Communication & Business Institute
POSTGRADUATE PROGRAMME

Principles and Ethics of Corporate Communications

Even Semester 2020-2021

Communication & Business Institute
POSTGRADUATE PROGRAMME

Agenda

01 Definition of PR

Describe some understanding of Public Relations with several explanations

02 History of PR

Delivering a glimpse of the journey of PR and its progress

03 Communication

Describes some public relations theories and their accompanying components

Key Publics

Twenty of the most important publics of a typical multinational corporation



Communication & Business Institute
POSTGRADUATE PROGRAMME



Session 1. Definition of PR

Communication & Business Institute
POSTGRADUATE PROGRAMME

Definition of PR

PRSA 2012

PR is a strategic comunications process that builds mutually benefitial relationships between organizations and their publics

Fraser P. Seitel

“Public relations is a planned process to influence public opinion, through sound character and proper performance, based on mutually satisfactory two-way communication.”



Denny Griswold

Public relations is 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

Edward Bernays

Providing Information given to the public, persuasion directed at the public to modify attitudes and actions, and efforts to integrate attitudes and actions of an institution with its publics and of publics with those of that institution.

Foundation for Public Relations Research and Education

Public relations is a distinctive management function which helps establish and maintain mutual lines of communications, understanding, acceptance, and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the
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 sound and ethical communication techniques as its principal tools

Prominence of PR

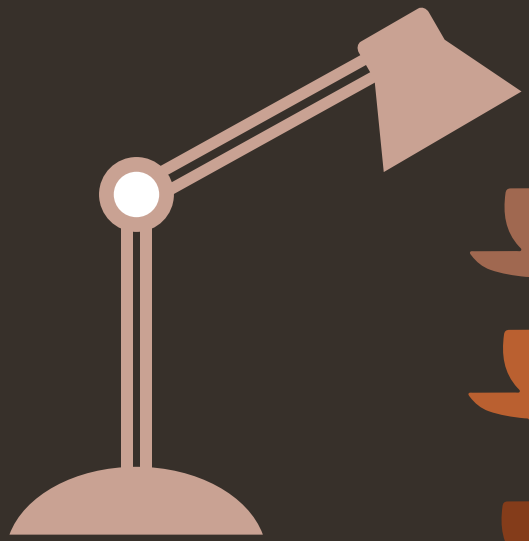
- In the United States alone, public relations is a multibillion-dollar business practiced by 208,000 professionals, according to the U.S. Bureau of Labor Statistics. Furthermore, the Bureau projects public relations specialist employment will grow 12% between 2012 and 2022. During that time period, an additional 27,400 jobs will need to be filled.

- The field's strength stems from its roots: "A democratic society where people have freedom to debate and to make decisions—in the community, the marketplace, the home, the workplace, and the voting booth. Private and public organizations depend on good relations with groups and individuals whose opinions, decisions, and actions affect their vitality and survival

Communication & Business Institute
POSTGRADUATE PROGRAMME

RACE

What is the process through which public relations might influence public opinion? Communications professor John Marston suggested a four-step model based on specific functions



Research
Research attitudes about the issue at hand

Action
Identify action of the client in the public interest

Communication
Communicate that action to gain understanding, acceptance, and support.

Evaluation
Evaluate the communication to see if opinion has been influenced

Communication & Business Institute
POSTGRADUATE PROGRAMME

Requisites of PR

1. Pro Communications

A bias toward disclosing rather than withholding information. Public relations professionals should want to communicate with thepublic, not shy away from communicating. They should practice the belief thatthe public has a right to know

2. Advocay

Public relations people must believe in their employers. They must be advocates for their employers. They must stand up for what their employers represent

3. Counseling orientation

A compelling desire to advise senior managers. Top executives are used to dealing in tangibles, such as balance sheets, costs per thousand, and cash flows

4. Ethics

The counsel that public relations professionals deliver must always be ethical. The mantra of the public relations practitioner must be to do the right thing

5. Willingeness to take risks

Most of the people you work for in public relations have no idea what you do. Sad, but true. Consequently, it's easy to be overlooked as a public relations staff member

6. Positive outlook

Public relations work occasionally is frustrating work. Management doesn't always listen to your good counsel, preferring instead tofollow attorneys and others into safer positions



Communication & Business Institute
POSTGRADUATE PROGRAMME



Thank you

Gatot Subagio, SH, MBA