



ULAB

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ESSAY QUESTIONS

1. What are some of the advantages (how does it help us) of using the World Wide Web to further public relations? Why is using social media important in public relations?

Name at least 10 things that make a good social media channel.

- ❖ Public relations (PR) has developed over the last decade to include far more than printed newspapers and magazines, yet traditional printed media continues to play an important role. There are some of the advantages of using the World Wide Web to further public relations. If we talk about the traditional media there are some things which is not work as web media did. Like the traditional media's target audience is more difficult to approach and also expensive, it takes a long time, it takes time to build a following, it takes time for feedback to arrive, it's more difficult to assess the effectiveness of a campaign, Customer acquisition is more difficult, Conversion rate is difficult to quantify. On the other hand using the web media, made possible to link the world in ways that were previously unimaginable. Web media, refers to channels that people control. It includes content for a website and blog, as well as e-books, white papers, and presentations, among other things. They have complete control over the content and how it is distributed. It also made it simpler for people to communicate, obtain, and exchange data. People could also use social networking sites, videos, and blogs to share their ideas and works. The advantage of world wide web to further public relation is- It is a lot easier to contact your target audience, Less expensive, Quick shipping service is available, Instantaneous viewership is possible, it is simpler to assess the effectiveness of a campaign, conversion rate is a lot easier to calculate, customer acquisition is less difficult and mostly instant feedback is available. Although both PR and social media are based on communication, social media amplifies the message with real-time messaging, making PR more powerful and impactful. With the help of social media, content issued via news releases, emails, and other PR-related tools can live longer, circulate quicker, and reach a wider audience. Social media aids in the creation of brand value. Using social media is important for public relation for-
- Aids in the development of a relationship with the consumer.
- For development of a brand.

- It is very interpersonal and B2C in nature.
- Advertisements can bring in more customers.
- Marketing campaign can be run instantly.
- Campaigns are comparatively inexpensive.
- It enhances reliability.

If we approach developing a social marketing plan for our company, then a few key sites likely jump to our mind first like- Facebook, Instagram, Twitter, and, depending on your industry, YouTube or Pinterest etc. There are numerous social media sites to choose from, with new platforms and formats being introduced on a regular basis.. 10 things that make a good social media channel is-

- Regular Updates (multiple times a day).
- Provides data.
- Giving immediate response.
- Obtaining new customers via keyword searches.
- Participation of the audience.
- Curation and sharing of content on a regular basis.
- Setting up a discussion board.
- Maintaining an approachable and friendly demeanor at all times, rather than becoming defensive or hostile.
- Recognizing the target audience and analyzing their social media usage.
- Using successful marketing techniques.

By combining these elements, you can create a strong social media presence that will increase your online visibility, help you engage with your followers or customers, and boost your online reputation.

2. What is media relations? What is proactive media relations? What is reactive media relations? What responsibilities and rights to PR spokespersons have when it comes to dealing with the news media?

Media relations: The relationship that an individual or company has with journalists, the media, and media companies is known as media relations. It enables the organization to communicate its goal to the public in a credible manner through with a reputable source, and so it is both a preventative activity. In short, working with the media to inform the public about an organization's

goals, strategies, and procedures in a positive, consistent, and trustworthy manner is what Media Relations is all about.

Proactive media relations: Proactive Media Relations are stories that are usually started by a news organization or an agency. The standard press release, case analysis, human interest, expert judgment, bylined articles (connected to author), and editorial calendar chances are just a few examples of Proactive Media Relations.

Reactive media relations: Reactive media relations is when there is a problem, or when a crisis is created in an organization, reactive media relations is used. These pieces are frequently authored by an independent writer who is not under the supervision of the organization.

