors Robert L Heath and W Timothy Coombs redefine the teaching of public relations by discussing its connection to mass communication while linking it to its rhetorical heritage The text features coverage of ethics research strategy planning evaluation media selection promotion and publicity crisis communication risk communication and collaborative decision making as ways to create maintain and repair relationships between organizations and the persons who can affect their success **Fundamentals of Public Relations and Marketing Communications in Canada** William Wray Carney, Leah-Ann Lymer, 2022-09-01 Experts in public relations marketing and communications have created the most comprehensive textbook specifically for Canadian students and instructors Logically organized to lead students from principles to their application and generously

supplemented with examples and case studies the book features chapters on theory history law ethics research methods planning writing marketing advertising media and government relations as well as digital internal and crisis communications Chapters open with learning objectives and conclude with lists of key terms review and discussion questions activities and recommended resources Fundamentals of Public Relations and Marketing Communications in Canada will be essential in post secondary classes and will serve as a valuable reference for established professionals and international communicators working in Canada Foreword by Mike Coates Contributors Colin Babiuk Sandra L Braun Wendy Campbell John E C Cooper Marsha D Angelo Ange Frymire Fleming Mark Hunter LaVigne Danielle Lemon Allison G MacKenzie Sheridan McVean Charles Pitts David Scholz Jeff Scott Charmane Sing Amy Thurlow Carolyne Van Der Meer Ashleigh VanHouten Cynthia Wrate and Anthony R Yue Sponsor Hill Knowlton Strategies

**Public Relations Planning** Edward T. Vieira, Jr., 2018-10-03 Public Relations Planning provides students with an in depth understanding of the steps involved in planning and executing a successful PR campaign Taking a strategic approach to the subject the author brings years of practical experience to the project helping students see how it all fits together in reality The book goes beyond an introductory discussion of the theory of PR planning incorporating material from cutting edge research in the field A discussion of the psychological aspects of communication material on in house employee communication as well as a chapter dedicated to discussing how social media strategies fit into a PR campaign give students a real edge when it comes to executing an effective campaign Plenty of global examples and a companion website featuring PowerPoint slides a test bank and answer key for end of chapter questions round out this excellent resource for students of public relations and corporate communication

**The Routledge Handbook of Critical Public Relations** Jacquie L'Etang, David McKie, Nancy Snow, Jordi Xifra, 2015-08-11 Critical theory has a long history but a relatively recent intersection with public relations This ground breaking collection engages with commonalities and differences in the traditions whilst encouraging plural perspectives in the contemporary public relations field Compiled by a high profile and widely respected team of academics and bringing together other key scholars from this field and beyond this unique international collection marks a major stage in the evolution of critical public relations It will increasingly influence how critical theory informs public relations and communication The collection takes stock of the emergence of critical public relations alongside diverse theoretical traditions critiques and actions methodologies and future implications This makes it an essential reference for public relations researchers educators and students around a world that is becoming more critical in the face of growing inequality and environmental challenges The volume is also of interest to scholars in advertising branding communication consumer studies cultural studies marketing media studies political communication and sociology

**Experts in Action** Bill Cantor, 1984

**Qualitative Research Methods in Public Relations and Marketing Communications** Christine Daymon, Immy Holloway, 2010-09-13 This second edition of Qualitative Research Methods in Public Relations and Marketing Communications is a practical guide for students

undertaking qualitative research encouraging them to engage effectively and critically with the practices and discourses of professional communication

*The Practice of Government Public Relations* Mordecai Lee, Grant Neeley, Kendra Stewart, 2021-07-20 In addition to traditional management tools government administrators require a fundamental understanding of the tools available to address the ever changing context of government communications Examining the ins and outs of the regulations influencing public information *The Practice of Government Public Relations* unveils novel ways to integrate cutting edge technologies including Web 2.0 and rapidly emerging social media to craft and maintain a positive public image Expert practitioners with extensive government communications experience address key topics of interest and provide an up to date overview of best practices They examine the specifics of government public relations and detail a hands on approach for the planning implementation and evaluation of the wide ranging aspects of government public relations including how to respond during a crisis In addition to the tools provided on the accompanying downloadable resources most chapters include a Best Practice Checklist to help you successfully utilize the communication strategies outlined in the book Focusing on the roles of government managers enacting policies adopted by elected officials and politicians this book is ideal for program managers seeking innovative and inexpensive ways to accomplish their programs missions While no manager can be an expert in all aspects of public administration this book helps you understand the external communications tools available to advance the mission and results of your agency

