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Answer the three questions at the end of the chapter located on page 243.. Write a 1,050- to 1,400-word

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paper in which you

describe how the case
was handled and

provide recommended

improvements for your

client (Sony).. Include

three outside references

as well as citations with

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To succeed in public

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Chapter 10 The Practice
of Public Relations

Public relations is a
large discipline that can
be subdivided into many
types of functions.

There are four primary
areas of functional
responsibility or
different locales in
which we can categorize
the profession of public

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~~Difference Between
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The guiding principle of public relations revolves around the use of news and content to put forth a message about anything -- a product, a business, an

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The practice of public
relations is based first
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combines a real-life

approach that marries

his experience in the

field with a light-

hearted, energetic prose

style.

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practitioners should be

providers of

information. The first

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large-scale public relations effort in the United States was intended to shape public opinion following the nation's entry into World War I. The books *The Hucksters* and *The Man in the Gray Flannel Suit* are important because

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From the list below, identify one major public relations trend of the 1990s. Public relations firms began to lose market share to advertising agencies. The public's trust in public relations grew significantly. Smaller agencies merged into international "super agencies" Larger firms

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broke off into smaller
"boutique" agencies.

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□The current practice of
professional and ethical
public relations.

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Evaluation 100 Total
points: 300-270=A
239-269=B 208-
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These values provide
the foundation for the
Code of Ethics and set

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the industry standard for
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guide our behaviors and
decision-making
process. We believe our
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vital to the integrity of
the profession as a
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