

STC 116 – Principles of Public Relations

International Public Relations



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Definition of Global/International Public Relations

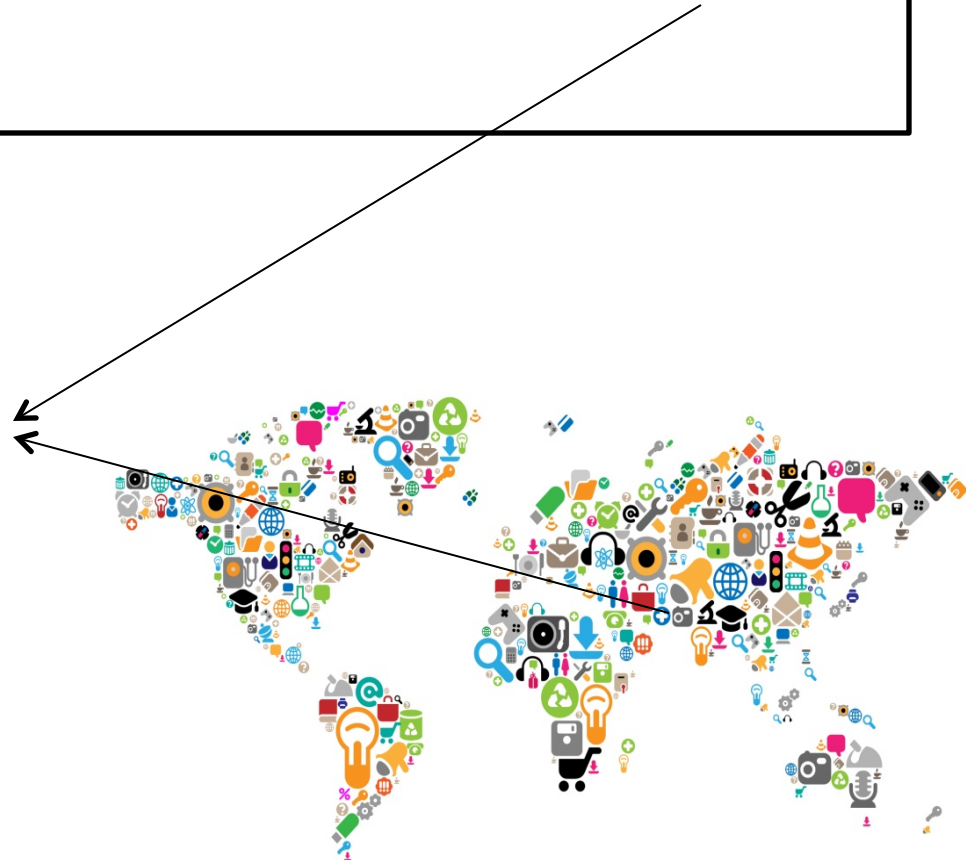
The planned and organized efforts of a company, institution, government or nation to establish **mutually beneficial relationships** with the **publics** of other nations.

Firms

Governments

NGOs

Citizens



Why?



GLOBALIZATION

GLOBAL WORLD PLANET MEDIA EARTH INTERNATIONAL ...

“The World is Flat!”

International challenges to the development of the PR field

- ✓ Communication environments: open vs. limited
- ✓ Long transition from propaganda to public relations
- ✓ Contested definitions of the profession from country to country
- ✓ Ethnic and religious diversity
- ✓ Linguistic barriers

public relations develops more rapidly in nations that have...

