

FOUR MODELS OF PUBLIC RELATIONS

01

PRESS AGENT/PUBLICITY

Categorized as one-way communication. Uses persuasion, half-truths, and manipulation to influence audiences to behave as the organization desires. Does not use formal research to guide communication tactics.

02

PUBLIC INFORMATION MODEL

Categorized as one-way communication. Uses press releases and other one-way communication techniques to distribute organizational information. The public relations practitioner is referred to as the in-house journalist. Does not use formal research to guide communication tactics.

03

TWO-WAY ASYMMETRICAL MODEL

Categorized as two-way communication. Referred to as "scientific persuasion." Uses persuasion to influence audiences to behave as the organization desires. Conducts formal research and incorporates audience feedback in communication tactics.

04

TWO-WAY SYMMETRICAL MODEL

Categorized as two-way communication. Uses communication to negotiate with the public. Seeks to resolve conflict and promote mutual benefits, understanding and respect between the organization and key publics/stakeholders. Conducts formal research and incorporates audience feedback in communication tactics. Open and honest communication is important.

Ayer Public Relations And Publicity Style

J Spring



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Includes entries for maps and atlases **Ayer Public Relations and Publicity Style Book** Ayer Press, 1972 How to Plan and Carry Out a Successful Public Awareness Program on Child Abuse and Neglect National Center on Child Abuse and Neglect (U.S.), 1980 *New Serial Titles*, 1985 '77 *Ayer Public Relations and Publicity Style Book* Ayer Press, 1977
Trends, 1974 *Catalog of Copyright Entries. Third Series* Library of Congress. Copyright Office, 1974 DHHS Publication No. (OHDS), 19?? **Professional's Guide to Publicity** Richard Weiner, 1975 **U.S. Environmental Protection Agency Library System Book Catalog** United States. Environmental Protection Agency. Library Systems Branch, 1975 **Library Book Catalog** United States. Law Enforcement Assistance Administration, 1972 **How to Plan and Conduct an Effective Adoption Recruitment Campaign** John Wolff, 1981 American Book Publishing Record, 1977-03-31 Here's quick access to more than 490 000 titles published from 1970 to 1984 arranged in Dewey sequence with sections for Adult and Juvenile Fiction Author and Title indexes are included and a Subject Guide correlates primary subjects with Dewey and LC classification numbers These cumulative records are available in three separate sets Library Book Catalog United States. Department of Justice, 1972 *New Serial Titles, Classed Subject Arrangement*, 1978 **Fashion Marketing and Communications** Olga Mitterfellner, 2024-12-11 Fashion Marketing and Communications draws together interdisciplinary approaches from marketing branding promotion and critical media studies to provide a comprehensive and honest understanding of the commercial and ethical functions marketing plays in the fashion industry Offering a combination of theory and practice the book covers subjects including historical advertising and public relations modern consumerism contemporary marketing techniques international markets and sustainable and inclusive marketing outlining the opportunities and challenges facing the future of fashion marketers This second edition has been fully revised to incorporate new chapters on sustainability marketing digital marketing and future facing trends Interviews with practitioners have been refreshed and broadened to include a diverse range of perspectives from around the world New case studies showcase real life examples from Abercrombie Fitch Freitag LOEWE and SOLIT Japan This book champions new actionable theory frameworks with embedded activity sheets that invite the reader to apply the frameworks in an educational or professional context Examining the last 100 years of fashion marketing and communications and current theory and practice this broad ranging text is perfect for advanced undergraduate and postgraduate students of fashion marketing brand management and communications as well as practitioners PowerPoint slides and exercise questions are available to support the book

Public Administration Series--Bibliography, 1981

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