

English for Public Relations

(ภาษาอังกฤษเพื่อการประชาสัมพันธ์)



Mahachulalongkornrajavidyalaya University



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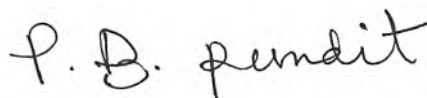
Foreword

Mahachulalongkornrajavidyalaya University has launched curriculum arrangement and development project with objectives to develop the content of applied Buddhist courses to be recognized and used together; to develop the design of books and textbooks to clip the same identity, good-looking, durable and interesting for a study; to develop their contents for producing different forms of educational media and dissemination in terms of printings, electronics and questions bank; to vastly develop personnel and academic works of the university; and to provide an opportunity for presenting lecturers' academic works in University.

This Project has taken place by the lecturers from all parts of the university, the main campus, campuses and Sangha collages to get this work accomplished with their great contribution to produce the standard books and textbooks.

This subject 'English for Public Relations' contains 7 chapters: (1) introduction; (2) Process of Public Relations; (3) Types of Communication; (4) Writing English for Public Relations; (5) Speaking English for Public Relations; (6) Techniques for Effective Public Relations; and (7) Interview and Press Conference as seen in this book.

I am thankful to the Curriculum Arranging and Developing Committee, executive members, lecturers and staff of the university who have contributed to the producing of this invaluable textbook the rights which will belong to the university. Hopefully this textbook 'English for Public Relations' will be useful for the English language affairs and communication skills for lectures, students and people in general.



(Phra Brahmapundit, Prof. Dr.)

Rector, Mahachulalongkornrajavidyalaya University

Preface

This textbook ‘English for Public Relations’ has been developed according to the curriculum arrangement and development project in Fiscal Year 2555 by the Academic Affairs Division, the Office of Rector, Mahachulalongkornrajavidyalaya University with the following objectives: (1) to develop the content of applied Buddhist courses to be recognized and used together; (2) to develop the design of books and textbooks to clip the same identity, good-looking, durable and interesting for a study; (3) to develop their contents for producing different forms of educational media and dissemination in terms of printings, electronics and questions bank; (4) to strengthen lecturers’ standard textbooks producing skills for educational quality assurance and international recognition.

The textbook is one of applied Buddhist courses to focus on a study of methods and styles of English writing and speaking for Public Relations, emphasizing data presentation, words selection, specific language usage, meaning communication, styles, interview and press conference.

The authors hope that this textbook would be useful for all concerned according to the objectives of the project. I would like to sincerely express my appreciation to all who have helped complete the textbook including Dr. Teerawit Phinyonattakarn who kindly edited this text and supervised how to make the text interesting and complete in the content. I am also very thankful to executive members and staff of Academic Affairs Division of the university. Lastly I would like to express my appreciation to advisory committee including Assoc. Prof. Chusana Rungpatchim from Mae Faluang University and Asst. Prof. Dr. Nalini Na Nakhon, Asst. Prof. Sasithorn Chutinantakul and Asst. Prof. Dr. Sangworn Ngatkrathok from Sukhothai Dhammathirat University to partially join in the producing process with all their attempts so that this text has been completed as aforesaid objective.

Course Content Development Committee

English for Public Relations

June 2558 B.E.

Curriculum Arrangement and Development Project Committee
Subject: The Manuscript Production of Applied Buddhist Course
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CHAPTER 1

INTRODUCTION

Ven. Phramaha Prakat Aphakaro

Mr. Thanoo Srithong



<http://www.google.com/search?hl>

OBJECTIVES

Having studied this chapter, the students will be able to:

- 1. Explain the meaning of Public Relations.*
- 2. Describe the Significance of Public Relations.*
- 3. Differentiate Public Relations and Related Terms.*
- 4. Summarize the Evolution of Public Relations.*
- 5. Analyze Public Relations in Buddhism*

CONTENTS

- *Introduction*
- *Meaning, Significance, and Value of Public Relations*
- *Public Relations and Related Terms*
- *Evolution of Public Relations*
- *The Role of English Language as a Tool of Communication*
- *Public Relations in Buddhism*

1.1 Introduction

A study of public relations has been traditionally associated with communication which is a key component in public relations both in theory and practice. An organization should have a section of public relations to get the organization's important activities publicized.