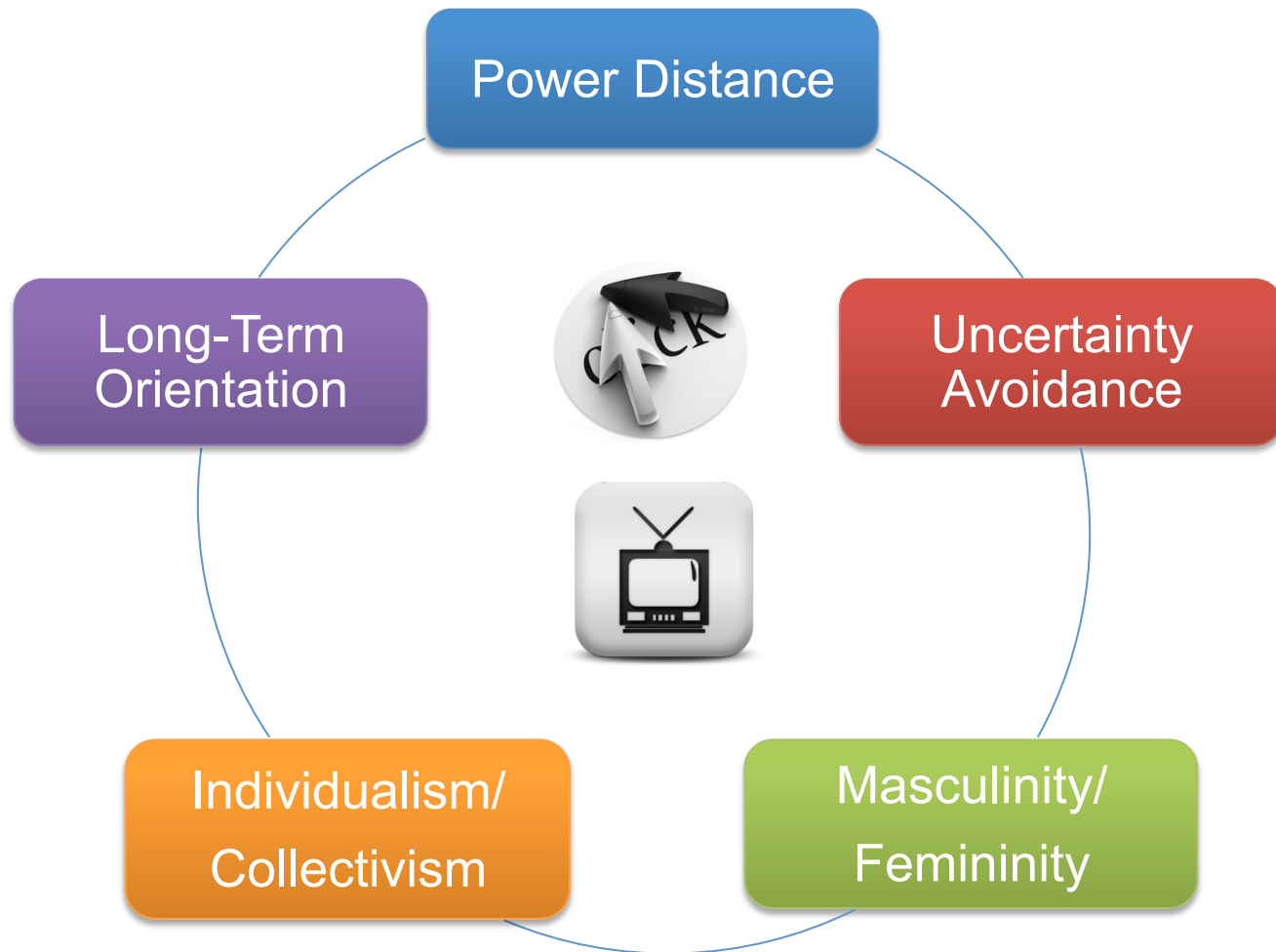
- ✓ Multiparty political systems
- ✓ A relatively free press
- ✓ Considerable private ownership of business and industry
- ✓ Large-scale urbanization
- ✓ Relatively high per capita income

Language and Cultural Differences

Personal experiences? Examples?



Geert Hofstede's Five Basic Cultural Dimensions



In summary...

Culture is the ESSENCE of IPR practice

Culture

- ✓ is the context or the stage, on which international public relations (IPR) activities play.
- ✓ Represents the layers IPR must address
- ✓ Is manifest in daily interactions
- ✓ Diversity in cultures needs to be recognized to understand publics/audiences and practice around the world.

Who are the Major Players in International Public Relations (IPR)



Major Players in IPR

- ✓ Governments (Regional/National)
- ✓ Multinational corporations (MNCs)
- ✓ Non-governmental organizations (NGOs)
 - International Institutions
- ✓ Nations



Governments: Public Diplomacy

- ✓ ESSENCE: An open process of **communication** to present a society and all its complexities
- ✓ PURPOSE: So citizens and governments of other nations can **understand the context** of the country's actions and policies



lobbying/Persuasive Communication campaigns



Foreign Agents Registration Act (FARA):

- ✓ Professionals register with the Department of Justice
- ✓ File reports of activities, expenses, compensations

Remember...

One of the objectives that foreign nations seek to accomplish by hiring U.S. public relations firms to represent them in America is

to provide ongoing information on political, sociological, and commercial developments that could affect that country's **business interests**.

Ethical dilemmas for public relations firms

- ? Representing a country whose **human rights violations** may reflect adversely on the agency itself
- ? Persuading heads of such a nation to alter some of its practices so that the favorable public image sought may reflect **reality**
- ? Convincing officials of a client country that the American **press is independent** from government control and that they should never expect coverage that is 100 percent favorable
- ? Deciding whether to represent a nation where autocratic heads of state have drastically **reduced civil liberties** and crushed any opposition.

Multinational Corporations (MNCs)

Practice business-driven IPR by help MNCs establish presence abroad

- Negotiating language
- Understanding cultural practices
- Balancing corporate demands with the need to build relationships
- Relationship building with the host country by being a good citizen (CSR)
- Working through and within asymmetric relations of power
- Clashing with local and national governments on legal issues
- Raising awareness

MNCs cannot isolate discord

Cross-national conflict shifting: *Public relations challenges in one part of the world affect the operations of an international corporation elsewhere around the world.*



Examples?



Nations: National Branding

“Integrated communication efforts which aim to measure, build and manage the reputation of countries.”

Tourism

- Depend on international image of the nation
- Key industry for national economies

Sports

- Many international events
- “Can unify nations, promote social change and affect the national psyche”

Why this campaign?

Why successful?



Career Advice: Centers for IPR Practice

Conglomerates & Networks

- WPP
- Omnicom
- Interpublic
- Publicis
- Dentsu
- Havas
- IPREX
- Pinnacle
- WorldCom
- Edelman Public Relations

London

Paris

Tokyo

New York

What drives success in global setting?

- Strategic awareness 2.9
- Relationship skills 2.9
- Adaptability 2.8
- Nonjudgmentalness 2.8
- Multicultural ability 2.6
- Self reliance 2.6
- High task orientation 2.4
- IT/communications grasp 2.4
- Overseas experience 2.2
- International negotiation skills 2.1
- Foreign language skills 1.9

(3 = Very Important, 2 = Somewhat Important, 1 = Less Important)

“Glocalization”

Think Local...Act Global

Or

Think Global...Act Local

Questions?