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and Roberta

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Principles of
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Week 1 How the
Current Political
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Affecting the
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Relations It's Not
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Strategie

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Keisha Brewer |

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How to Do Public
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[JOUR 111] What
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Part 1 ~~A Recipe for
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Silfwer |~~

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Therefore, in 1980,
he wrote the first
edition of The
Practice of Public
Relations “ to give
students a feel for
how exciting this
field really is. ” In

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three decades of
use at hundreds of
colleges and
universities, Mr.
Seitel ' s book has
introduced
generations of
students to the
excitement,
challenge, and
uniqueness of the
practice of public
relations.

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Seitel ...

The formal practice of what is now commonly referred to as “ public relations ” dates to the early 20th century. Since that time, public relations has been defined in myriad

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ways, the definition
often evolving
alongside public
relations ' changing
roles and advances
in technology.

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Featuring an
intensely practical
approach that
favors reasoning,
justification, and

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applications that
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for contemporary
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work in the
changing landscape
of the 21st century.

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coverage with an
emphasis on ethics
and contemporary,
real-world
applications

Featuring an
intensely practical
approach that
favors reasoning,
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work, The Practice
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Read the “ Sony
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Messenger ” Case

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Study on page 242
in The Practice of
Public Relations,
Ch. 11.. Answer the
three questions at
the end of the
chapter located on
page 243.. Write a
1,050- to
1,400-word paper
in which you
describe how the
case was handled
and provide

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recommended
improvements for
your client (Sony)..

Include three
outside references
as well as citations
with your paper.

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Urgent Homeworks~~

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public relations,
professionals need

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an innate sense of the power, excitement, and value to society's primary institutions of its practice. This book uses a unique hands-on approach that prompts readers to think critically about the field.

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...

Featuring an intensely practical approach that favors reasoning, justification, and applications that work, The Practice of Public Relations prepares students for contemporary public relations

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work in the
changing landscape
of the 21st century.

~~Seitel, Practice of
Public Relations,
The, 13th Edition ...~~

Chapter 10 The
Practice of Public
Relations Public
relations is a large
discipline that can
be subdivided into
many types of

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functions. There are four primary areas of functional responsibility or different locales in which we can categorize the profession of public relations:

~~The Practice of
Public Relations—
hardbucket~~

Public Relations is a

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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

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monologue activity.

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

The guiding
principle of public
relations revolves
around the use of
news and content to
put forth a message
about anything -- a
product, a business,

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The Practice Of
Public Relations, an
endeavor -- using
just...

~~What You Can
Expect From The
Future Of Public
Relations~~

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Fraser P. Seitel. 4.0
out of 5 stars 71.
Paperback.

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the way).

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public relations:~~

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~~Seitel, Fraser P...~~

The practice of
public relations is
based first on
advertising.

~~RTF: Chapter 13~~
~~Public Relations~~
~~Flashcards | Quizlet~~

Featuring an
intensely practical
approach that
favors reasoning,
justification, and

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applications that work, The Practice of Public Relations 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-

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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

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to shape public
opinion following
the nation's entry
into World War I.

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

~~Mass Comm~~

~~Chapter 11 - Public
Relations~~

~~Flashcards | Quizlet~~

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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. The public's trust in public relations grew significantly. Smaller agencies merged into

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international "super
agencies" Larger
firms broke off into
smaller "boutique"
agencies.

~~Ch 2 Quiz~~

~~Flashcards | Quizlet~~

- The current practice of professional and ethical public relations. Material Requirements

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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 to

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~~The current
practice of
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

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relations. These 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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