Today's communication world is huge, complex, and omnipresent. Modern men and women live in a sea of communication, deluged with a rain of words, sounds and sights.¹ Communication is considered to be a key component in public relations as being said "...Communication in a changing world is distinguished by its emphasis on ethics and civility in communication. We live in a world where image plays a very important role, be it for an individual or organization. Incidents have demonstrated that even big brands are not immune to negative effects or bad publicity; a good corporate image can take years to build and only a moment to destroy. The two words, information and communication, are often used interchangeably; however they signify quite different things. Information is always lend or given, but to impart information communication is a must. Only the source of communication will change. Public relations are the managing of proactive communication of an organization to create and maintain a positive image. Public relations involve popularizing successes, downplaying failures, announcing changes, and many other activities"²

More than ever, today the world needs not more information but sensitive communicators and facilitators who can explain the goals and methods of individuals, organizations, and governments to others in a socially responsible manner. Equally, these experts in communication and public opinion must provide their employers with knowledge of what others are thinking, to guide them in setting their policies wisely for the common good.³

¹ John E. Marston, **Modern Public Relation**, (New York: McGraw-Hill Book Company, 1979), p. 13.

² Available :<http://www.conceptpr.com/Concept-Public-Relations-Services.html>. Accessed September 3, 2012.

³ Dennis L.Wilcox, Philip H.Ault, Warren K. Agee, Glen T.Cameron, **Essentials of Public Relations**. (New York: Longman, 2001), p.17.

Public relations (PR) are the practice of managing the flow of information between an individual or an organization and the public. Public relations provide an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment. The aim of public relations by a company often is to persuade the public, investors, partners, employees, and other stakeholders to maintain a certain point of view about it, its leadership, products, or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication.⁴

We can describe the function and role of public relations practice by stating 10 basic principles:

1. Public relations deal with reality, not false fronts. Conscientiously planned Programs that put the public interest in the forefront are the basis of sound public relations policy. (Translation: PR deals with facts, not fiction.)

2. Public relations is a service-oriented profession in which public interests, not personal reward, should be the primary consideration.(PR is a public, not personal, service.)

3. Since the public relations practitioner must go to the public to seek support for programs and policies, public interest is the central criterion by which he or she should select these programs and policies. (PR practitioners must have the guts to say no to a client or to refuse a deceptive program.)

4. Because the public relations practitioner reaches many publics through mass media, which are the public channels of communication, the integrity of these channels must be preserved. (PR practitioners should never lie to the news media, either outright or by implication.)

5. Because PR practitioners are in middle between an organization and its publics, They must be effective communicators—conveying information back and forth until understanding is reached. (The PR practitioners probably were the original ombudsman/ woman.)

⁴ Available :http://en.wikipedia.org/wiki/Public_relations. Accessed September 3, 2012.

6. To expedite two-way communication and to be responsible communicators, public relations practitioners must use scientific public opinion research extensively. (PR cannot afford to be a guessing game.)

7. To understand what their publics are saying and to reach them effectively, public relations practitioners must employ the social science—psychology, sociology, social psychology, public opinion, communication study and semantics.

8. Because a lot of people do PR research, the PR person must adapt the work of other, related disciplines, including learning theory and other psychology theories, sociology, political science, economics and history. (The PR field requires multidisciplinary applications.)

9. Public relations practitioners are obligated to explain problems to the public before these problems become crisis. (PR practitioners should alert and advise, so people won't be taken by surprise.)

10. A public relations practitioners should be measured by only one standard: ethical performance.⁵

In Buddhism, one cannot deny the presence of public relations concept which is presented by way of the Buddha's works. The act of spreading Buddhama can be reckoned the process of public relations works as seen in various dissemination works of the Buddha and His disciples in the Buddhist scriptures.

As public relations play an important role for any organizations not only in terms of clients, but also society at large. Therefore, it is valued to learn the process of public relations, types of communication, writing and speaking for public relations, technique for public relations, and interview and press conference.

⁵ Newsom, D., Turk, V. D., Kruckeberg, D., This is PR: The Realities of Public Relations, (Eight Edition, Thomson Wadsworth, 2004), p. 3-4.



<http://www.google.com/imgres?>

1.2 Meaning and Significance of Public Relations

1.2.1 Meaning of Public Relations

Oxford Advanced Learner's Dictionary has given the meaning of public relations as "1. the business of giving the public information about a particular organization or person in order to create a good impression: 2. the state of the relationship between an organization and the public."⁶

In 1973, Rex Harlow scoured through 472 definitions of public relations to come up with the following paragraph: "...Public relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and co-operation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and ethical communication techniques as its principal tools..."⁷

⁶ A S Hornby, Oxford Advanced Learner's Dictionary of Current English, (England: Oxford University Press, Seventh edition 2005), p. 1173.

