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recommended improvements for your
client (Sony).. Include three outside
references as well as citations with
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Chapter 10 The Practice of Public
Relations Public relations is a large
discipline that can be subdivided into

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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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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 paid media, whereas public relations is an earned media. Advertising is a monologue activity.

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based first on advertising.

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prepares students for contemporary PR work in the changing landscape of the 21st century. Seitel's writing combines a real-life approach that marries his experience in the field with a light-hearted, energetic prose style.

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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 books *The Hucksters* and *The Man in the Gray*

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From the list below, identify one major public relations trend of the 1990s. Public relations firms began to lose market share to advertising agencies.

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The public's trust in public relations grew significantly. Smaller agencies merged into international "super agencies" Larger firms broke off into smaller "boutique" agencies.

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□ The current practice of professional

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and ethical public relations. Material

Requirements Laptop Computer

Assignments and Grading Policy

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

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to pass the course.

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

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values are the fundamental 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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