



DAR ES SALAAM SCHOOL OF JOURNALISM (DSJ)

MODULE NAME; **PUBLIC RELATIONS AND ADVERTISING**

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DEPARTMENT; **JOURNALISM**

MODULE LEVEL; **NTA LEVEL 5**

MODULE SEMESTER; **II.**

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OUR MOTTO: MEDIA FOR DEMOCRACY



THIS MODULE CONSIST OF SIX (7) TOPICS:

➤ **TOPIC 1**

INTRODUCTION TO PUBLIC RELATIONS,
FUNCTION OF PR, ROLES OF PR,
IMPORTANCE OF PR

➤ **TOPIC 2**

PUBLIC, TYPES OF PUBLIC, CATEGORIES
OF PUBLIC

➤ **TOPIC 3**

HISTORY OF PUBLIC RELATIONS,
PERSUASION

➤ **TOPIC 4**

PUBLIC RELATIONS WRITING TOOLS

➤ **TOPIC 5**

INTRODUCTION TO ADVERTISING,
IMPORTANCE, IMPACTS OF ADVERTISING

➤ **TOPIC 6**

INTRODUCTION TO PUBLIC RELATIONS
CAMPAIGN

➤ **TOPIC 7**

EVENTS MANAGEMENT, TYPES OF
EVENTS

Introduction to Public Relations



- ▶ Public relations is a profession that mainly aids companies, firms, institutions, consultations, government agencies, non profit org and organizations establish and maintain effective and beneficial relationships with different kind of public.
- ▶ Public Relations continues to be the most dynamic profession throughout the universe. Diversity of skills and creative programs/ campaigns come along through PR.
- ▶ Managing the communication activities within the organization.

Introduction to Public Relations

- ▶ Public Relations has been respectively defined as a managerial function that helps an organization achieve its objectives through establishing and maintaining effective and beneficial relationships via communication strategies and tactics, with the public.
- ▶ PR departments range in size from more than five members in large corporations to one or two individuals in small organization.



Introduction to Public Relations

Public Relations is composed of four components; **research**, **planning**, **communication** and **evaluation**.

Communication involves writing that takes place after research and extensive planning to formulate the objectives and goals of a program and campaign

Planning involves the selection of audiences to be reached, the key messages to be distributed and the strategies that should be used to ensure the overall success of the program,



Functions of Public Relations



Research

PR work is invested on issues, publics, organizations, competition, threats. Most of the research findings are turned into PR plans, communication campaigns, programs and media briefing. However, research is conducted through interviews, surveys, checking websites and database. Research findings influence a PR program's objectives and strategies that in turn form the basis for evaluation of its planning, implementation and effectiveness.

Functions of Public Relations

Events Management

Grand openings, news conferences, anniversary celebrations, exhibitions, contests, awards programs, media tours and special meetings are some special events prepared and supervised by PR practitioners. Such events require careful planning, coordination and preparation of media kits, publicity photos and reports.



Functions of Public Relations



Publicity and Promotion Activities

publication of special reports, taking photos, making films, documentary and other multimedia programs. All this is conducted In PR team for communication purposes as its their work to share information through newspapers, magazine broadcasting via radio, television and online platforms.

Functions of Public Relations

- ▶ **Media Relations**
- ▶ **Counselling**
- ▶ **Public Affairs**
- ▶ **Investor and Stakeholders Relations**
- ▶ **Corporate Social Responsibilities**
- ▶ **Issues Management**
- ▶ **Crisis Management**



Introduction to Public Relations

- ▶ **Class Discussion**
- ▶ Distinguish between Public Relations and other related fields
- ▶ Journalism
- ▶ Advertising
- ▶ Marketing



**Why Do You Think Companies/ Organizations
Need A Public Relations Department Or Officer?**

Use as many examples as you can.