⁷ Allyn and Bacon, Quoted in Wilcox, D.L, Cameron, G.T., Ault, P.H, Agee, W.K., Public Relations, Strategies and Tactics, (2003), p. 7.

On August 1978, the World Assembly of Public Relations Associations defined it as: “the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest.” The Public Relations Society of America (PRSA) defined public relations in 1982 as: “Public relations help an organization and its publics adapt mutually to each other.” In 2011 and 2012, the PRSA developed a crowd-sourced definition: “Public relations are a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” Public relations can also be defined simply as the practice of managing communication between an organization and its publics. The European view of public relations notes that besides a relational form of interactivity there is also a reflective paradigm that is concerned with publics and the public sphere; not only with relational, which can be private in principle, but also with public consequences of organizational behavior. A much broader view of interactive communication describes the form and nature of Internet-mediated public relations.⁸

Philip Kitchen summaries the definitions as suggesting that public relations:⁹ are a management function, covers a broad range of activities and purposes in practice, regarded as two-way or interactive, suggest that publics facing companies are not singular (i.e. consumers) but plural and suggests that relationships are long term rather than short term.

Public relations are about reputation - the result of what you do, what you say and what others say about you. Public relations are the discipline which looks after reputation with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.¹⁰

⁸ Available ://en.wikipedia.org/wiki/Public_relations. Accessed September 3, 2012.

⁹ Kitchen, P., Public Relations, Principles and Practice, (International Thomson Business Press, 1997), p. 27.

¹⁰ Available :http://www.cipr.co.uk/content/careers-cpd/careers-pr/what-pr. Accessed September 2, 2012.

Therefore, Public relation is a strategic function that manages and builds relationships with an organization's publics through two way communication.¹¹ These definitions are similar to the best definition for today's modern practice which is offered by Professors Lawrence W. Long and Vincent Hazelton, who describe public relations as "a communication function of management through which organizations adapt to, alter, or maintain their environment for the purpose of achieving organizational goals" Their approach represents the somewhat newer theory that public relations is more than persuasion. It should also foster open, two-way communication and mutual understanding with the idea that an organization also changes its attitudes and behaviours in the process-not just the target audience.¹²

1.2.2 Significance of Public Relations

According to *Public Relations News*, "Public relations are the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance." While the public part implies inclusion of things like public affairs, community relations, investor relations, public press conferences, media events, internal communications and crisis communications, it also involves a lot of behind-the-scenes, non-public activity. It could involve simply the writing of a press release, but it could also involve coordinating media contacts for an event or conference, securing credentials, lobbying for article placement and the like. Sometimes public relations are effort to influence the public. This is especially true for political action groups, associations and other groups. Sometimes public relations is community relations. Just look around your own community to see how many companies and organizations have a community affairs initiative or a person in charge with a related title. In larger, publicly held firms, this person is sometimes the director of investor relations. Investors are a public entity, so in this case public

¹¹ Joseph M. Zappala, Ann R. Carden, **Public Relations Worktext: A writing and planning resource**, (New Jersey: Lawrence Erlbaum Associates, Inc., Publishers, 2004), p. 2.

¹² Dennis L. Wilcox, Philip H. Ault, Warren K. Agee, Glen T. Cameron, **Essentials of Public Relations**, (New York: Longman, 2001), p.3.

relations is appropriate. What the public wants to hear is a good story. Good PR is the telling of a good story. The better the story, the better the acceptance by the public and the better the public relations.¹³

Public relations professionals do more than draft press releases and build relationships with key media representatives. They must also be familiar with the attitudes and concerns of consumers, employees, public interest groups, and the community in order to establish and maintain cooperative working relationships. In addition to fulfilling their traditional role of getting a company's message out to its audience, those who have completed their studies in communications and public relations may also be responsible for developing and running programs designed to keep the lines of communication open between company and organization representatives and their various audiences. This might include such activities as scheduling speaking engagements for key company staff and speech writing. Why is Public Relations Important? At its core, public relations revolve around this universal truth: people act based upon their perception of facts. By managing, controlling, or influencing people's perceptions, public relations professionals hope to initiate a sequence of behaviors that will lead to the achievement of an organization's objectives. When those in public relations successfully create, change, or reinforce opinion through persuasion, their primary objective is accomplished.¹⁴

1.2.3 The Value of Public Relations

The lack of consistency in PR practice is due to its rapid growth and its need to develop within the cultural, religious, socioeconomic and political context in which it is being practiced. The reason for its growth globally, though, is because it does have values as follows;

Public relations can represent the needs, interests and desires of the organization's various publics to management and then back from management to them, explaining

¹³ Available : <http://www.entrepreneur.com/article/65672>. Accessed September 4, 2012.