*The Public Relations Handbook* Alison Theaker, 2016-05-20 *The Public Relations Handbook* Fifth Edition provides an engaging overview and in depth exploration of a dynamic and ever evolving industry The diverse chapters are united by a set of student friendly features throughout including clear chapter aims analytical discussion questions and key further reading Featuring wide ranging contributions from key figures in the PR profession the new edition presents a new chapter on public relations and activism alongside discussion of key critical themes in public relations research and exploratory case studies on public relations practices in relation to a variety of different institutions including The Bank of Scotland Queen Margaret University Diabetes UK Continental Tyres and Action for Children Split into four parts exploring key conceptual themes of the context of public relations strategic public relations stakeholder public relations and shaping the future the book offers coverage of essential areas including public relations politics and the media media relations in the social media age using new technology effectively in public relations public relations and engagement in the not for profit sector business to business public relations the public relations of globalisation

*Michigan Business Review*, 1953 **Introduction to Strategic Public Relations** Janis Teruggi Page, Lawrence J. Parnell, 2017-11-30 This practical introductory text presents the comprehensive field of public relations as it is today and as it will be tomorrow exploring how public relations can play an active role in the betterment of society

*The SAGE International Encyclopedia of Travel and Tourism* Linda L. Lowry, 2016-09 Taking a global and multidisciplinary approach *The SAGE International Encyclopedia of Travel and Tourism* examines the world travel and tourism industry which is

expected to grow at an annual rate of four percent for the next decade *Social, Political, and Economic Contexts in Public Relations* Hugh M. Culbertson, Dennis W. Jeffers, Donna Besser Stone, Martin Terrell, 2012-10-12 Two commissions within the Public Relations Society of America have recently defined courses in case study analysis research methods and behavioral science theory as central to an acceptable public relations curriculum To date these three streams within PR education have run independently of each other The authors produced this volume because they believe that there is a growing demand for an integrative applied theory approach to the study of public relations cases The need for PR professionals to study the social political and economic contexts of public relations carefully had been apparent for some time as issues management and environment scanning emerged as focal points of modern public relations Yet there was no systematic framework for such study This volume however with its strong foundation in theory provides just that framework and is highly suitable for graduate level courses in public relations

**Media Literacy in Action** Renee Hobbs, 2024-10-14 There's never been a more important time for students to develop media literacy competencies When students ask critical questions about the media they consume they develop fundamental knowledge and critical thinking skills that prepare them for life work and meaningful citizenship Media Literacy in Action addresses learners who are simultaneously active as both creators and consumers of media messages At the same time the book recognizes that everyone is vulnerable to media influence because of our dependence on the instant gratification and feelings of connectedness that digital platforms provide To thrive in a media saturated society people need to ask critical questions about what we watch see listen to read and use This book gives students those tools Key features of the second edition Critical examination of AI technologies algorithmic personalization data privacy and surveillance and the increased global regulation of digital platforms Attention to media literacy for empowerment and protection Inquiry oriented approach to learning that cultivates intellectual curiosity and creative expression Full color presentation with figures and photos to increase student engagement Each chapter includes Media Literacy Trailblazers Profiles of key thinkers and their theories connect students with the discipline of media literacy Media Literacy DISCourse NEW Visual representations of media literacy theoretical principles help learners internalize the practice of asking critical questions as they respond to specific media examples Learning in Action NEW Summary and vocabulary sections combine with Analyze Create Reflect and Act activities to empower students to apply ideas from each chapter Supplemental Materials available at [www.mlaction.com](http://www.mlaction.com) Students can review key ideas learn about more Media Literacy Trailblazers and watch videos aligned with each chapter Instructors can access a Teacher's Guide of best practices in class activities homework and projects Also available are chapter summaries lecture slides YouTube playlists and test materials

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the original underlying principles remain the same but much has changed This is reflected in this radically updated third edition with exciting and helpful new content from new and innovative contributors and new case studies bringing the book right up to the minute This book combines over 500 years of experience from leading Business Continuity experts of many countries It is presented in an easy to follow format explaining in detail the core BC activities incorporated in BS 25999 Business Continuity Guidelines BS 25777 IT Disaster Recovery and other standards and in the body of knowledge common to the key business continuity institutes Contributors from America Asia Pacific Europe China India and the Middle East provide a truly global perspective bringing their own insights and approaches to the subject sharing best practice from the four corners of the world We explore and summarize the latest legislation guidelines and standards impacting BC planning and management and explain their impact The structured format with many revealing case studies examples and checklists provides a clear roadmap simplifying and de mystifying business continuity processes for those new to its disciplines and providing a benchmark of current best practice for those more experienced practitioners This book makes a massive contribution to the knowledge base of BC and risk management It is essential reading for all business continuity risk managers and auditors none should be without it     *Strategic Communications for Nonprofit Organizations* Sally J. Patterson, Janel M. Radtke, 2009-01-27 How a nonprofit s strategic communications department defines its issues and policies determines whether the public views it as an effective organization *Strategic Communications for Nonprofit Organizations* Second Edition supports nonprofits in using their resources most effectively The Second Edition includes a dedicated web site equipping professionals with the worksheets forms surveys and self assessment tools needed to create a total communications plan Plus the book s step by step instructions demonstrate nonprofit communications strategies that work Practical and clear this in the trenches book provides nonprofit CEOs with expert insights to achieve their mission

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