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relations is a large

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discipline that can
be subdivided into
many types of
functions. There
are four primary
areas of functional
responsibility or
different locales in
which we can
categorize the
profession of public
relations:

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Public Relations is a practice of strategic communication that aims at building a mutually beneficial relationship between the company and the public. Advertising is a purchased or

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paid media,
whereas public
relations is an
earned media.

Advertising is a
monologue
activity.

~~Difference Between
Advertising and
Public Relations
(with ...~~

The guiding
principle of public

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around the use of
news and content
to put forth a
message about
anything -- a
product, a
business, an
organization, an
endeavor -- using
just...

~~What You Can
Expect From The~~

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landscape of the
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combines a real-life
approach that
marries his
experience in the
field with a light-
hearted, energetic
prose style.

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of Public Relations,~~

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Public relations practitioners should be providers of information. The first large-scale public relations effort in the United States was intended to shape public opinion following the nation's entry into World War I. The

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Hucksters and The
Man in the Gray
Flannel Suit are
important because

~~Mass Comm~~
~~Chapter 11- Public~~
~~Relations~~
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From the list below,
identify one major
public relations
trend of the 1990s.

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firms began to lose market share to advertising agencies. The public's trust in public relations grew significantly. Smaller agencies merged into international "super agencies" Larger firms broke off into smaller

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~~Ch 2 Quiz~~

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- The current practice of professional and ethical public relations. Material Requirements Laptop Computer Assignments and Grading Policy

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Group Written Plan

100 Group

Presentation 100

Peer Evaluation

100 Total points:

300 270--300=A

239--269=B 208-

-238=C 177-

-207=D Below

176=F Students

must earn a C to

pass the course.

~~The current~~

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~~Public Relations~~

~~professional and~~

~~ethical public ...~~

These values provide the foundation for the Code of Ethics and set the industry standard for the professional practice of public relations. These values are the fundamental

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beliefs that guide
our behaviors and
decision-making
process. We
believe our
professional values
are vital to the
integrity of the
profession as a
whole.

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