¹⁴ Available : <http://www.worldwidelearn.com/business-career/article/the-importance-of-public-relations.html>. Accessed September 4, 2012.

management's perspectives. It opens a dialogue between an organization and the publics it affects.

The dialogue can encourage mutual adjustments between an organization and the society it serves.

Public relations focus on society in the broadest sense and should work in the greater interest of society, rather than the narrow interests of the organization it serves.

In working toward the best interest of society, public relations have the opportunity to improve cooperation of an organization with its publics and perhaps avoid any arbitrary or coercive action on the part of government.

PR provides useful information to people about various aspects of their lives.

Although PR people cannot be a conscience to an organization whose leadership has none, their role is to raise issues and concerns and remind management of ethical responsibilities.

PR helps management formulate, advocate and teach objectives that are more sound.

The principles of public relations reflect the basic cooperative natures of people and thus PR people earn their reputation as problems solvers.

Being socially responsible means upholding these obligations.¹⁵

As it is said above we can state that PR are very important, the scientific and technological development, the unprecedented evolution of an ever more complex world inflicting major social, economical and political changes that an organization must face in its continuing struggle for customers, followers, members and markets. The essence of this evolution is represented by a new means of communication which gives the power to the individuals, redesigns one's abilities to find a conversation partner, attracts information and spreads experiences. In conclusion, the new approaches on PR impose the taking into consideration of interpersonal communication as well as the technologically mediated one, of the instruments and techniques that emphasize

¹⁵ Newsom, D., Turk, V. D., Kruckeberg, D., **This is PR: The Realities of Public Relations**, (Eight Edition, Thomson Wadsworth, 2004), pp. 13-14.

the use of digital television, satellite radio and Internet. At the same time, the combination between PR activities and advertising ones is imposed, since advertising has gained a huge importance during the economical and social development and has transformed into a distinct and very important activity of the modern world.

1.3 Public Relations and Related Terms

So far, we have succeeded in defining public relations, but we must go a little further by explaining the relationships that subsist between public relations and similar or related concepts. The nature of public relations is quite broad and as such it includes a wide range of activities which are sometimes confused as public relations rather than elements of public relations. We shall take a look at some of these concepts and attempt an explanation of the differences and similarities between them and public relations.

Public Relations

Public relations (PR) encompasses a variety of marketing tactics that strengthen your credibility, enhance your image, develop goodwill or influence public opinion. They are activities targeted toward an audience, such as special events, newsletters and annual reports. PR involves communicating who you are, what you do, why you do it and how you make a difference.

Advertising

The distinction between advertising and PR is more easily made: advertising involves paying a medium (TV, radio, newspaper or magazine, for example) for airtime or column inches in which to put across a promotional message. The content of an advertiser is always controlled by the advertiser, unlike the content of editorial pages or programmes, which are controlled by journalists. Public relations practitioners try to persuade journalists to cover their products and services on the grounds of newsworthiness. An ad doesn't have to satisfy any news value – it just has to be legal and paid for.¹⁶

¹⁶ Alison Theaker, **The Public Relations Handbook**. (New York: MPG Books Ltd, Bodmin, 2006), p.10.

Publicity

The terms public relations and publicity are often incorrectly interchanged. Publicity is only one function of public relations. Publicity disseminates planned messages through select media to further the organization's interest.¹⁷ It includes advertising, sales promotion, personal selling, etc. However in a technical sense, it is more limited and defined, so that it means free publicity which is provided essentially by the press. It is the practice of placing newsworthy and factual information written in a journalistic and editorial format published in the news media at no cost. An example of publicity is a situation where a company issues a news release about a new product or new functions of an existing product.

Public Information

Public information is the term most widely used by social service agencies, universities, and government agencies. The implication is that only information is being disseminated, in contrast to persuasive communication, generally perceived as the purpose of public relations. Social services agencies often the term community relations, and the military are fond of public affairs.¹⁸

Marketing

This is the field most commonly confused with PR. Public relations and marketing are two major management function within an organization, but how they are organised depends upon managerial perceptions, organisational culture, and historical precedent.PR deals with a broader range of publics involved with or affected by the organization.... Both marketing and PR functions are important to an organization. Subsuming PR into marketing delimits organizational ability to function successfully in highly competitive environments.¹⁹

¹⁷ Dennis L.Wilcox, Philip H.Ault, Warren K. Agee, Glen T.Cameron, *Essentials of Public Relations*, (New York: Longman, 2001), p. 8.

