

fundamentals of public relations pdf

Components of Public Relations Media Relations/Publicity Employee/Member Relations Community Relations Government Affairs Issues Management

Fundamentals of Public Relations - Steven R. Van Hook

Fundamentals of Public Relations "MCM 401 VU © Copyright Virtual University of Pakistan 6 Lesson 3 PUBLIC RELATIONS DISTINGUISHED. Overview In this lecture we will try and distinguish public relations from other activities in which an organization indulges to project its image or for the conveying of a particular message to the target public.

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The Fundamentals of Public Relations Communication 113 most difficult of all these, for the veteran professional communicator and the novice, is dealing with people, the strongest asset of the security manager.

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2 Unit 2: Understanding public relations 2.1: Understand the purpose of public relations 1 What is public relations? It is important to start by defining what PR ...

Topic guide 2.1: Understand the purpose of public relations

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