Communication & Business Institute
POSTGRADUATE PROGRAMME

Principles and Ethics of Corporate Communications

Even Semester 2020-2021

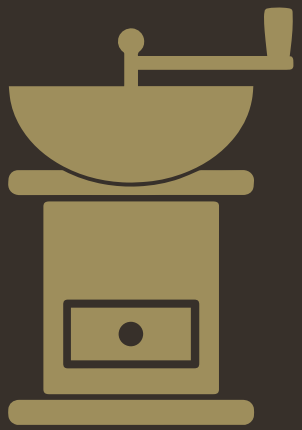
Communication & Business Institute
POSTGRADUATE PROGRAMME



Session 2. History of PR

Trends

Several society trends have influenced the evolution of public relations theory and practice



01 **Growth of Big Institusions**
.

02 **Heightened public awareness and media sophistication**

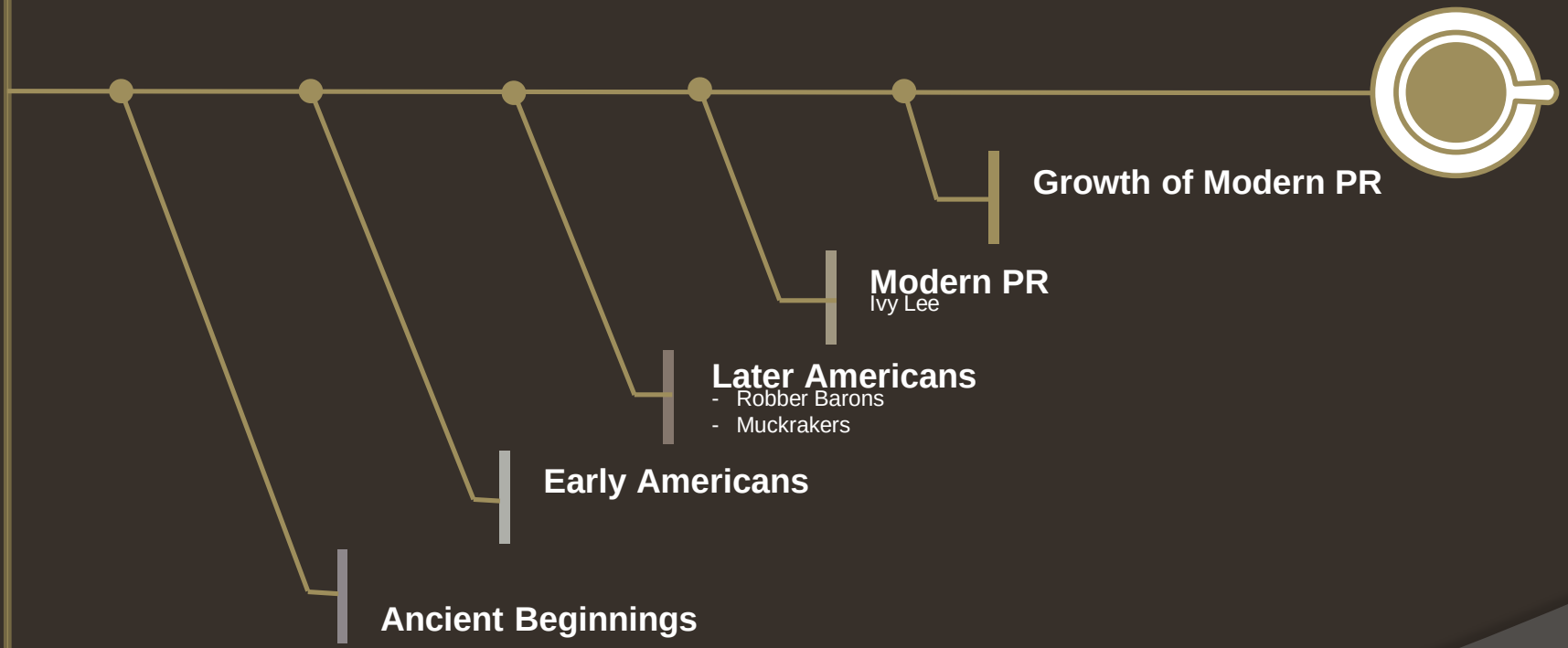
03 **Increasing incidence of societal change, conflict, and confrontationGet a**

04 **Globalization and the growing power of global media, public opinion**

05 **Dominance of the Internet and growth of social media**

Communication & Business Institute
POSTGRADUATE PROGRAMME

History of PR



PR Comes of Age

- Growth of Large Institutions
- Heightened Public/Media Awareness
- Societal Change, Conflict, and Confrontation
- Spread of Democracy and Capitalism
- Growth of Social Media



Communication & Business Institute
POSTGRADUATE PROGRAMME



Thank you

Gatot Subagio, SH, MBA