¹⁸ Ibid., p. 9.

¹⁹ Kitchen, P., **Public Relation, Principles and Practice**, (International Thomson Business Press, 1997), p. 28, 247.

Media Relation

Media relations include a variety of methods to contact and inform the media: news releases, press kits, media advisories, news conferences, press tours, and personal letters or phone calls to editors and reporters.

Newsletters

Newsletters can be print or electronic publications ranging from 4 to 12 pages in length, although some are longer. They include short articles intended to keep your customers, clients, members, investors or donors up to date on what your organization and its people are doing. Newsletters target readers who have special interest rather than a mass audience. News release sent to the mass media can be rewritten, whereas you, the public relations person, control the content of newsletter articles. Newsletters are used for many reason and target both internal and external publics.²⁰

Press Agency

Unlike a news agency, a press agency deals with staging newsworthy events that are designed to attract the attention of the public by publicizing them in the media. Such events include press conferences, trade exhibitions, fashion shows, etc. These must be distinguished from events that happen daily. They are rather pseudo-events because they are stage-managed for the purpose of being reported by the media.

Lobbying

This is one of the most abused expressions in common usage. In a technical sense, lobbying is a professional attempt designed to influence the government or any authority to change a public programme or policy in favour of an organization, a cause, a group, an event e.g. organizing a petition drive against a cause, e.g. Small businesses have lobbied hard for/against changes in the tax laws. Lobbying is a legal thing when it has points, information and logical reasons.

²⁰ Joseph M. Zapala and Ann R. Carden, **Public Relations Worktext, a writing and planning resource**, (Mahwah, New Jersey, Lawrence Erlbaum Associate, INC. Publisher, 2004), p. 178.

Merchandising

This deals with blending an acceptable appearance. It is part of promotion. You blend the product or person with the real it or him, so as to win acceptance and patronage from public for a group, a product, service, cause or an idea e.g. the grooming of a positive image by a politician who acts, dresses and speaks like a real native even though he is from somewhere else, e.g. during political campaigns when politicians dress like the native people he is going to speak to. In commercial merchandising, most products are designed to convey messages by their packs. You know that normally people do not patronize badly packaged products.

Promotion

This involves moulding or mobilising opinion favourably to an organization to get it to support a worthy cause, e.g. the mounting of events or fund raising programmes for Motherless babies' homes.

Personal Selling

This talks about a personal effort involving a person who is attempting to woo other people on behalf of a product, a group, an idea, etc, e.g. religious crusaders who go from door to door. There are two types of personal sellers namely: order-takers and order-getters.

Human Relations

Human relations deals with an individual's ability to develop and maintain a personality type as well as image that is capable of successful and spontaneous interpersonal relationship with other people. Human relations is relating well with others. It talks about manners and character. A good human relation is the basis of good public relations.

Persuasion

It is a fundamental assumption in public relations that effective public relations are persuasive, not intimidating or forcing. Persuasion is any mass communication effort designed to change public opinion, believe, attitudes as well as action.

Communication

This is a process of sharing ideas with other people. In a professional sense, it is a means of sending information from one person to another. Public relations in all its forms embrace communication in one form or the other.

Media Relations

Media relations includes a variety of methods to contact and inform the media: news releases, press kits, media advisories, news conferences, press tours, and personal letters or phone calls to editors and reporters.

1.4 Evolution of Public Relations

History is essential to a good understanding of any area of knowledge. In this unit, we shall take a brief look at the global history of public relations.

1.4.1. Origins of Public Relations

It is very safe to say that what we now refer to as public relations had actually been with us from the beginning of man's existence. Although the phrase "public relations" was invented in the twentieth century, the practice of public relations had been since the dawn of recorded history. Edward Bernays, one of the seminal figures in modern public relations stated that 'the three main elements of public relations are practically as old as society: informing people, persuading people, or integrating people with people. Of course the means and methods of accomplishing these ends have changed as society has changed'. For Bernays and other public relations historians, professional public relations have always moved with civilization. Society was crude at the start of its life, so was public relations. Primitive society ruled mainly through fear and intimidation; whereas more advanced cultures employed persuasion and debate. Public relations have equally followed this trend.

The force of public relations was visible in ancient Rome as evidenced in phrases like *Vox Populi, Vox Dei*, (the voice of the people is the voice of God); and *Ves Publicae* (public affairs). The study of rhetoric in Athens is often seen as the beginning of public relations as a social science based on research, planning and two-way communication. The spread of Christianity in the middle ages could in modern sense be linked to the