The goal of public relations is to create understanding, goodwill, and attention between a company and the people it wants to influence. Public relations professionals assist the company or organization develop and maintain a positive public image. They produce media, ranging from press releases to social media messaging that influence public perception of the company or an organization and raise brand recognition. The spokesperson plays a crucial role in disseminating and regulating knowledge about the company to the general public. They work cooperatively with marketing professionals and public relations experts to create statements and media releases that are both important. A spokesman should ideally come from a high-ranking position inside the company. The public is looking for someone who can talk with authority and whose thoughts they can trust. A knowledgeable company leader will be able to deliver the most appropriate responses for your target audiences. There are responsibilities and rights to PR spokespersons have when it comes to dealing with the news media. As a PR spokespersons a person have some responsibilities like-

- He must make himself always available or make himself open when he need to speak with the news media.
- Always Adhere to moral principles/ethics.
- Always be prepared or ready to act whenever it needed.
- Stick to deadlines.
- Make his stories interesting or newsworthy (when and where possible) for catch the attention of media and audiences.
- Be considerate of others.
- He has to be honest and truthful.

As a PR spokesperson, a person have some rights also. Like-

- To know about the theme ahead of time.
- To be treated with respect.
- To know who he will talk and on the off chance that they have recently expounded on my association.
- To say that "do not know" something.
- To be appropriately reported.
- And lastly not be deceived.

A spokesperson plays a significant role in public relations and limiting the impact of unfavorable press, in addition to making statements and appearances to promote the organization.

3. What is CSR? What are the four dimensions of CSR and why are they important?

What are the types of CSR? How does people, planet and profit factor into CSR?

CSR: CSR (Corporate Social Responsibility) is a kind of international private business self-regulation. It is a corporate strategy that promotes long-term development by providing economic, social, and environmental advantages to all parties involved. Company social responsibility (CSR) is a wide concept that encompasses a range of topics ranging from human rights to environmental impacts to corporate governance and workplace circumstances. Like- Community development, Water conservation, Buy 1, Give 1, Reducing waste are some example of CSR.

The four dimensions of CSR are-

1. **Economic responsibility**: Economic responsibility is defined as adhering to the established ethical and moral laws. In this setting, businesses seek a solution that would help them grow their businesses and make profits while also benefiting the community and society.
2. **Legal responsibility**: Legal duties apply not only to persons in society, but also to corporations. These laws and regulations are in place to keep the society in balance and for the greater welfare. A law-abiding business is also a socially responsible business.
3. **Ethical responsibility**: Ethical responsibilities are voluntary initiatives that a corporation implements because it believes it is the morally proper thing to do rather than because it is obligated to do so.

4. **Discretionary responsibility:** Discretionary Responsibility is also known as philanthropic responsibility. Discretionary responsibility is driven by a company's desire to make social contributions rather than being compelled by economics, law, or ethics. Philanthropic efforts that do not provide a direct financial return to the company and are not expected are examples of discretionary actions.

The four dimensions of CSR are important because it keeps the society in balance and for the greater welfare, helps to grow businesses and make profit for the community and society. CSR illustrates that you're a company that cares about more than simply the issues that generate more profit, which will attract customers that share your beliefs. As a result, operating sustainably makes good business sense.

There are three types of CSR-

1. **Altruistic CSR** – Altruistic CSR is when a company contributes to the greater good at the expense of the company for altruistic, humanitarian, or philanthropic objectives. Altruism is defined as a surrender of self-interest and a sole focus on the well-being of others. As a result, altruistic CSR is a type of corporate social responsibility (CSR) that goes beyond ethical behavior to willingly offer time and/or money to select groups of stakeholders, even if this sacrifices a portion of the company's profitability.
2. **Ethical CSR**- Ethical CSR is a moral need that extends beyond a company's economic and legal commitments to its responsibility to avoid harms or societal injuries, even if the company does not benefit. Some argue that CSR is most honorable when it satisfies ostensibly altruistic obligations.
3. **Strategic CSR**- Strategy CSR is the integration of a comprehensive CSR viewpoint into a firm's strategic planning and core operations in order for the firm to be managed in the medium to long term in the interests of a broad range of stakeholders to generate maximum economic and social value

In today's economy, CSR has become a driving force, impacting how businesses are done in practically every area. Both regulations and industry push modern enterprises to engage in measures that help society and the environment in addition to the bottom line. CSR refers to voluntary measures taken by corporations in order to promote the interests of various stakeholders. The "triple bottom line" - people, planet, and profit — is becoming increasingly

important to many large organizations. This approach of doing business recognizes responsibilities that extend beyond shareholder profit.