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About PR***

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It's Strategic  
Communication |*

*Keisha Brewer |*

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*Pargeter's Public*

*Relations (2017) -*

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*of the Public*

*Relations*

*Professional*

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Relations (PR)~~***

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***(2001) What is  
Public Relations  
(and why is it  
important) Think  
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Communication  
Techniques All  
about Public  
Relations ??????:  
What it's like to be a  
PR major + Why  
Study PR***

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*Why I Chose PR +*

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RELATIONS*

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*Index - A Brief*

*History of Public  
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*Systems Theory and  
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*Ethics \u0026*

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*All About My Public*

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Heiman, Suzette T.,  
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*thorough*

*understanding of*

*public relations*

*practice with a text*

*that incorporates*

*the experiences of*

*practitioners with*

*the theoretical*

*perspectives of*

*scholars. The fourth*

*edition features*

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*increased coverage  
of technological  
change, diversity  
and expanding  
global markets, and  
their impact on the  
profession.*

*Public Relations:  
The Profession And  
The Practice by Dan*

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professionalism in  
public relations by  
making its members  
accountable to their  
employers and the  
public through a***

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searchable public  
register, setting  
standards through  
training,  
qualifications,  
awards and the  
production of best  
practice and skills  
guidance,  
facilitating  
Continuing*



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*“out of step” with*

*views of general ...*

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*salaries to diversity*

*and gender pay,*

*State of the*

*Profession delivers*

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*industry-leading  
data on every aspect  
of the PR*

*profession. State of  
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*year's report*

*explores*

*practitioner views*

*on social mobility*

*and being part of a*

*professional*

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*community.*

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*report here*

*CIPR State of the*

*Profession 2019/20*

*Many in public*

*relations would*

*describe PR as a*

*profession, but what*

*does this actually*

*mean? Even the*

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the issue, describing  
itself as 'the  
advocate and the  
voice of the public...*

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*| The Drum*

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*the Practice:*

*Lattimore, D.,*

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Heiman, Suzette T.,  
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the Practice ...  
Public relations is  
the practice of  
deliberately*

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*managing the  
release and spread  
of information  
between an  
individual or an  
organization and  
the public. Public  
relations and  
publicity differ in  
that PR is controlled  
internally, whereas  
publicity is not*



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*controlled and  
contributed by  
external parties.*

*Public relations  
may include an  
organization or  
individual gaining  
exposure to their  
audiences using  
topics of public  
interest and news  
items that do not*

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*require direct*

*payment. This*

*differentiates i*

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*Public relations -*

*Wikipedia*

*According to The*

*Global Public*

*Relations*

*Handbook, public*

*relations evolved*

*from a series of*

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*"press agents or publicists" to a manner of theory and practice in the 1980s. Research was published in academic journals like Public Relations Review and the Journal of Public Relations Research. This led*

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*planning,*

*communication and*

*action.*

*History of public*

*relations -*

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*leadership*

*recognizing that the*

*public relations*

*professional is loyal*

*and trustworthy*

*with confidences.*

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*five books including*

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and The Broadcast  
News Process 7th  
Edition, published  
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is an accredited  
member of the*

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Society of America  
and is past chair  
(twice) of the  
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Committee for  
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the Practice ...  
Public relations*



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*refers to the relationship between a company and the public.*

*People working in public relations*

*(PR) help a*

*company project a*

*positive image to the*

*public in order to*

*achieve its goals. If*

*you are interested in*

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and community,  
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marketing, investor  
relations, corporate,  
government and  
nonprofit sector,  
and crisis  
management.*

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*markets, new*

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relations field, the  
text presents and  
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personal, jargon-  
free style the  
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*and growing*

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both in higher  
education and in the  
practice, since the  
Commission's last  
report in 1999 is  
truly remarkable.  
Public relations is  
now arguably  
becoming a global  
profession in an inc  
reasingly-connected*

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*world where mutual  
understanding and  
harmony are more  
important than ever.*

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Author[JOUR 111]*

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~~*important) Think*~~

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~~Relations People~~  
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professionalism in public relations by  
making its members accountable to their  
employers and the public through a  
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register, setting standards through  
training,*

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year's report  
explores  
practitioner views  
on social mobility  
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relations would  
describe PR as a  
profession, but what  
does this actually  
mean? Even the  
CIPR is vague on  
the issue, describing  
itself as 'the  
advocate and the  
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*Public Relations:*

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*the practice of*

*deliberately*

*managing the*

*release and spread*

*of information*

*between an*

*individual or an*

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*organization and the public. Public relations and publicity differ in that PR is controlled internally, whereas publicity is not controlled and contributed by external parties. Public relations may include an*

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*organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates i*

***Public relations -***

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*Wikipedia*

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*Global Public*

*Relations*

*Handbook, public*

*relations evolved*

*from a series of*

*"press agents or*

*publicists" to a*

*manner of theory*

*and practice in the*

*1980s. Research*

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*was published in  
academic journals  
like Public*

*Relations Review  
and the Journal of  
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*Research. This led  
to an industry  
consensus to  
categorize PR work  
into a four-step  
process: research,*

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*planning,  
communication and  
action.*

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*professionals have*

*been considered to*

*have a fiduciary*

*responsibility to*

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*advocate for their  
client, providing a  
voice in the  
marketplace of  
ideas. This kind of  
relationship  
depends on  
leadership  
recognizing that the  
public relations  
professional is loyal  
and trustworthy*

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*with confidences.*  
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five books including  
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***Public relations  
refers to the  
relationship  
between a company  
and the public.***

***People working in***

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*public relations  
(PR) help a  
company project a  
positive image to the  
public in order to  
achieve its goals. If  
you are interested in  
a career in this  
field, read on for  
more information  
about PR job titles,  
descriptions, and*

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nonprofit sector,  
and crisis  
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markets, new  
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this dynamic text  
the cutting-edge  
choice for public  
relations courses.  
accompanied by  
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video interviews of  
leaders in the public  
relations field, the  
text presents and  
explains in a*



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International

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*sophistication of*

*public relations*

*around the world,*

*both in higher*

*education and in the*

*practice, since the*

*Commission's last*

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*report in 1999 is truly remarkable. Public relations is now arguably becoming a global profession in an increasingly-connected world where mutual understanding and harmony are more important than ever.*