Type the paperwork

Public Relations Roles

- ▶ Roles are the collection of daily activities that people do. The roles have helped in learning about the power of PR function in the organization and how activities of PR people produce the right programs, influence strategies planning and effect short and large range goals of organization.
- ▶ There are two broad roles that emerge in Public Relations;
 - ❖ The Technician Role
 - ❖ The Manager Role



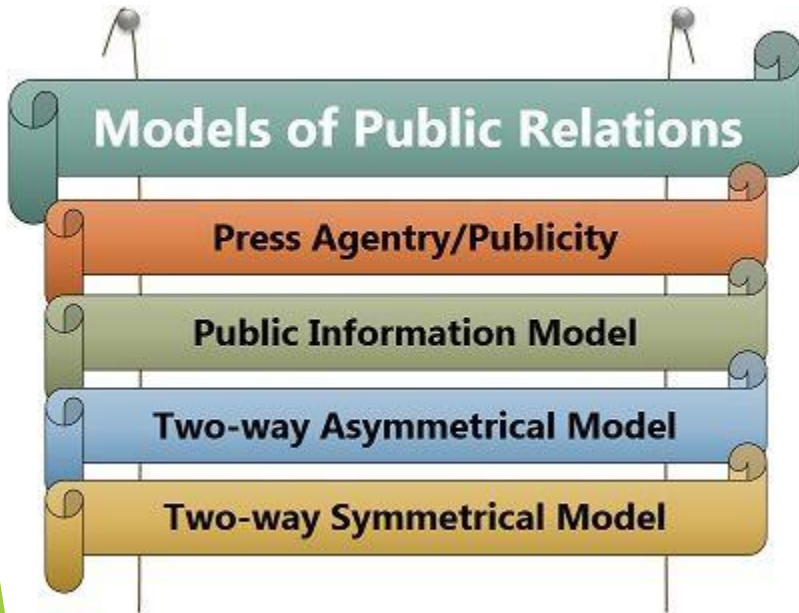
Public Relations Roles



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- ▶ **The Technical role** represents the craft side of PR, writing, editing communication tools, digital content, taking photos, handling communication like social media, running special events, contacting media personals. These activities focus on the implementation of the management's overall communication strategies
- ▶ **The Manager role** focuses on activates that help identify and solve PR problems, situation, cries. PR managers advise senior management about communication needs and are responsible for broad organization results.

Public Relations Models



The original **four models** are;

- ▶ Press Agency
- ▶ Public Information
- ▶ Two-way Asymmetrical
- ▶ Two-way Symmetrical Model.
- ▶ The first three models reflect a practice of PR that attempts through persuasion to achieve organization goals.

Public Relations Models

Press Agency

- Information moves one way from the organization to the public.
- It's the oldest model and closely associated with promotion and publicity.
- PR officers operating under this model always look for opportunities to get their organizations names mentioned by the media.
- They do not conduct research.
- They include propaganda tactics like celebrity involvement, gaining attention through giveaways, grand openings.
- Ethics are not important.

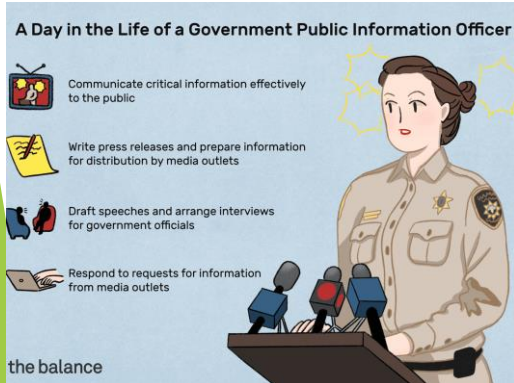


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Public Relations Models

Public Information

- It differs from press agency as its intent is to inform rather than to promotion or publicity.
- The communication is one way.
- This model is practiced in government, education institution, some corporations.
- Little research is conducted to audiences only to test the clarity of the institution's messages.
- They are journalists in residence, as they value accuracy but decide what information to tell in the public's interest.



Public Relations Models

Two-way Asymmetrical

- The model considers PR as a scientific persuasion and employs social science research methods to increase the persuasiveness of the messages
- PR officers use interviews, focus group discussions and surveys to measure the relationships with the public, so as to design PR programs that will gain the support of key publics.
- Feedback is built into the process as the organization is interested in having the public adjust to the organization than the reverse

{ FEED • BACK }
helpful information or criticism that
is given to someone to say what can
be done to improve a performance.

