

Pr Research

Week 1

Definition

“Public relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its publics.” - British Institute Of Public Relations

Public Relations As A Process

Public relations is a process – that is, a series of actions, changes, or functions that bring about a result.

PR activity consists of four key elements:

- a) research: What is the problem or situation?
- b) action (program planning): What is going to be done about it?
- c) communication (execution): How will the public be told?
- d) evaluation: Was the audience reached and what was the effect?