

Public Relations Theories

Prof. Jacob C. Farbman, M.A., APR
The College of New Jersey

Communication...

- Systematic
- Process
- Symbols
- Meanings

In PR, we...

- Inform
- Persuade
- Educate
- Motivate
- Generate
- Achieve Mutual Understanding

As a PR pro, you need to know...

- What constitutes communication?
- What goals depend on PR?
- How people process information?
- What motivates attitudinal change?
- Appropriate channels for audiences?

Sound familiar?

- I-A-B
- M-A-C

PR pros determine if messages are

- Appropriate
- Meaningful
- Memorable
- Understandable
- Believable

Messaging Objectives

- Exposure
- Accurate Dissemination
- Acceptance
- Attitude Change
- Behavioral Change

Helpful Theories

- Gatekeeper Theory
- Two-step Flow Theory

Audiences getting the message

- Active audiences
- Inactive audiences
- Fatalistic audiences

Why do people turn to the media?

- Current events
- Entertainment and diversion
- Opinion and predisposition reinforcement
- Decision making > products and services

Major Challenge...

Selective Perceptions!

Align with selective perceptions

- Source Credibility
- Third-party Credibility
- Message repetition

Adoption Process

- Awareness
- Interest
- Evaluation
- Trial
- Adoption

Innovation Process

- Innovators
- Early Adopters
- Early Majority
- Late Majority
- Laggards

Maslow's Hierarchy of Needs

- Basic
- Security
- Belonging
- Love
- Self actualization