Public Relations Models

Two-way Symmetrical

- The model depicts that the organization and its publics adjust to each other.
- Uses social science methods to achieve mutual understanding.
- Practices two-way communication.
- In 2001, James Grunig, presented other names for the model are mixed motives, collaborative advocacy and cooperative antagonism. The intention was to present a balanced self-interests with the interest of others in a give and take process that can waver between advocacy and collocation.
- This was the most ethical model, because all were parties to problem resolution.



Importance of Public Relations



- ✓ Maintain and strengthen **relationship** with different public like media houses, financial org, service provider org.
- ✓ Effective **customer care**, responding to questions, doubts and needs. E.g. launching more branches.
- ✓ PR increases **credibility** (trustworthy), PR department bridges the gap between the org management and the public. This is through different tactics that show the org objectives.
- ✓ Increase **sales** and **revenue**, a company with good image and reputation tends to be worthy consumers' money.
- ✓ Changes public perception and attitudes.

Public

Public Relations practitioners conduct persuasive and purposive communication to deal with public and public opinion. PR officers write messages and selects a channel to reach the public.

Public is a group of people with certain interest to the organization. Publics are important to the org, if they recognize certain issues, understand the relevance of it.

Talk about it or even organize an activity for it. It's a PR practitioner obligation to communicate earlier with groups of people concerning the ongoing issue because chances will be better before the publics make up their minds on the issue, once it gets publicized to local news, a newspaper or a social platform.

Individuals begin to learn about an issue then, express opinions, share with others, reconcile their opinions with long standing attitudes, perceptions and values.



Public



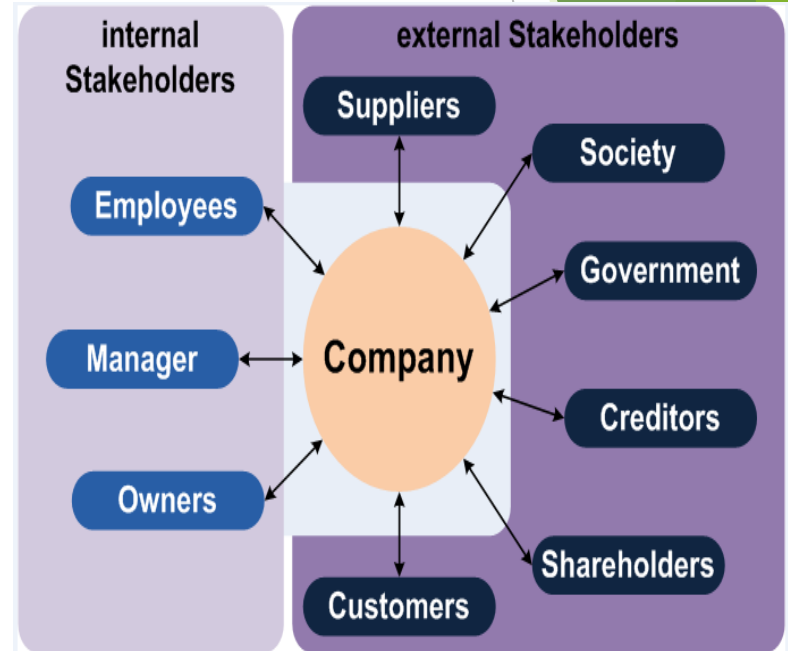
For PR practitioners to build and maintain organization reputation, they will have to understand the public opinion formation.

Public Opinions are collections of views, attitudes, perceptions and beliefs expressed by a group of people towards a certain issue.

Communication is then effectively applied to change the public perceptions and opinions thus where PR works are identifying messages, choosing best communication channels that will direct the messages to the public.

Types of Public

- **Internal Public** a group of people within the organization such as employees, management, board members, students
- **External Public** group of people that relates with the organization externally e.g. consumers/ customers, community, mass media, government, financial institutions, action groups.



Identifying Public

IDENTIFYING PUBLICS

- **Latent publics:** Groups that face a problem but fail to recognise it
- **Aware publics:** Groups that recognise a problem exists
- **Active publics:** Groups that are doing something about the problem

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- ▶ **Categories of Public**
- ▶ **Latent Public** a group of people that faces indeterminate situation but does not recognize it as a problem
- ▶ **Aware Public** the group that recognizes a problem, that is, what is missing in the situation and becomes aware.
- ▶ **Active Public** the group organizes to discuss and do something about the problem

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