

A. ASSIGNMENT SUMMARY:

In this section, we will revisit the assignment's expectations and the steps necessary to complete the assignment effectively.

1. Assessed criteria:

- Analyze the contextual scenarios of the public relations industry.
- Identify current trends and problems in the public relations field.

2. Assignment details:

- *Requirement:*
 - The campaign must not coincide with any that appears in class.
 - The case study must not be later than 5 years ago.
 - A minimum of 3 **relevant** and **academic** sources is demanded.
- *Format:* 1,500 words written essay
- *Objectives:* **Present** and **analyze** a PR OR marketing campaign
- *Suggested approach:* The campaign can be about the following social concepts:
 - Women empowerment
 - Work-life balance
 - Effects of businesses on environments
 - Traditions in modern life
 - Mass media
 - Etc.
- *Assignment structure (recommended word count for each section)*
 - Introduction (150 words)
 - Presentation of chosen social issue (200 words)
 - Presentation of basic info regarding the campaign which addressed said issue and its tactics (400 words)
 - The campaign's performance and degree of success (theory-based evaluation) (700 words)
 - Personal reflection on the campaign and your assessment of it (150 words)
 - References and appendices

B. KEY TERM DEFINITION:

In this segment, we will take another look at the terminology associated with assignment that is discussed within the context of the course.

Term	Definition
Public Relations (PR)	A strategic communication process, PR is utilized in maintaining a company's healthy relationships with stakeholders like the media, partners and sponsors. Its goal revolves around portraying its organization in a positive light through messages and actions.
Advertising	Fundamentally a marketing strategy, advertising involves promoting a product, service or brand to a target audience via different communication channels. At its core, corporations use advertisements to sell the public something.
Persuasion/Social influence theories	<ol style="list-style-type: none">1. <u>Social Exchange theory</u>: Since social behavior is an exchange between people, this theory assumes that a person after weighing up the pros and cons of a relationship will either abandon or maintain it.2. <u>Social Learning theory</u>: Consisting of four learning aspects (community, identity, meaning and practice), this model claims that from experiencing social actions and attitudes can change a person's behavioral pattern as they learn from and model after them.
Mass media theories	<ol style="list-style-type: none">1. <u>Agenda setting</u>: Through this action, we can identify what the media are telling us to think about regarding an issue. For example, presumably we don't know anything about watermelons and the media tells us they are bad for your health, it is setting an agenda.2. <u>Media framing</u>: This course of action entails highlighting only an aspect of a perceived reality, either to promote or discard an interpretation, a definition, an evaluation and

	more.
Grunig and Hunt's 4 models of PR	<p>A framework classifying approaches to PR strategic practice. It has four components:</p> <ol style="list-style-type: none"> 1. <u>Press agency</u>: strictly one-way communication, in which the validity of truth is not essential. Used to influence and persuade audiences. Mainly adopted by sports and entertainment companies. 2. <u>Public information</u>: still one-way communication but since it pertains to spreading information, its accuracy is prioritized. Often deployed by governmental organizations. 3. <u>Two-way asymmetrical</u>: a dialogue is now in play but has an imbalance result as the company seeks only to understand the audience's perceptions and construct relevant messages. Mainly utilized in political campaigns or health administrations. 4. <u>Two-way symmetrical</u>: regarded as the ideal approach to PR practice, this method emphasizes truthful communication between parties. Its primary goal is to establish understanding and allow negotiations to take place. Used widely by NGOs, businesses and governmental departments.

