

Public Relations Theories

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Communication...

- Systematic
- Process
- Symbols
- Meanings

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In PR, we...

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

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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?

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Sound familiar?

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

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PR pros determine if messages are

- Appropriate
- Meaningful
- Memorable
- Understandable
- Believable

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**Messaging Objectives**

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

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**Helpful Theories**

- Gatekeeper Theory
- Two-step Flow Theory

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**Audiences getting the message**

- Active audiences
- Inactive audiences
- Fatalistic audiences

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Why do people turn to the media?

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

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Major Challenge...

Selective Perceptions!

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Align with selective perceptions

- Source Credibility
- Third-party Credibility
- Message repetition

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**Adoption Process**

- Awareness
- Interest
- Evaluation
- Trial
- Adoption

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**Innovation Process**

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

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**Maslow's Hierarchy of Needs**

- Basic
- Security
- Belonging
- Love
- Self actualization

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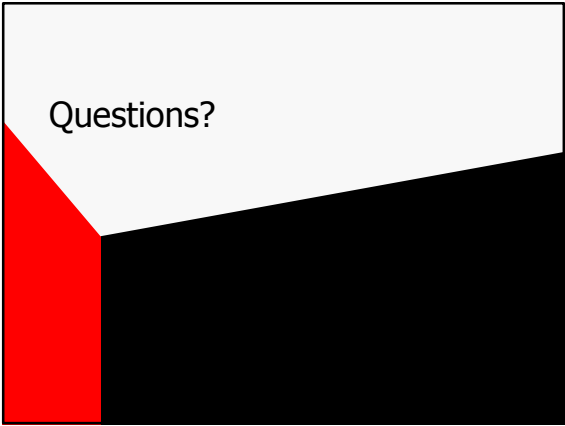
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Questions?

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